

**Ceres Obtains SBT Certification for Its Greenhouse Gas
Emission Reduction Targets**
~Accelerating the Achievement of SDGs through Science-Based
Decarbonization Management~

Ceres Inc. (Headquarters: Shibuya-ku, Tokyo; President and Representative Director: Satoshi Takagi; Stock Code: 3696; hereinafter “Ceres”) is pleased to announce that its greenhouse gas (GHG) reduction targets have been approved by the Science Based Targets initiative (SBTi) as science-based targets aligned with limiting the global average temperature rise to 1.5°C. On the occasion of "Cool Earth Day" on July 7, a day designated in Japan to raise awareness about environmental issues, Ceres is making this announcement to reaffirm its commitment to environmental conservation and to further accelerate decarbonization efforts across its business operations and value chain.



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Since its founding, Ceres has been guided by the vision of “Enriching the world through internet marketing.” Centered around “Moppy,” one of Japan’s largest points-based rewards platforms, the company has expanded into a diverse range of businesses, including D2C and blockchain ventures. To achieve long-term growth, we believe it is essential to remain a “valued partner” that contributes to environmental and social sustainability for all our stakeholders, including shareholders, investors, business partners, employees, and the more than 6.75 (*1) million Moppy members.

Ceres has been striving to achieve a balance between corporate growth and environmental impact reduction by setting a "2050 Net-Zero Target" and aiming to obtain SBT certification



(Science Based Targets) by July 2027. However, the company has successfully achieved this certification one year ahead of schedule. This certification demonstrates that Ceres' greenhouse gas (GHG) reduction targets are science-based. As part of its efforts to reduce Scope 1 and Scope 2 (*2) emissions, Ceres has transitioned to 100% renewable energy for electricity used in its offices while simultaneously enhancing energy-saving measures. In addition, to reduce Scope 3 (*2) emissions, Ceres is focusing on optimizing its D2C supply chain, as emissions from the D2C supply chain account for 84.9% of the company's total emissions. The company is also improving the accuracy of its emission calculations and working toward providing support to suppliers and partner companies.

Moving forward, Ceres will continue to promote the reduction of greenhouse gas (GHG) emissions across its entire value chain by maintaining leadership in decarbonization efforts both within and outside the company.

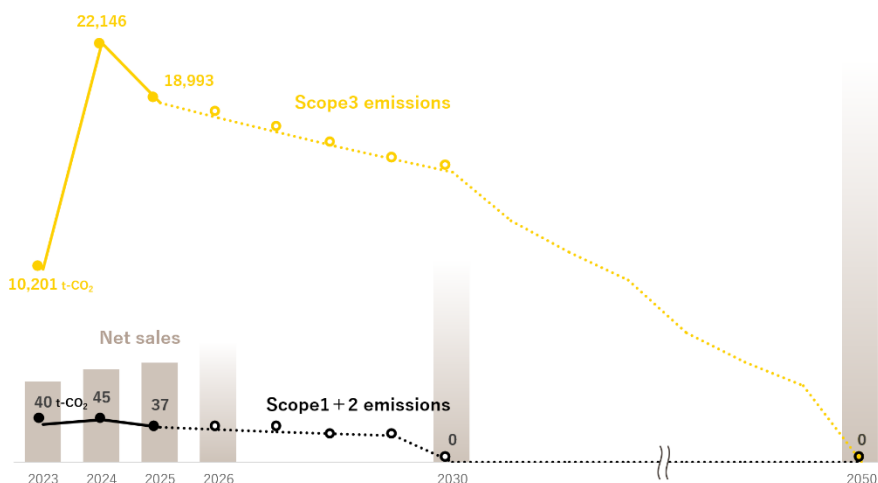
*1: The number of active members of the points-based platform "Moppy" (as of the end of March).

*2: Scope 1 refers to GHG emissions directly generated by the company, Scope 2 refers to GHG emissions indirectly generated by the company, and Scope 3 refers to GHG emissions resulting from the procurement of raw materials or the use of products after sales.

<Our Greenhouse Gas (GHG) Emission Reduction Targets approved by SBTi>

Net-Zero	Achieve net-zero emissions across the value chain by 2050
Near-Term (2030 Target)	<ul style="list-style-type: none"> • Scope1+2 42.0% reduction from a 2024 base year • Scope3 25.0% reduction within the same timeframe
Long-Term (2050 Target)	<ul style="list-style-type: none"> • Scope1+2 90.0% reduction from a 2024 base year • Scope3 90.0% reduction within the same timeframe

• Roadmap Toward Achieving Net-Zero by 2050 (*3)



*3: This target is based on the Science Based Targets initiative (SBTi) Net-Zero Standard. Any residual emissions that cannot be reduced by 2050 (approximately 2,219 t-CO₂, accounting for less than 10% of the baseline year) will be offset through carbon removal technologies and other measures to achieve net-zero across the entire value chain.

<Ceres' Initiatives to Reduce Greenhouse Gas (GHG) Emissions>**• Transition to Renewable Energy**

By procuring an RE100-compliant electricity plan and purchasing Renewable Energy Certificates, Ceres has transitioned to 100% renewable energy for electricity used in our offices.

• Optimization of the D2C Supply Chain

By simplifying product packaging and improving transportation efficiency, Ceres reduces emissions from raw material procurement and manufacturing processes (Category 1) in its D2C business.

• Improvement of Emission Calculation Accuracy

Starting in 2024, Ceres has obtained limited assurance by an independent third party. In 2025, the company expanded the categories included in its Scope 3 calculations. Furthermore, Ceres aims to establish a system for directly obtaining primary data from suppliers and transition from the current spend-based calculation method to a more precise calculation approach.

• Engagement with the Supply Chain

Ceres will promote and support its partner companies and key suppliers in setting science-based GHG reduction targets and obtaining SBT certification.

<Ceres' SDG Initiatives>

Ceres has launched “Moppy SDGs,” a points donation site, on “Moppy,” a free point-based platform accessible via the internet. Together with our 6.75 (*1) million members, we are promoting efforts toward achieving the SDGs by allowing users to donate points—while enjoying “Moppy”— to organizations contributing to decarbonization, humanitarian aid, disaster relief, and forest conservation.

Moppy SDGs: <https://moppy.jp/donation/>

**■Ceres Inc. Company Profile**

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