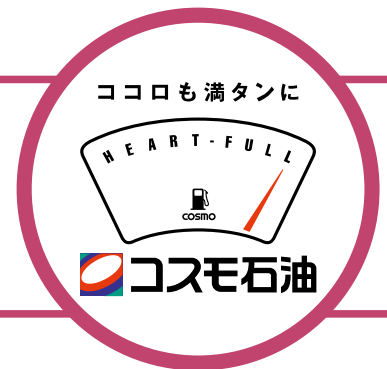


“Filling Up Your Hearts, Too” — In Every Situation

Cosmo Vehicle Vision Commitment to “Filling Up Your Hearts, Too”

Cosmo Oil is working to transform its business model to one focusing on providing value for motoring lifestyles. The Cosmo Vehicle Vision aims to support service stations, which are at the center of the transformation. It aims to enable the Group to provide new value to more customers—by developing new customers, building stronger relations with existing customers, and proactively expanding vehicle sales.



Three Strategies for Transformation

► In fiscal 2015

Developing New Customers

Cosmo the Card cardholders
4.31 million



In addition to strengthening existing strategies such as winning more loyal customers by issuing Cosmo the Card and corporate cards for businesses, there will be stronger tie-ins with the major retailer, the AEON Group.

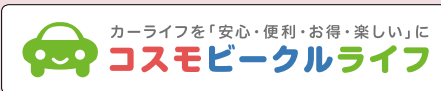
Strengthening collaboration with the AEON Group

The Cosmo Oil Group will strengthen customer referrals from the AEON Group via a tie-up with AEON's online shopping site, an AEON customer appreciation day for Cosmo the Card Opus cardholders, acceptance of WAON electronic payments at Ministop convenience stores, and other measures.



Strengthening Relations with Customers

Cosmo Vehicle Life members
Surpassed 200,000



Cosmo Vehicle Life logo

Cosmo Vehicle Life is a website for Cosmo the Card cardholders. Cardholders can log in to check fuel prices, get coupons, view

their vehicle maintenance schedule, and collect points. The program will help to build stronger ties with customers.

Maximizing benefits with the Vehicle Life app

This new app enables users to check fuel prices, get coupons, and collect points by playing a game, anywhere and at any time, significantly enhancing the benefits of the Vehicle Life program.



Proactively Expanding Vehicle Sales

Vehicles under lease
Surpassed 20,000



Cosmo Smart Vehicle logo

Cosmo Smart Vehicle is a branded vehicle sales program focusing on vehicle leasing for consumers. The monthly fee covers mandatory inspection, taxes, and maintenance costs, and provides discounts for gasoline and car washes. The program promises to create a new motoring lifestyle market.

Launching Smart Vehicle Shops across Japan

Smart Vehicle Shops will be launched across Japan, offering a new approach to vehicle sales. Acting as motoring lifestyle consultants, the shops will comprehensively provide everything from vehicle sales to maintenance, insurance, and vehicle trade-ins.





Cosmo Oil Marketing is engaged in sales of products from gasoline to heavy fuel oil offered by the Cosmo Oil Group. We are the interface with the Cosmo Oil brand strategy “Filling Up Your Hearts, Too” for both service station customers and industrial users such as power utilities, steel manufacturers, and airlines. We focus on providing value for customers’ motoring lifestyles through our service stations, going beyond fuel oil sales to realize our Cosmo Vehicle Vision for the entire ¥36 trillion vehicle-related market.

Cosmo Oil is committed to expanding its service stations to provide new value, while supplying fuels to support industry in general, in order to satisfy diverse needs for every situation.

Launch of Flagship Self & Car Care Service Station



On October 18, 2014, Cosmo Oil opened the flagship Self & Car Care Station, the first of its next-generation service stations,¹ at AEON Mall Kisarazu, one of the largest shopping malls in Japan. Taking advantage of its location, the service station offers a wide range of services from vehicle sales and leasing to fuel, mandatory inspections, maintenance, insurance arrangements, and vehicle trade-ins. These services focus on the Cosmo Smart Vehicle program, helping customers make the most of their time. This flagship service station will realize the Cosmo Vehicle Vision and capitalize on the tie-up with the AEON Group to supply new value for the motoring lifestyle of customers.

1. **Next-generation service stations** support every aspect of motoring lifestyles, in addition to refueling. The stations are equipped with solar panels and EV charging stations to accommodate use of new energy, and are prepared for emergencies with portable fuel pumps, portable generators, and satellite phones.

Supporting Industry and Japan’s Way of Life

The Industrial Fuel Sales Department of Cosmo Oil oversees the supply of boiler fuels for industrial plants and fuels used for electricity generation, as well as transport fuels used for aircraft, marine vessels, trucks, and buses. With so many and such diverse applications for fuel oils, the department sometimes receives specific quality requests based on the performance requirements of customer’s equipment. Where possible, the department strives to satisfy the different needs of customers, for the stable supply of high-quality fuel oils to support industry and Japan’s way of life.



Refueling an aircraft via the main wing.



Refueling a large marine vessel at sea (fueling vessel in the foreground).