

June 1, 2026

INPEX to Air New Commercial Featuring Actor Kaya Kiyohara from June 1

TOKYO, JAPAN - [INPEX CORPORATION](https://www.inpex.com) (INPEX) announced today it has released the second installment of its video commercial series “What does INPEX do?” featuring Japanese actor and INPEX brand ambassador Kaya Kiyohara.

The second installment is based on the theme of blue hydrogen and is scheduled to air on Japanese television and select digital media starting on June 1, 2026.

New commercial video(Japanese only): <https://youtu.be/b590P15xV5U>



As one of Japan’s largest energy development companies, INPEX strives to achieve a stable supply of crude oil, natural gas and lower-carbon energy solutions, while realizing a “responsible energy transition” toward net-zero emissions.

The newly released video commercial highlights INPEX’s efforts to shape the future of energy by focusing not only on its core natural gas business, but also on its initiatives in next-generation energy solutions such as blue hydrogen. It is designed to help a broader audience understand how INPEX is taking on the challenge of pioneering the energy landscape of tomorrow.

Commercial synopsis

This video commercial draws on the melody of the popular nursery rhyme “London Bridge Is Falling Down,” where Kaya Kiyohara playfully asks, “What does INPEX do?” and employees of the company respond by rhythmically introducing the company’s business activities.

Filming took place at the Kashiwazaki Hydrogen Park, which began operations in 2025 in Kashiwazaki City, Niigata Prefecture. The commercial showcases Japan’s first project to integrate the entire value chain—from production to utilization—of hydrogen and ammonia, clean energy sources that generate no CO₂ during use. Set against the backdrop of this real-world facility, the video commercial captures both the realism and the impressive scale of efforts at the forefront of creating the energy of the future. Through a light and dynamic rhythm, it expresses INPEX’s evolution as a company driving new possibilities in energy.

The video commercial’s composition is designed to allow viewers to intuitively and visually feel the connection between everyday life and the energy of the future. The result is a piece that blends the distinctive sense of enjoyment characteristic of the series with a compelling and meaningful message.

Comments from Kaya Kiyohara

For this shoot, we visited the Kashiwazaki Hydrogen Park.

In making previous commercials, I have had the opportunity to visit various energy-related facilities, but this being my fourth appearance, I was particularly impressed to see how next-generation energy—blue hydrogen—is steadily taking shape. Witnessing it first-hand filled me with a deep sense of hope for what lies ahead.

Through this commercial, I hope many people will come to realize the diverse ways in which INPEX is involved in the energy sector. Like the previous installment, I believe this is a fun and engaging commercial—one that’s so catchy you might find yourself humming along. I hope you will have the opportunity to see it.

【Outline of Commercial】

Theme	“What does INPEX do?” blue hydrogen edition
On air	From June 1 2026
Broadcasting stations	Commercial TV networks in the Kanto, Kansai and Tokai regions and Niigata and Akita Prefecture (planned)
Main cast	Kaya Kiyohara
URL	The video commercial may be viewed at the URL below (Japanese only). URL: https://youtu.be/b590P15xV5U

About INPEX

INPEX is Japan's largest exploration and production (E&P) company, engaged in the development and operation of oil and gas projects worldwide. We are committed to contributing to a brighter future by delivering energy in a sustainable way. As part of this commitment, we are also engaging in lower-carbon solutions such as CCS, hydrogen and integrated power supply, while pursuing new opportunities in the evolving energy landscape.

For more information, visit <https://www.inpex.com/english/index.html>.

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