



## Signing of Comprehensive Cooperation Agreement for Promoting the Distribution of Products from Fukushima Prefecture

January 17, 2025

Tokyo Electric Power Company Holdings, Inc.  
KOKUBU GROUP CORP.

Today, Tokyo Electric Power Company Holdings, Inc. (President: Tomoaki Kobayakawa; Head Office: Chiyoda-ku, Tokyo; hereinafter referred to as, “TEPCO HD”) and KOKUBU GROUP CORP. (Representative Director Chairman and CEO: Kanbei Kokubu; Head office: Chuo-ku, Tokyo; hereinafter referred to as, “KOKUBU Group”) signed a comprehensive cooperation agreement for promoting the distribution of products, etc. from Fukushima Prefecture.

### [Objective]

The objectives of this agreement are to pioneer domestic/overseas sales channels and expand consumption of Fukushima Prefecture products, Sanriku/Joban-mono (the fish caught in Sanriku and Joban area), Japanese fishery products, and other products, and contribute to regional co-creation and the recovery/expansion of distribution through initiatives, etc. that support regional businesses and contribute to value improvement.

### [Background]

In January 2018, TEPCO HD announced its Action Plan for Combating Reputational Damage to address the detrimental impact that the Fukushima Daiichi Nuclear Power Station Accident has had on the reputation of products from Fukushima Prefecture, and in February of the same year it established the Fukushima Distribution Promotion Office in an effort to dispel bad rumors. Furthermore, in conjunction with the commencement of the discharge of ALPS treated water into the sea in August 2023, TEPCO HD created the ALPS Treated Water Impact Countermeasures Team which has since engaged in initiatives to promote the distribution of Japanese fishery products that have been impacted by import bans implemented by some nation/regions.

KOKUBU Group, as a community-based wholesaler is strengthening its “regional co-creation business” that provides new value through the cooperation with regional companies, local governments and educational institutions, etc. and through the development and national distribution of goods and services unique to specific regions and has worked with TEPCO HD on its initiatives that aim to achieve.

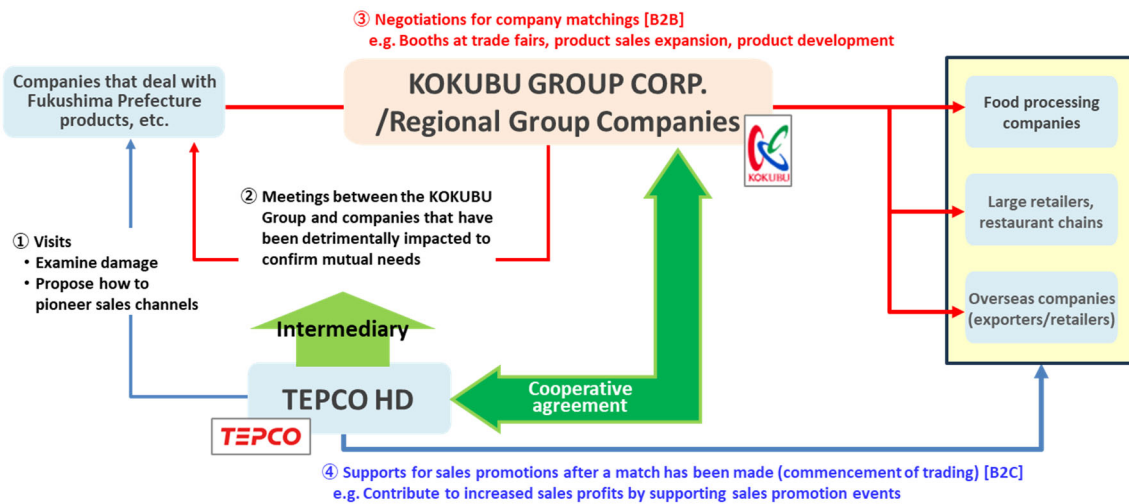
The activities of both companies are highly compatible and deepening cooperation will only result in a larger synergistic effect, therefore it was decided to sign the aforementioned cooperative agreement in an effort to further develop and enhance initiatives through mutual cooperation.

[Areas of coordination/cooperation]

The primary initiatives covered by the agreement are as follows:

1. Enlarge sales channels and improve recognition in the domestic market
2. Provide support for exporters to enable continued and stable export overseas
3. Pioneer sales channels in overseas markets and construct an export value chain
4. Product development
5. Other initiatives that contribute to promoting distribution and regional co-creation.

[Initiative diagram]



While conveying the appeal of food products from Fukushima Prefecture and other regions receiving cooperation from stakeholders while deliberating/implementing initiatives, both companies will contribute to the food production/distribution industries and regional development.

<Reference> Example of initiatives

TEPCO HD invited several seafood processing companies to set up booths at the 2024 Autumn/Winter Trade Fair sponsored by KOKUBU TOHOKU CORP. and held in Sendai City, Miyagi Prefecture on July 24, 2024. Approximately 1,100 buyers attended to the event thereby providing these companies with many opportunities to engage in negotiations.

Going forward, many companies will also be setting up booths at trade fairs held in other areas starting with the January 22, 2025 trade fair also sponsored by KOKUBU TOHOKU CORP. and held in Sendai City.

Photos from the 2024 Autumn/Winter Trade Fair

