



December 11, 2025  
Cosmo Energy Holdings Co., Ltd.

## Cosmo's SAF TV Commercial Named “Commercial That Resonated with Consumers” in BRAND OF THE YEAR 2025

Cosmo Energy Holdings Co., Ltd. (hereafter, “the Company”) is pleased to announce that its TV commercial on Sustainable Aviation Fuel (SAF) has been selected as a “Commercial That Resonated with Consumers” in BRAND OF THE YEAR 2025, organized by CM Soken Consulting.

Beginning in April 2025, the Company launched a TV commercial titled “The Sound of SAF,” featuring Japanese actor Kento Kaku. Under the message “New Energy for Our Skies,” the commercial communicates that SAF—whose mass production the Cosmo Energy Group pioneered in Japan—is produced from used cooking oil, with the aim of raising broad awareness of SAF among consumers. This latest recognition reflects the positive reception to the Company’s commercial.



TV commercial: “The Sound of SAF”

The “Commercial That Resonated with Consumers” advertising award is presented to brands that ranked highly in CM Soken Consulting's monthly commercial favorability surveys of 3,000 consumers and whose outstanding commercial rollout has contributed to improved business performance. In FY2025, out of 6,596 brands and 13,937 commercials aired during the applicable period, 148 brands were selected for the “Commercial That Resonated with Consumers” award.

Going forward, the Company remains committed to conveying the Cosmo Energy Group’s initiatives, which also fill the hearts of everyone it serves, through various communication activities, including TV commercials.

### ■ Commercial Overview

Title	“The Sound of SAF” (30 seconds)
On-air start date	Friday, April 4, 2025
Featured talent	Kento Kaku
Key copy	“New Energy for Our Skies”

SAF TV commercials (available in Japanese only) can be viewed via the following link.

<https://www.cosmo-energy.co.jp/ja/company/entertainment/tvcm.html>

## ■ About BRAND OF THE YEAR 2025

BRAND OF THE YEAR 2025 is an advertising award based on the results of year-round commercial favorability surveys conducted by CM Soken Consulting. It comprehensively evaluates consumer support for commercials and their contributions to brand value, recognizing outstanding commercials in each category. The “Commercial That Resonated with Consumers” award that the Company received is one such category, and is presented to commercials that are well-received by consumers and recognized for their contribution to corporate activities.

### 〈Survey Overview〉

Survey scope: Commercials aired in FY2025 (on Tokyo's five key TV networks):  
2,648 companies / 6,596 brands / 13,937 commercials

Data collection period: November 2024 to October 2025  
(October 20, 2024, to October 19, 2025)

Survey method: Data were compiled from 12 monthly commercial favorability surveys conducted over one year, involving 3,000 male and female general consumer monitors residing in the Kanto region (Tokyo Metropolis and six surrounding prefectures)

## ■ About the Cosmo Energy Group's SAF Business

The SAF produced by the Cosmo Energy Group was commercialized following the receipt of a New Energy and Industrial Technology Development Organization (NEDO) subsidy<sup>1</sup> in 2021, aimed at establishing a supply chain model for SAF production from domestically sourced used cooking oil. It is the first domestic SAF to be mass produced in Japan and has obtained ISCC CORSIA and ISCC EU certifications<sup>2</sup>. These certifications are part of the International Sustainability and Carbon Certification (ISCC) initiative, which recognizes compliance with international standards for sustainable products, and demonstrate the fuel's environmental value. The fuel is produced by SAFFAIRE SKY ENERGY LLC, a joint venture formed by Cosmo Oil Co., Ltd., JGC HOLDINGS CORPORATION, and REVO International Inc., and has been supplied to airlines via the Cosmo Energy Group since FY2025.

COSMO's dedicated site for SAF “New Energy for Our Skies” (available in Japanese only)

<https://www.cosmo-energy.co.jp/ja/lp/saf/index.html>

1. NEDO website (available in Japanese only)

[https://www.nedo.go.jp/koubo/FF3\\_100312.html](https://www.nedo.go.jp/koubo/FF3_100312.html)

2. Press release issued on December 13, 2024

<https://www.cosmo-energy.co.jp/en/information/press/2024/241213-01.html>

(End)

(The official language for Cosmo Energy Group'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, Cosmo Energy Group does not accept responsibility for the accuracy of the translations, and reference should be made to the original Japanese language materials.)