

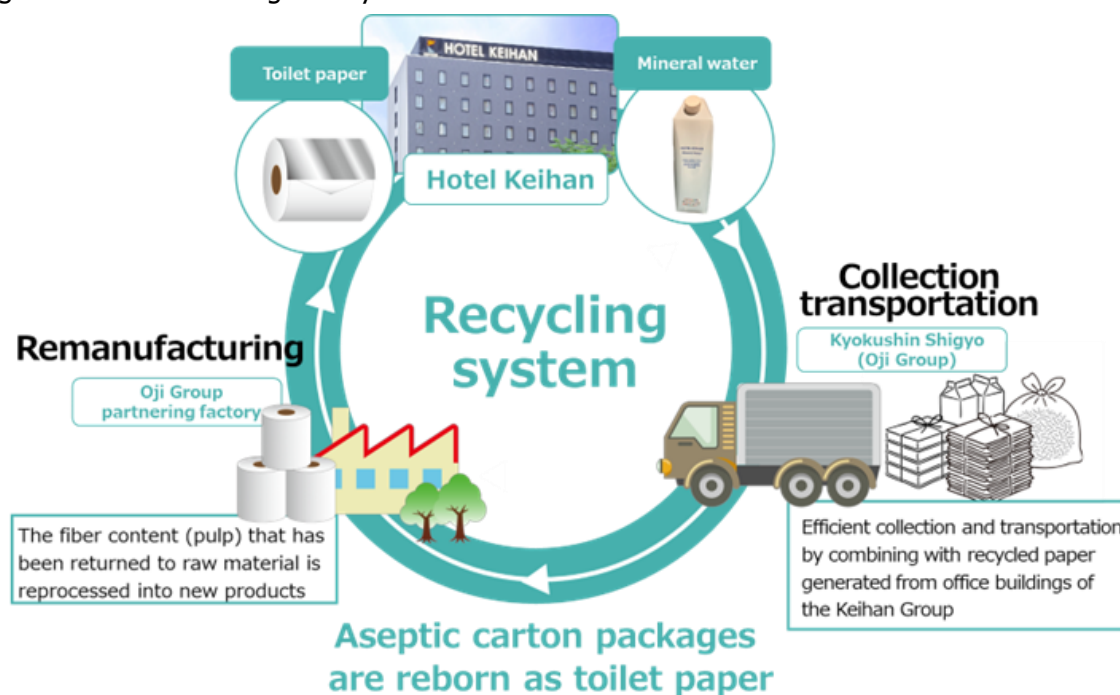
Aseptic carton packages used for mineral water at Hotel Keihan recycled into toilet paper

~Joint Initiative by Keihan Group and Oji Group to Promote Circular Economy~

Keihan Holdings Co., Ltd. (President: Yoshihiro Hirakawa, Headquarters: Chuo-ku, Osaka) and Hotel Keihan Co., Ltd. (President: Masahiro Nishikawa, Headquarters: Chuo-ku, Osaka) will collaborate with Oji Holdings Corporation (President: Hiroyuki Isono, Headquarters: Chuo-ku, Tokyo) to recycle aluminum-lined aseptic carton packages used in Hotel Keihan's guest rooms into toilet paper.

Hotel Keihan is advancing its efforts to eliminate plastic by providing mineral water in guest rooms in aluminum-lined aseptic carton packages instead of traditional PET bottles (excluding some stores). Regarding the handling of packages after use, there have been challenges related to operations and costs associated with collection, transportation, and product remanufacture, resulting in them being treated as general waste.

As a result of examining solutions to these challenges, Keihan Holdings, Hotel Keihan and Oji Holdings, have established a system to utilize recycled products at Hotel Keihan through material recycling of these aseptic packages for mineral water. This contributes to the promotion of a circular economy aimed at realizing a resource-circulating society.



Recycling system aimed at realizing a circular economy

Features of this Recycling System

This recycling system considers the operational processes and logistics related to used aseptic carton packages at hotel sites, with Oji Holdings handling everything from collection and transportation to the manufacturing and utilization of recycled products. During collection, efficiency is improved by combining a certain amount of waste paper discharged from Keihan Group's office buildings near the hotel, reducing transportation costs and contributing to the reduction of CO₂ emissions.

