NEWS RELEASE

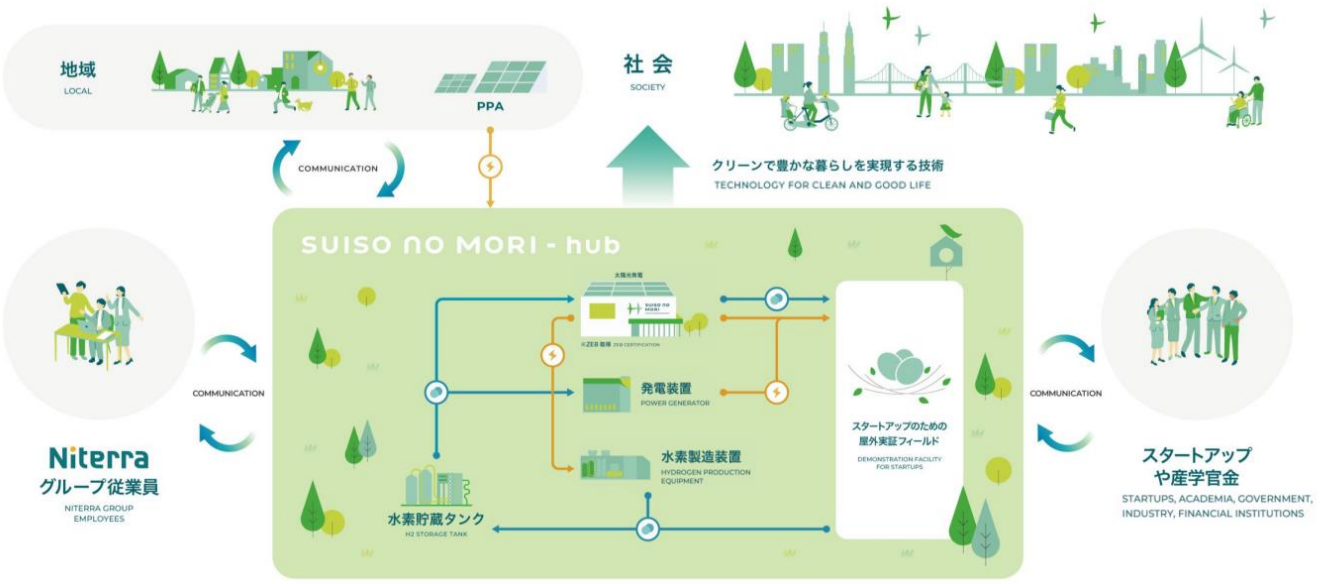
Niterra Co., Ltd.

"SUISO no MORI hub" Opening ceremony held

Starting co-creation with startups to realize a hydrogen society and carbon recycling society

NAGOYA, JAPAN, Feb 10, 2025 — Niterra Co., Ltd., Japan's leading spark plug and ceramics manufacturer with an evolving portfolio focused on ceramics and beyond, is pleased to announce that it has opened the "SUISO no MORI hub" (located in Komaki Plant in Komaki City, Aichi Prefecture), a demonstration field for the "SUISO no MORI" (Hydrogen Forest) Project, which aims to early realize a hydrogen and circular carbon based society. The company held an opening ceremony on Monday, February 3rd, in attendance of distinguished guests and related parties.
The "SUISO no MORI hub" will be used by startups as a testing ground for hydrogen and circular carbon related technologies, and will also serve as a place for mutual communication and co-creation between our group, startups, industry, academia, government, and finance, and the local community. Using "SUISO no MORI hub" as a starting point, we aim to put technologies related to hydrogen and circular carbon into practical use in society.

■ About the demonstration field "SUISO no MORI hub"
Niterra launched the SUISO no MORI (Hydrogen Forest) Project in May 2024, based on the concept of "hydrogen and circular carbon for the future of the Earth." The project provides investment support to startups through a fund specializing in hydrogen and carbon circulation, and supports their technological development and growth by providing demonstration fields.
The newly opened demonstration field, "SUISO no MORI hub," has a total site area of 5,000 m2 and includes indoor and outdoor demonstration areas, an environment for using hydrogen and renewable energy, and an office area, to support startups in verifying and developing their ideas and technologies. Startups have been occupying the premises since February and have begun their activities.



