

August 24, 2016

Announcement

EMG Marketing Godo Kaisha

Express-McDonald's Joint Campaign

TonenGeneral Group company EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose; "EMG Marketing" herein) announces the implementation of a joint campaign with McDonald's Company (Japan), Ltd., to be held at Esso, Mobil and General Express-brand self-service stations (some full-service stations also included) starting August 26, 2016.

During the campaign, sure to delight motorists, Express customers will receive coupons for free coffee, while McDonald's drive-thru customers will receive coupons for 100-yen discounts on gasoline or diesel.

Through this joint campaign, EMG Marketing aims to increase mutual customer referral with McDonald's Company (Japan), Ltd.



Campaign overview

- Coupons for free McDonald's coffee distributed at Express service stations

Distribution period: August 26 – September 11, 2016

Recipients: Customers who purchase 10 liters or more of gasoline or diesel

Redemption of free coffee coupons:

Coupons may be redeemed at participating McDonald's nationwide with purchases of 100 yen or more. Coupons valid until September 25, 2016. Not redeemable at some McDonald's.

- Coupons for 100-yen discounts on gasoline and diesel distributed at McDonald's drive-thrus

Distribution period: August 26 – September 11, 2016

Recipients: McDonald's drive-thru customers

Redemption of coupons:

Coupons may be redeemed at Esso, Mobil and General Express-brand self-service stations nationwide displaying the campaign banner (includes some non-Express service stations in

Hokkaido). Coupons valid until September 25, 2016. May not be used in combination with other discount coupons. Not redeemable at some Express service stations.

McDonald's free coffee coupon (left), gasoline/diesel 100-yen discount coupon (right)

Note: Design of actual coupons may vary.



コマタ石油(株)
みなとみらいSS
TEL:045-123-4567
2016/08/30(火)10:22



About the TonenGeneral Group and EMG Marketing Godo Kaisha

The TonenGeneral Group, centered on Group company TonenGeneral Sekiyu K.K. and also comprising its related companies and subsidiaries, including EMG Marketing Godo Kaisha, is engaged in business operations that include crude oil procurement, petroleum and petrochemical product manufacturing, and electric power supply. Under our brands, Esso, Mobil and General, we strive to contribute to the development of a vibrant society by maintaining a stable supply of energy and offering high-quality products and services while working to reduce effects on the environment. For more information, please visit our website at <http://www.tonengeneral.co.jp/english>.

About Express

Express is operated under the concept of providing the quickest, easiest refueling service in the cleanest, most comfortable facilities. In order to further advance this brand value, we continuously strive to enhance both the technical and customer-oriented aspects of our services by strengthening our sales promotion programs, enhancing our customer services, ensuring the cleanliness of our service stations, and other efforts. Please visit our website at <http://www.emg-ss.jp/brand/express/> (available in Japanese only).

Media and customer inquiries

Contact: Esso, Mobil, General Campaign Office; phone: 0120-101-257

Dates of operation: August 26 – September 25, 2016

Hours: 9:30-11:45, 12:45-18:00 (closed Saturdays, Sundays and holidays)

[The official language for TonenGeneral Sekiyu'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, TonenGeneral Sekiyu does not accept responsibility for the accuracy of the translations, and reference should be made to the original Japanese language materials.]