

April 12, 2023

International certification acquired for three hotels that will serve as the main venue and related venues for the G7 Hiroshima Summit

Seibu Prince Hotels Worldwide

For three of our hotels simultaneously acquired "Sakura Quality" tourism quality certification and "Sakura Quality An ESG Practice" international certification for lodging facilities that contribute to the SDGs

Seibu Prince Hotels Worldwide Inc. (Headquarters: 1-16-15 Minami-Ikebukuro, Toshima-ku, Tokyo; President: Masahiko Koyama) announced that three of its hotels have simultaneously acquired "Sakura Quality" tourism certification and "Sakura Quality An ESG Practice" (commonly known as "Sakura Quality Green") international certification for lodging facilities that contribute to the SDGs. The three hotels are the Grand Prince Hotel Hiroshima, which will be the main venue for the G7 Hiroshima Summit; Karuizawa Prince Hotel, which will be the venue for the Foreign Ministers' Meeting; and the Sapporo Prince Hotel, which will be the venue for the Ministerial Meeting on Climate, Energy, and the Environment.

Sakura Quality is a quality certification system focusing on lodging facilities such as hotels and *ryokan*. It is a system by which third parties can evaluate and certify high-quality Japanese tourism services for travelers around the world. Sakura Quality Green is an international certification system based on international standards established by the Global Sustainable Tourism Council of the United States. It consists of 172 criteria for environmental and community awareness and sustainable corporate governance. On this occasion, three hotels operated by our company received a 3 Gyoiko-zakura (Restorative: a facility that contributes to environmental restoration) rating out of a scale of one to five. Moreover, Grand Prince Hotel Hiroshima and Sapporo Prince Hotel became the first lodging facilities in Hiroshima Prefecture and Hokkaido, respectively, to receive 3 Gyoiko-zakura for Sakura Quality Green.

At our company, we have formulated our own hygiene and disinfection standards in response to the COVID-19 pandemic, which we call the Prince Safety Commitment, and we have worked to ensure that customers can stay at our hotels safely and with peace of mind. After the easing of border measures, we will provide overseas customers with a high value-added stay by ensuring foreign visitors, who are starting to return to Japan, that our facilities meet international standards for environmentally friendly practices along with high quality Japanese tourism services and thorough infection control measures.

"Sakura Quality" and "Sakura Quality An ESG Practice" Certified Hotels

Hotels	Venues
Grand Prince Hotel Hiroshima	G7 Hiroshima Summit Main Venue
Karuizawa Prince Hotel	G7 Foreign Ministers' Meeting in Nagano, Karuizawa
Sapporo Prince Hotel	G7 Ministers' Meeting on Climate, Energy and Environment in Sapporo

Our Safety and Security Initiatives

At our company, we have formulated our own hygiene and disinfection standards, which we call the Prince Safety Commitment, with the aim of preventing the spread of COVID-19, and we are working to ensure that customers can stay at our hotels safely and securely. We continue to adhere to this commitment to ensure the safety of our customers and to propose new services in the post-COVID environment. In addition, we have simultaneously acquired GBAC STAR™ certification for 19 hotels in Japan, which certifies that our facilities meet international hygiene standards for infectious disease prevention measures. By certifying that they meet these standards, we have established a system that enables even customers from overseas to use our facilities with greater safety and security.



Note: The information in this document is current as of the date of its release (as of April 12, 2023). Initiatives may change in the future.

Background of "Sakura Quality" and "Sakura Quality An ESG Practice" Certification

Due to the spread of COVID-19, the sense of values regarding tourism has changed worldwide, and destinations and accommodations where the SDGs, sustainability, and the environment are given consideration have become important options. Going forward, as demand from foreign visitors to Japan recovers, we will demonstrate that we meet international standards in the Japanese hospitality that we provide and in our environmental initiatives, with safety and security at the core. In this way, we will communicate in an easy-to-understand manner to customers in Japan and overseas that we are a company that values safety and security and actively contributes to the SDGs.

Environmental Initiatives of Seibu Prince Hotels Worldwide

Based on the Group Vision, which is the Seibu Group's management philosophy, our group actively promotes "Sustainability Action" initiatives to realize a sustainable society. In addition, the Seibu Group has set forth 4 areas (Safety, Environment, Society and Corporate Culture) and 12 agendas (priorities) that particularly require action in light of issues in society and our business environment, and we are advancing initiatives in line with these agendas.

As a core company of the Seibu Group, Seibu Prince Hotels Worldwide is promoting environmentally conscious business activities, such as the promotion of plastic waste reduction, efforts to reduce food loss, the use of natural energy, and environmental conservation activities in cooperation with local governments. Our company will continue to strive to contribute to the realization of a sustainable society by thinking about what each and every employee can do for people, society, and the environment, and putting it into practice.

[Examples of specific initiatives by Seibu Prince Hotels Worldwide]

Note: The facilities where initiatives are implemented vary by initiative.

	Specific Initiatives
Greenhouse Gas Reduction	(1)Introduction and replacement of energy-saving equipment and use of natural energy •Introduction of LED lighting equipment...Promoted LED lighting at all business locations •Introduction of electric vehicles and carts...Promote electrification of golf carts, transportation carts, etc. •Utilization of geothermal energy such as hot springs (2)Energy-saving activities •Introduction of a joint delivery system...Switch from individual deliveries to joint deliveries of food and other items to each hotel. Reduced the number of delivery vehicles
Waste Reduction	(1)Reducing Food waste •Devising ways of serving food •Use of substandard food materials •Posting of posters and POPs to raise awareness of food loss reduction •Donations to Food Bank •Effective use of stockpiled disaster food •Reduction of food waste by drying and recycling into fertilize
Water Resources	(1)Reduction of usage •Reuse of wastewater and rainwater (city hotels)...Wastewater and rainwater are filtered, disinfected, and reused as gray water for toilet flushing, etc. Reuse as gray water for flushing toilets, etc. •Utilization of well, spring, and stream water (resort hotels) •Installation of water-saving devices...faucets, shower heads, etc. (2)Water Quality Conservation Activities •Reducing Water Pollution Caused by Detergents by Offering Guests Staying for Consecutive Nights the Choice of Not Cleaning Their Rooms Donations to environmental conservation activities if you cooperate

Forest and life protection	<p>(1)Forest Protection</p> <ul style="list-style-type: none">•Thinning and tree planting in cooperation with local governments•Utilization of waste and harvested wood <p>(2)Protection of living organisms</p> <p>1) Plastic Reduction</p> <ul style="list-style-type: none">• Gradually replacing our original natural mineral water with label-less, 100%-recycled PET bottles. Started horizontal recycling at hotels in the metropolitan area•No longer providing disposable plastic bags at domestic golf courses and disposable toiletries in changing rooms•Eliminate plastic straws and replace disposable plastic products (forks, spoons, knives, muddlers) with wooden or other alternative materials.•Donation of a portion of the proceeds from the sale of plastic shopping bags to the municipality in which each facility is located.
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