Additionally, for Oji Holdings, this is the first initiative to recycle aluminum-lined aseptic carton packages into toilet paper in the Kansai region.

Waste Reduction Effect, CO₂ Reduction Effect

Official collection has began from mid-August 2025, with approximately 1,920 kg per month at five Hotel Keihan locations in Osaka Prefecture and an annual waste reduction of approximately 23 tons is expected.

Additionally, an annual CO₂ emission reduction effect of approximately 27.6 tons is anticipated, contributing to the reduction of environmental impact.

Background of the Initiative - Inheriting the Entrepreneurial Spirit of Eiichi Shibusawa to Creating New Value.

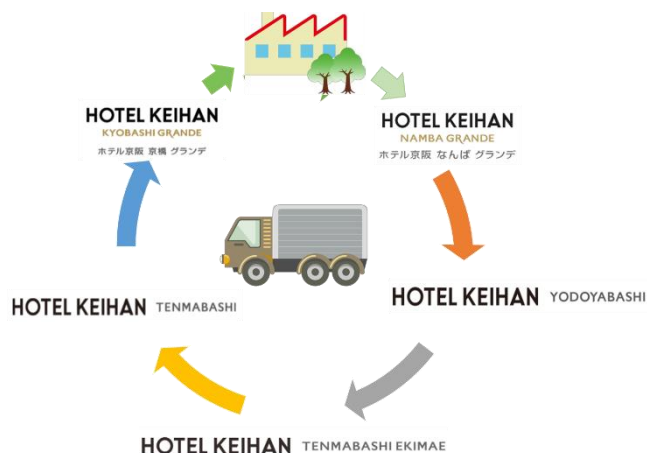
Both Keihan Holdings and Oji Holdings were established by Eiichi Shibusawa, known as the 'Father of Japanese Capitalism.' Shibusawa's 'Theory of the Unity of Morality and Economy' posits that 'morality,' as a responsibility for the prosperity of the nation and humanity, and 'economy,' as the pursuit of corporate profit, must coexist in business. This idea has been passed down through the ages and is reflected in this joint initiative.



Eiichi Shibusawa
(Shibusawa Memorial Museum Collection)

The Keihan Group has positioned 'BIOSTYLE,' which aims to enhance the value of people's lives while creating products, services, and businesses that contribute to solving social issues, as the core of its management and business activities, promoting 'BIOSTYLE Management' that creates both social and economic value. Oji Holdings has set 'Contribution to Sustainability' as its long-term vision for 2035 and is working towards transitioning to a circular economy. By collaborating with companies that share the same vision, challenges were resolved, leading to the creation of new value.

Five Hotels Currently Conducting Joint Collection of Aseptic carton packages



Collection at Hotel Keihan

Using this initiative as an opportunity, we will consider expanding its introduction to all Hotel Keihan locations nationwide.

Furthermore, each company will continue to strengthen efforts towards building a sustainable society.

Propose a lifestyle that realizes the SDGs About Keihan Group's "BIOSTYLE PROJECT"

While achieving a healthy, beautiful, and high-quality life, we also contribute to the achievement of the SDGs.

The Keihan Group is developing a lifestyle that contributes to such a circular society as "BIOSTYLE" and proposing it to our customers.

Rather than activities born solely from regulations and restraint, we promote various activities that Keihan Group can undertake to contribute to the realization of a bright circular society where good things for both people and the planet can be joyfully and effortlessly incorporated into daily life.

► For more details about the "BIOSTYLE PROJECT," click here.

<https://www.keihan.co.jp/corporate/sustainability/biostyle/>



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Contact
<p>Keihan Holdings Co., Ltd. Management planning office, PIC of management strategy (brand and public relations), TEL: 06-6945-4585</p> <p>Hotel Keihan Co., Ltd. Sales & Marketing Department, Marketing Section TEL: 06-6585-0524</p>