The office area was designed with the concept of "connecting, expanding, and meeting," and has the flexibility to change the layout. In the future, we plan to use it to hold events such as seminars and pitches for both internal and external parties in order to promote communication and connections with startups and local residents.
In addition, this building has achieved energy savings through the introduction of "desiccant air conditioners" that dehumidify using the power of ceramics, a technology developed by our group, and energy generation through solar panels installed on the roof, making it the first building in our group to receive ZEB certification*.
In the future, we plan to introduce SOFC (Solid Oxide Fuel Cell), SOEC (Solid Oxide Electrolysis Cell), and CO2 capture equipment that our group is developing, and will continue to verify energy supply and technology.

*ZEB: Zero Emission Building, a building with zero or negative net annual primary energy consumption.


exterior

■ Overview of "SUISO no MORI hub"

Name	: SUISO no MORI hub
Location	: 2808 Iwasaki, Komaki City, Aichi Prefecture (Inside the Komaki Factory of Niterra Co., Ltd.)
Total site area	: Approximately 5,000 m2 *Including demonstration test site and hydrogen infrastructure supply space
Building area	: Approximately 500 m2 (2-story steel frame)
Total floor area	: Approximately 600 m2

■ About the Opening Ceremony

The opening ceremony, held at "SUISO no MORI hub" on Monday, February 3rd, was attended by a total of approximately 60 people, including Mr. Hideaki Ohmura, Governor of Aichi Prefecture, Mr. Shizuo Yamashita, Mayor of Komaki City, representatives from Global Brain Corporation (CEO: Yasuhiko Yurimoto), the SUISO no MORI (Hydrogen Forest) Project's operating partner, startups involved in the project, and other related parties. In his speech on behalf of the organizers, our President, Mr. Kawai, said, "It will be difficult for one company to realize a hydrogen society and a carbon-recycling society. By connecting with startups and local people, we can gain ideas and enthusiasm, which we can then use to develop business, contribute to society, and aim to be a company that makes the world a brighter place."



Greetings from Kawai, President



The ribbon cutting ceremony (from the back, Matsui, Vice President, Kawai, President, Odo, Chairman, Ohmura, Governor of Aichi Prefecture, Yamashita, Mayor of Komaki City, and Kitagawa, Corporate Officer)

Through the open innovation that will emerge from the SUISO no MORI (Hydrogen Forest) Project, the Group aims to utilize the unique technologies of startups and the technology and know-how that the Group has cultivated, leading to implementation in society and playing a part in the development of industries related to hydrogen and carbon circulation. Undeterred, their Group remains steadfast in its commitment to realizing a sustainable society through business growth and actively addressing social issues.

■ About the SUISO no MORI (Hydrogen Forest) Project
This project was launched in May 2024 with the concept of "Hydrogen and circular carbon for the future of the Earth" with the aim of early realizing a hydrogen and a carbon circulation society. Through a corporate venture capital (CVC) fund (SUISO no MORI Fund L.P., address name: Niterra SUISO no MORI Fund) that was jointly established with venture capital firm Global Brain Corporation (CEO: Yasuhiko Yurimoto), Niterra will support investment in startups related to hydrogen and carbon circulation. Niterra will also set up a demonstration field with a total area of 5,000 m2 dedicated to this theme at its Komaki Plant (Komaki City, Aichi Prefecture) to support the technological development and growth of startups.
*For more details, please see below.
Niterra Launches "SUISO no MORI" (Hydrogen Forest) Project (May 21, 2024)

■ **SUISO no MORI (Hydrogen Forest) Project Website**
URL: https://niterra-suisonomori.com/en/

About Niterra
Founded in Nagoya, Japan in 1936, Niterra Co., Ltd. (formerly NGK SPARK PLUG CO., LTD.) is renowned for its NGK-branded spark plugs and NTK-branded ceramic products. Niterra, a coined word combining the Latin words "niteo" (shine) and "terra" (Earth), was introduced in April 2023 to express the reborn company's commitment to sustainability through an evolving portfolio focused on ceramics and beyond. Under the corporate message "IGNITE YOUR SPIRIT," Niterra is now expanding into the growth fields of mobility, healthcare, environment and energy, and communications. The company's consolidated revenues in fiscal 2023 (to March 2024) totaled 614.4 billion yen (4,389 million USD). Niterra has 32 bases in Japan and 61 overseas, and approximately 16,000 employees worldwide. Please visit https://www.ngkntk.co.jp/english/.