

# Environmentally Friendly Products and Services



## Challenges and Opportunities

As the global economy transitions toward digitalization alongside rising sustainability expectations, businesses face increasing pressure to design products and services that effectively meet customer needs while minimizing impacts on natural resources and the environment. Reliance on physical resources, travel, and redundant infrastructure may create negative indirect environmental impacts throughout the value chain. However, these challenges also present opportunities for the Company to develop digital products and service-based solutions that reduce the need to purchase tangible assets. Such approaches help reduce material consumption, minimize unnecessary travel, and improve resource efficiency. This enables the Company to create shared value

for customers, society, and the environment, while supporting the long-term transition toward a low-carbon economy.

## Commitment to Responsible Business Operations

JAS is dedicated to advancing solutions that encourage responsible and efficient use of resources. Emphasis is placed on developing service models that lessen dependence on physical assets, mitigate environmental impacts across the value chain, and facilitate the shift toward a digital and low-carbon economy. Through this approach, the Company aims to generate lasting value for customers while supporting sustainable progress for both the organization and society.

## Management Approach

Topic	Approach
Digital & Service-based Design	<ul style="list-style-type: none"> <li>Develop products and services in digital formats or service-based models to reduce reliance on physical materials and resources</li> </ul>
Shared Infrastructure	<ul style="list-style-type: none"> <li>Promote shared resource utilization to minimize duplication and improve system-wide efficiency</li> </ul>
Indirect Environmental Impact Reduction	<ul style="list-style-type: none"> <li>Enhance service processes and customer engagement through digital channels to reduce travel, transportation, and other activities that contribute to indirect environmental impacts</li> </ul>
Environmental Certification & Communication	<ul style="list-style-type: none"> <li>Explore the adoption of environmental certifications or eco-labels for relevant products and services to enhance transparency and demonstrate the Company's sustainability commitment</li> </ul>

## Products and Services for Sustainability

The Company recognizes that products and services serve not only to deliver value to customers but also as an important mechanism for reducing indirect environmental impacts. By leveraging digital technologies, service-oriented business models, and optimized service systems across the group, the Company enhances resource efficiency while reducing reliance on physical materials. These approaches also help limit unnecessary travel and transportation activities, while enabling shared resource utilization across its businesses and services. Together, these efforts support the long-term transition toward a more digitalized and low-carbon economy.

As a holding company, JAS is committed to facilitating the transition to a low-carbon economy across its business ecosystem. To achieve this, the Company promotes a clean digital entertainment and service environment enabled by cloud-based technologies and shared digital infrastructure. This enhances resource efficiency and helps reduce indirect greenhouse gas emissions (Scope 3) arising from customer usage. In addition, the Company continues to guide and support our businesses in transitioning toward digital-first service models, with the objective of minimizing environmental impacts across the value chain.

Topic	Premier League Streaming Platform	PEEP Share Application	LOOK LOOK Application
Number of Downloads	1,620,000	323,000	10,000
Sustainability Attributes	Digital Entertainment & Zero-Hardware: A digital entertainment platform that does not require the installation of reception equipment such as satellite dishes or set-top boxes	Digital Communication & Cloud-Based File Sharing: An instant messaging application that promotes paperless communication and digital file storage, reducing reliance on physical documents and storage assets	Digital Pet Care: A digital pet care and record management system that reduces the use of paper documentation and physical storage
Resource Use Reduction	Reduce the use of physical resources required for manufacturing electronic equipment, and paper consumption, such as membership cards and coupons	Support dematerialization by reducing the need for new product manufacturing, thereby lowering electronic waste generated from device disposal	Replace paper-based pet health record booklets and plastic-based membership cards with digital alternatives

Topic	Premier League Streaming Platform	PEEP Share Application	LOOK LOOK Application
Travel Reduction	Reduce travel to sports venues by enabling remote access to live sports broadcasts	Reduce travel associated with data transmission through cloud-based systems and online communication	Enable digital consultation services for non-urgent pet health inquiries, reducing the need for travel to physical veterinary consultations

Through collaboration with partners and investments in environmentally friendly products, the Company has successfully built a digital community with more than 300,000 users. JAS fully supports the transition toward a decarbonized future by encouraging changes in consumer behavior, creating shared value for business, society, and the environment in the long term.

## Environmental Certification

The Company aims to raise awareness of environmental impact reduction by communicating in-app features that help mitigate climate change to users. In addition, the Company plans to assess carbon footprint for its digital services and adopt energy management standards for cloud systems, in order to pursue appropriate environmental certifications relevant to software-based businesses.