

March 31, 2022

Notice of Suspension of Publication
Wincubic.com, Inc.'s Approach to Global Warming

Wincubic.com, Inc. has decided to suspend publishing Aloha Street Magazine, which originally launched in 1981. From now on, we will concentrate on continuing to provide internet services and social networking services for the Japanese tourists and Japanese residents living in Hawaii. This momentous pivot is one small way that we can contribute to the Sustainable Development Goals (SDGs).

As the company name suggests, Wincubic.com, Inc. was founded in April of 1999 as a medium for providing services and disseminating information via the internet. However, at that time, there were still few people using the internet. I was using other things to gather information on Hawaii. Wincubic.com, Inc. was founded too early, but I was convinced that it would be the age of the Internet, so I absorbed the magazine published by my brother's company at that time and rebranded Wincubic.com, Inc. as a media mix company publishing a magazine and website.

Two years ago, overseas travel was blocked due to the global spread of the Coronavirus. Production of the magazine was also suspended. During this time, I heard a loud voice about "global warming problems." Many countries were working to reduce or eliminate carbon dioxide emissions by taking every



possible measure. I started to think about our impact and realized many raw materials and energy are used for papermaking. In other words, publishing a paper magazine was deteriorating the global environment. I came to the conclusion that the publication should be suspended as I did not want to deteriorate the environment any further.

For reference, I calculated the amount of carbon dioxide emissions from publishing the magazine. Aloha Street Magazine was published six times a year, approximately 500,000 copies annually. I found that 746 tons of carbon dioxide was emitted to make that much paper (Nihon Paper Group). In addition to the papermaking process, carbon dioxide is emitted from the printing process, bookbinding process, and even in the transportation of products. On the other hand, information transmission on the web or SNS is completed by a computer. The amount of carbon dioxide emitted from computers used by Aloha Street is 5.2 kg per year.

In comparison to print, the internet has much less impact on the environment. In addition to this benefit, you can also get more timely information on the web and SNS. The Internet continues to improve every day and now free Wi-Fi can be accessed not only in hotels, but also in many places in Waikiki. As of May 17, 2021, the smartphone penetration rate in Japan is nearly 100% for people in their 30s, 96% for people in their 40s, 90% for people in their 50s, and even 75% for people in their 60s (Intage Inc.). As the number of smartphone users increase and Wi-Fi coverage improves, the usage rate of smartphones in Hawaii will be even higher. Paper information magazines are popular in Hawaii, but there is no doubt they will eventually switch to the web from the viewpoint of convenience, speed of information acquisition, hygiene, as well as



environmental contribution.

Wincubic.com, Inc. takes a stand to do our part in reducing our carbon footprint, starting with suspending publishing the magazine. I know it's only small, but we will do what we can to protect the environment. I don't think Hawaii will remain a "paradise" unless we make more conscientious efforts to curb global warming. I want to introduce companies in Hawaii that not only control carbon dioxide emissions, but make sincere efforts to stop global warming. I will work enthusiastically to publish content that is useful to everyone-Japanese tourists and Japanese people locally- while preserving the environment for the future. Although we have suspended publishing the magazine, Wincubic.com, Inc. continues to be the bridge between Hawaii and Japan through the Aloha Street Website. Thank you for your continuous support!

Sincerely,



Ryushi Wada

President & CEO

wada@wincubic.com

Works Cited:

Nihon Paper Group. *Nihonpapergroup.com*, Accessed 12 March 2022

Intage Inc. "Intage Multi Device Survey." *Intage.co.jp*, Accessed 12 March 2022



615 Piikoi Street, Suite 2000, Honolulu, HI 96814

Phone 808-593-9463 Fax 808-921-9041 info@wincubic.com <http://www.wincubic.com>