FASF
MEMBERSHIP

July 19, 2024

For Immediate Release

Company name	CERES INC.
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Notice Regarding Financing through Sustainability-Linked Loan

CERES INC. (the Company), hereby announces that the company has resolved at a meeting of the Board of Directors held on July 19, 2024 to raise funds through Sustainability-Linked Loan (hereinafter referred to as "SLL") with Nippon Life Insurance Company (Head Office: Chuo-ku, Osaka City, Osaka Prefecture; President: Hiroshi Shimizu).

SLL is a mechanism that links borrowing conditions to the achievement of sustainability targets (sustainability performance targets, hereinafter referred to as "SPTs") set based on the borrower's management strategy. This is intended to motivate borrowers to achieve SPTs and promote sustainable business activities and economic growth from an environmental and social perspective.

At the SLL, the setting for the SPTs is that the company to achieve a "leadership level (A, A-)" in the CDP Climate Change Score.

Summary of the Loan

Date of execution	July 31, 2024
Borrowing type	Sustainability-Linked Loan
Lender	Nippon Life Insurance Company
Amount of borrowing	300 million yen
SPTs	Being selected for the leadership level (A, A-) in the CDP Climate Change Score

Based on the SLL Framework established by Nippon Life Insurance Company, it has been evaluated for its compliance with the SLL Principles. In addition, this framework has obtained a third-party opinion from Rating and Investment Information, Inc.

Ceres' approach to sustainability and initiatives

  Since the establishment of the company, our Group has held the management philosophy of "Enrich the world through internet marketing". In our medium-term management plan announced in December 2021, we aim to create a platform that will revitalize socio-economic activities based on the creation of a "token economy (substitute currency economic zone)" consisting of a point economic zone and blockchain.
  To achieve these visions in the medium to long term, we believe that it is important to contribute to various social issues and realize a sustainable society, such as by improving the work environment to maximize the performance of employees with diverse backgrounds and addressing global environmental issues. Therefore, our Group is working with stakeholders from various fields to further strengthen the sustainability strategies we have been working on and to actively promote sustainability initiatives in a more cross-functional and flexible manner.

  1. Materiality
  We have identified seven material issues on which we will focus to strategically address important social, environmental and economic issues to ensure long-term growth and sustainability.

Materiality		SDGs
1	Enriching the world through our services	1 NO POVERTY · 8 DECENT WORK AND ECONOMIC GROWTH · 11 SUSTAINABLE CITIES AND COMMUNITIES · 13 CLIMATE ACTION · 16 PEACE, JUSTICE AND STRONG INSTITUTIONS · 17 PARTNERSHIPS FOR THE GOALS
2	Resolving social issues and promoting economic development through open innovation	4 QUALITY EDUCATION · 8 DECENT WORK AND ECONOMIC GROWTH · 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE · 17 PARTNERSHIPS FOR THE GOALS
3	Proper digital advertising and sound development of the industry	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE · 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
4	Providing environmentally friendly products and services	7 AFFORDABLE AND CLEAN ENERGY · 11 SUSTAINABLE CITIES AND COMMUNITIES · 12 RESPONSIBLE CONSUMPTION AND PRODUCTION · 13 CLIMATE ACTION · 15 LIFE ON LAND
5	Active empowerment of diverse human resources	4 QUALITY EDUCATION · 5 GENDER EQUALITY · 8 DECENT WORK AND ECONOMIC GROWTH · 10 REDUCED INEQUALITIES · 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
6	Information security and privacy	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE · 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
7	Strengthening of corporate governance	5 GENDER EQUALITY · 10 REDUCED INEQUALITIES · 16 PEACE, JUSTICE AND STRONG INSTITUTIONS

  2. "Moppy x SDGs"
  The points site "Moppy" offers a platform called "Moppy x SDGs", that allows users to donate their accumulated points to organizations that contribute to solving social issues. Through this platform, more than 5.26 million* Moppy users can contribute to the realization of a sustainable society.
  "Moppy x SDGs" allows users to donate to organizations that are related to all 17 Sustainable Development Goals (SDGs). For example, the program includes organizations that support a wide range of areas such as poverty eradication, improving the quality of education, gender equality, and climate action, allowing users to choose an organization that matches their interests and values and make a direct social contribution through their donation.
  Through this initiative, we offer users with the opportunity to not only to earn points through Moppy, but also to give those points back to society in a meaningful way. This raises users' social awareness, encourages them to take action, and ultimately contributes to the realization of a sustainable society.
  Through such initiatives, our Group is also able to fulfill its social responsibilities and build a sustainable business model. We will work towards achieving the SDGs together with our users.

     *As of end-March 2024

https://pc.moppy.jp/donation/

3. Our Human Capital Approach and Initiatives

In developing our business in the rapidly changing Internet industry, our Group has positioned blockchain technology, which has the potential to become the fundamental technology of the next generation of social infrastructure, as a key strategy, aiming to build an organization that is always strong in the face of change and highly competitive. To this end, our Group defines diversity as a state in which people of different backgrounds, such as gender, nationality, race, language, and ideology, coexist, and we promote the development of human resources to ensure diversity and the creation of an internal environment that maximizes the performance of each and every employee.

(1) Ceres' approach to Workplace Diversity

Ceres is developing its business in the rapidly changing internet space, and is also actively investing in blockchain technology, which has the potential to become the social infrastructure of the future. In this environment, we believe that diversity among our members is important to building an organization that is resilient to change and highly competitive. Ceres defines diversity as a state in which people with different backgrounds, such as gender, sex, nationality, race, language, and ideology, coexist.

(2) Human Resources Development Policy to Ensure Diversity

At Ceres, we value the coexistence of people from diverse backgrounds, but we also recognize that the importance and difficulty of organizational management are increasing in order to maximize the abilities of each individual and translate them into organizational results. Therefore, we will strengthen our organizational management education and training for managers and potential managers and cultivate effective management skills.

(3) Policy for Creating an Internal Environment that Ensures Diversity

In order for people from diverse backgrounds to be able to demonstrate their individual abilities, it is necessary to have a "mechanism" that allows them to express their ideas. At Ceres, we design office environments and systems that provides such a "mechanism" possible. This creates an environment where employees can freely exchange opinions and generate new ideas, and fosters innovation throughout the organization.

Through the above initiatives, our Group will continue to grow as a company that fulfills its social responsibilities, builds a sustainable business model, and meets the expectations of its stakeholders. We will continue to actively respond to various social issues and contribute to the realization of a sustainable future.

Link to Ceres' sustainability report: https://media.ceres-inc.jp/news/2024/05/Ceres-Sustanability_E.pdf

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