

December 15, 2016

Press Release

EMG Marketing Godo Kaisha
Doutor Coffee Co., Ltd.

In SS Industry First, Service Station with Drive-thru Cafe Rolled Out as New Type of Alliance Site

TonenGeneral Group Company EMG Marketing Godo Kaisha (Head office: Minato-ku, Tokyo; President: Takashi Hirose) and Doutor Coffee Co., Ltd. (Head office: Shibuya-ku, Tokyo; President: Yutaka Toriba) have established the Esso Express Ichihara Gosho Service Station and the Doutor Coffee Shop - Esso Ichihara Gosho as an alliance site comprising a service station with a drive-thru cafe, the first of its kind in the SS industry.

Since forming a business alliance in 1999, the two companies have rolled out service stations with self-service cafes in a number of regions. The new alliance site, created in response to the decline in domestic demand for petroleum products and increasing competition among self-service coffee shops, will be the first to feature the companies' newly developed format.

Utilizing market surveys, the two companies aim to develop a more profitable alliance site format, and expand and strengthen their new cafe-service station network.

Under its mission of contributing to the development of a vibrant society by maintaining a stable supply of energy and high-quality products and services, the TonenGeneral Group will work toward the realization of a more convenient and affluent society by developing advanced products and services.

Under its philosophy of providing comfort and vitality through a delicious cup of coffee, Doutor Coffee has broken new ground to establish attractive coffee shops in locations across the country. The company will continue its efforts to roll out its coffee shops in locations, including public facilities such as hospitals, highway service areas, and libraries, that are integral to people's day-to-day lives.

Overview of SS

Name:	Esso Express Ichihara Gosho Service Station
Location:	1700-1 Ichihara-shi Gosho, Chiba
Area:	1,514 <i>tsubo</i> (approx. 5,005 m ²), including cafe
Number of fuel pumps:	12
Business hours:	24-hour self service

Overview of cafe

Name: Doutor Coffee Shop - Esso Ichihara Gosho
Location: 1700-1 Ichihara-shi Gosho, Chiba
Area: 48 *tsubo* (approx. 158 m²)
Number of seats: 73 (separate smoking and non-smoking areas; smoking seats: 17)
Business hours: 6:00 - 24:00 (drive-thru open 24 hours)

Site features

We offer a spacious establishment (approx. 1,500 *tsubo*/4,960 m²) to serve our customers and their automotive needs. Customers can relax in the Doutor Coffee Shop while having a vehicle inspected, or get a car wash and refuel when coming to relax in the cafe. We provide 19 parking spaces for customers whose main purpose is to spend time in the cafe.

At our Doutor Coffee Shop, we welcome customers with fresh, delicious coffee and a generous menu of items such as Milano sandwiches, cakes and sweets, made with carefully selected ingredients. Our drive-thru order system features a digital signage touch panel, the first in the cafe industry. While this system enables customers to order by voice, it also appeals to smartphone users with its operation by tapping, thereby contributing to increased opportunities for use by a variety of customers.



Opening ceremony by the two companies on December 15, 2016



The drive-thru Doutor Coffee Shop, the first of its kind in the SS industry

[The official language for TonenGeneral Sekiyu's filings with the Tokyo Stock Exchange and Japanese authorities, and for communications with our shareholders, is Japanese. We have posted English versions of some of this information on this website. While these English versions have been prepared in good faith, TonenGeneral Sekiyu does not accept responsibility for the accuracy of the translations, and reference should be made to the original Japanese language materials.]