July 9, 2026
Asahi Kasei Homes Corporation

# Expanding a Renewable Electricity Circulation Model Beyond RE100

## Introduction

Since its founding, Asahi Kasei Homes has focused on residential construction in urban areas, providing long-life homes that deliver lasting safety, security, and comfort. At the same time, we have worked to address the climate crisis—which threatens not only human lives but also the social and economic foundations of our communities—by advancing both energy resilience and decarbonization through housing.

Our joining of RE100 in 2019 marked a major turning point in which we re-examined our business itself. We positioned the generation, procurement, and utilization of renewable electricity as a core element of our decarbonization strategy and accelerated these efforts. As a result, we achieved our RE100 commitment in FY2023, significantly ahead of our original FY2038 target.

However, we regard the achievement of RE100 not as a goal in itself, but as a milestone toward balancing business growth and the resolution of social challenges. This way of thinking is reflected in our corporate management policy.

*"We integrate environmental initiatives into our business strategy because we believe that addressing environmental challenges itself will become a source of future competitiveness."*

— *Yuji Owaku, Representative Director, Asahi Kasei Homes Corp.*

In this entry, we explain how we utilized housing as a foundation for renewable electricity generation to achieve RE100, and how, after achieving RE100, we have continued to expand the Renewable Electricity Circulation Model beyond the supply chain to homeowners, creating new approaches to decarbonization.

## Achieving RE100—and Beyond

Since its founding, Asahi Kasei Homes has supplied approximately 300,000 detached houses and low-rise apartment buildings, primarily in urban areas. As part of our long-standing commitment to promoting renewable electricity through housing, around 30% of these houses are equipped with rooftop solar photovoltaic (PV) systems. To maximize renewable electricity generation in densely populated urban areas, where roof space is often limited, we have developed proprietary technologies that enable rooftop PV systems to generate more electricity. We have also promoted the installation of battery storage systems to enhance household energy resilience by ensuring access to essential electricity during power outages and other emergencies.

Building on these initiatives, we launched "Hebel Denki," an electricity service for homeowners. Through this service, we purchase surplus renewable electricity generated by rooftop PV systems installed on customers' houses and use it in our own business operations. In doing so, we established a Renewable Electricity Circulation Model that connects renewable electricity generated by houses with our corporate activities.

The success of this model was supported not only by the performance of our houses but also by the long-term relationships we have built with homeowners through our 60-year inspection and maintenance program. As a result, many homeowners have chosen "Hebel Denki" as the purchaser of their surplus renewable electricity, enabling us to secure a stable and continuous supply of renewable electricity. This unique Renewable Electricity Circulation Model not only enabled us to achieve RE100 but also continues to create value as the amount of renewable electricity generated and procured grows alongside the expansion of our housing supply.

Following the achievement of RE100, we expanded the use of renewable electricity beyond our own operations by supplying it to building material suppliers. By extending renewable electricity generated through our business to the supply chain, we are promoting decarbonization beyond the boundaries of our own operations. In this way, achieving RE100 has become not the accomplishment of a single company, but the starting point for decarbonization across the entire value chain.

## Expanding the Renewable Electricity Circulation Model

To further expand the Renewable Electricity Circulation Model established through our achievement of RE100 from the supply chain to homeowners, we launched our advanced environmental house, “earth-tect,” in 2025.

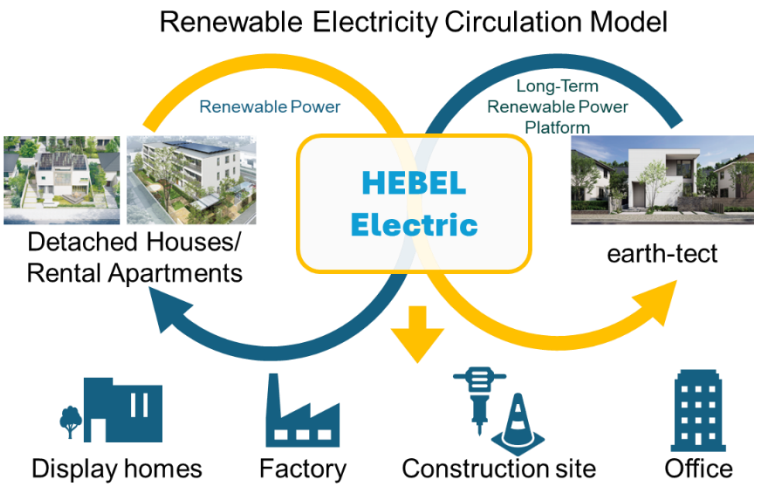
“earth-tect” is designed to contribute to decarbonization across the entire lifecycle of a building through the concept of Whole Life Carbon (WLC). At its core is the philosophy that has guided our journey toward RE100: generating, circulating, and utilizing renewable electricity.

