

January, 2024

## Implementing Sustainability Actions Through Waste Reduction Initiatives

## SEIBU PRINCE HOTELS WORLDWIDE

**Reducing Plastic by Changing Guest Room Amenities  
to Eco-Friendly Materials****Offering “My Amenity Sets” made with eco-friendly materials and a design that encourages repeated use, and “Ethical Menu” items using eco-friendly ingredients**

Seibu Prince Hotels Worldwide Inc. (Head office: 1-16-15 Minami-Ikebukuro, Toshima-ku, Tokyo; President and Representative Director: Yoshiki Kaneda) is promoting initiatives to realize a sustainable society as “sustainability actions” based on the Seibu Group’s management philosophy, the Group Vision. In particular, we are actively implementing measures to reduce the use of plastic and food loss through waste reduction, which is one of our environmental agendas. We have been reviewing our hotel business activities to reduce plastic waste in accordance with the Act on Promotion of Resource Circulation for Plastics formulated by the government in April 2022. In order to become a hotel that allows guests to experience a more sustainable hotel stay, starting from April 2024, we will gradually begin replacing specified plastic-containing amenities with environmentally friendly materials (though some facilities are excluded). In order to respond to the growing demand for sustainable travel, we will be offering “My Amenity Sets,” which propose to eliminate the use of disposable amenities, as well as “Ethical Menu” items, which use ingredients that are difficult to move in the market and promote local production for local consumption. We will be running the “Good for Tomorrow Campaign” for two months from February 2024, allowing guests to experience the importance of considering the global environment while staying at a hotel. We will continue to offer customers sustainable experiences and promote initiatives that reduce waste.

## Waste Reduction Initiatives

**“Plastic reduction” ... Specified amenities in guest rooms using plastics will be gradually replaced with environmentally friendly materials from April 2024**

Starting in April 2024, we will begin gradually changing specified disposable amenities in guest rooms that use plastic to products that are made of environmentally friendly materials and have a low plastic content. Some hotels will have the hotel stay become eco-friendlier by having only toothbrushes made of environmentally friendly materials available.

**“Reducing food loss” ... Offering ethical menu items that use ingredients normally discarded due to being difficult to move in the market and promoting local production for local consumption**

Based on the behavior of ethical consumption, that is, choosing products that are kind to people, society, local communities, and the environment, we will be offering limited time menus that use ingredients that would otherwise be discarded, locally produced ingredients for local consumption, and ingredients that are reused or organic. All hotels in the company will be offering ethical menu items throughout the year.

\* Regarding the Act on Promotion of Resource Circulation for Plastics

The Act on Promotion of Resource Circulation for Plastics was established on Friday, April 1, 2022 to address issues such as climate change and plastic waste that has an impact on marine pollution and ecosystems. In order to regulate and reduce the use of disposable plastics, guidelines have been set for the lodging industry to work on rationalizing the use of specified plastic-containing products (hairbrushes, combs, razors, shower caps, and toothbrushes). Prince Hotels & Resorts once again supports this initiative and aims to further reduce plastic waste emissions.

## Review of Specific Plastic Amenities Related to Plastic Reduction

Starting in April, hotels operated by Seibu Prince Hotels Worldwide Inc. will gradually replace hairbrushes, razors, toothbrushes, and shower caps that fall under the category of specified plastics with environmentally friendly materials that contain less plastic. In addition, some hotels will change the disposable amenities to include only toothbrushes made of environmentally friendly materials so that guests can enjoy an eco-friendlier hotel stay.



- (1) Starting in April, all 55 hotels operated by our company in Japan (as of January 2024) will gradually change to amenities made from eco-friendly materials.
- (2) Starting in April, some of the hotels operated by our company will have only toothbrushes made from eco-friendly materials available.

<Hotels not subject to (2)>

The Prince Gallery Tokyo Kioicho, The Prince Park Tower Tokyo, The Prince Sakura Tower Tokyo, Takanawa Hanakohro, Grand Prince Hotel Takanawa, Grand Prince Hotel Shin Takanawa, Kamakura Prince Hotel, The Prince Hakone Lake Ashinoko, Ryuguden (Ryokan), Hakone Sengokuhara Prince Hotel, Sanyo-so (Ryokan), Kawana Hotel, The Prince Karuzawa, The Prince Villa Karuzawa, Karuzawa Asama Prince Hotel, The Prince Kyoto Takaragaike, The Hotel Seiryu Kyoto Shimizu, Grand Prince Hotel Osaka Bay, Grand Prince Hotel Hiroshima, Okinawa Prince Hotel Ocean View Ginowan

\*Prince Smart Inns do not have amenities in the guest rooms. The amenity bar has amenities made of environmentally friendly materials.

## Overview of the SDGs Good for Tomorrow Campaign

In response to the growing demand for sustainable travel, we are implementing a campaign to help achieve the SDGs. Experience our eco-friendly initiatives through lodging and dining.

Campaign period: Thursday, February 1 to Sunday, March 31, 2024

### ◆Sale of original amenity set

We are offering an amenity set that allows you to enjoy traveling with an ethical lifestyle, featuring a design that makes you want to carry it with you.

The original pouch is made of organic Indian cotton, the toothbrush, hair brush, comb, and head cover are made of sustainable bamboo materials, and the brush part of the toothbrush is made of plant-derived nylon 610.

[Product name] My Amenity Set "TABI no OTOMO"

[Purchase location] The front desks and shops of each hotel (excluding Prince Smart Inn), online shop

[Price] 3,300 yen per set (tax included)

TABI no OTOMO