For many years, we have promoted ZEH* by combining high-performance insulation, energy-efficient equipment, and rooftop solar photovoltaic (PV) systems to achieve approximately net-zero annual primary energy consumption.

“earth-tect” builds on this approach. In addition to offering insulation performance that exceeds conventional ZEH standards, it is equipped with larger-capacity rooftop PV systems and battery storage, enabling each house to generate and consume more renewable electricity on site. This not only enhances the environmental performance of each house but also strengthens its role as a long-term platform for renewable electricity generation.

The combination of larger-capacity PV systems and battery storage also provides greater energy resilience. Even during power outages, residents can secure essential electricity for extended periods, enabling the house to deliver both decarbonization and a high level of energy resilience.

Another key feature of “earth-tect” is that it expands our Renewable Electricity Circulation Model to homeowners by decarbonizing all electricity consumed during occupancy. Leveraging the renewable electricity procurement platform established through our RE100 initiatives, we supply renewable electricity secured beyond our own operational needs to “earth-tect” homeowners through “HEBEL Electric.” As a result, not only the electricity generated by the house itself but also the electricity used at night or when on-site generation is insufficient can be sourced substantially from renewable electricity. Homeowners can use substantially renewable electricity for up to 20 years at the same price as conventional electricity.



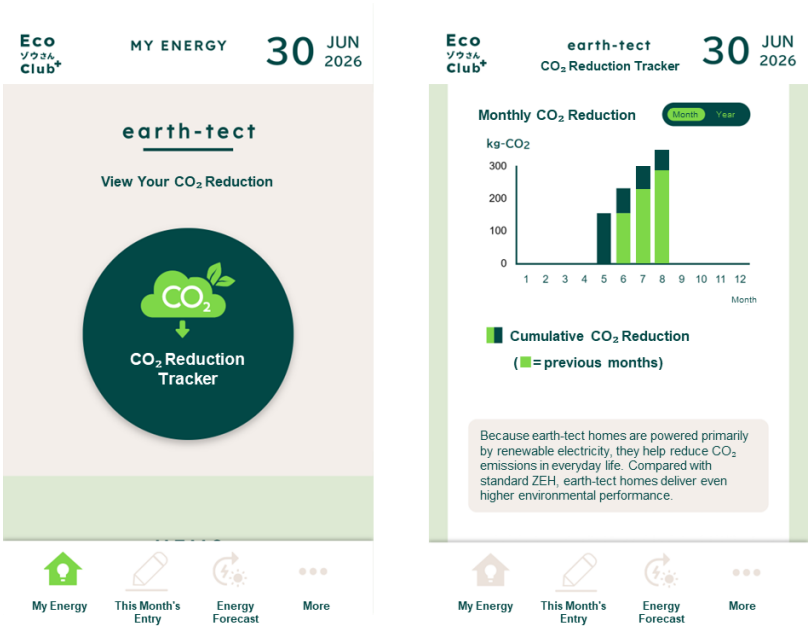
Advancing decarbonization also requires changes in individual behavior. In the residential sector in particular, energy use is determined not only by the performance of the building itself but also by the choices and actions of residents. However, for many households, choosing electricity derived from renewable energy is not always easy because it can involve additional costs and other burdens.

To address this challenge, we provide electricity derived from renewable energy without additional cost, removing these barriers for homeowners. By making renewable electricity not a “special option” but a “naturally chosen option,” we encourage homeowners to participate in decarbonization.

“earth-tect” also includes an application that visualizes household energy consumption and electricity generation. By enabling residents to monitor their own energy use in daily life—something that is often difficult to perceive directly—the application naturally encourages energy-saving behavior and the transition to more environmentally conscious lifestyles.

Through these initiatives, we have established a new model that advances decarbonization together with homeowners. Renewable electricity generated by homes supports our business operations, is utilized for decarbonization across the supply chain, and is ultimately returned to homeowners. This continuous circulation is the unique strength that we have built through our achievement of RE100.

**Eco Zo-san Club+**
Application Screen



## Conclusion

For Asahi Kasei Homes, achieving RE100 was not the destination but the starting point for a new challenge. We fulfilled our RE100 commitment by generating renewable electricity through the houses we provide and using that electricity in our own business operations. Today, we are expanding this Renewable Electricity Circulation Model beyond our own operations to include both our supply chain and homeowners as renewable electricity prosumers.

Looking ahead, we will continue to evolve housing from a place that simply consumes energy into a platform that generates renewable electricity, circulates it, and returns its value to society.

By further expanding the generation and use of renewable electricity while strengthening collaboration with a wide range of stakeholders, we will continue to contribute to the realization of a carbon-neutral society.

ZEH (Net Zero Energy House) *

* A house that maintains a comfortable living environment while reducing energy consumption through high-performance insulation and energy-efficient systems and offsetting the remaining energy demand with renewable energy generation, resulting in net annual energy consumption of approximately zero.