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To the media and press

Tokyu Land Corporation

Tokyu Land Corporation opens BRANZ Gallery Omotesando

a comprehensive condominium gallery where visitors can experience environmentally advanced condominiums firsthand

Digitalization of condominium sales to improve CX and integrate sales locations

Tokyu Land Corporation (Headquarters: Shibuya-ku, Tokyo; President and CEO: Hiroaki Hoshino; Hereinafter "Tokyu Land") will open the Tokyu Land Corporation BRANZ Gallery Omotesando (Hereinafter the "Gallery"), the first comprehensive condominium gallery for the BRANZ brand of new condominiums for sale, on September 30th.

Under our slogan of "Environmental progress, starting with homes.", the BRANZ brand provides environmentally advanced condominiums which proactively incorporate new ideas and designs aimed at realizing sustainable and comfortable lifestyles and contributing to the environment. The new comprehensive condominium gallery is a space for visitors to experience the value of this brand firsthand.

*The term "comprehensive condominium gallery" refers to galleries where sales of multiple different condominium properties are carried out in a single location.



■ Tokyu Land Corporation BRANZ Gallery Omotesando opening background and objectives

Tokyu Land has incorporated "environmental management" and "DX" into all policies company-wide in order to further promote value-creation in accordance with the Tokyu Fudosan Holdings "GROUP VISION 2030". This Gallery aims to improve CX by introducing innovations which allow visitors to experience our environmental and DX initiatives firsthand, and also provide customers with greater value than was possible with the separate, individual condominium galleries that were offered for past properties.

In line with our digitalization of sales activities, Tokyu Land is working to shift to digital content-based sales initiatives through use of "digital twins" for condominium sales, and this integration of sales locations

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is one part of these initiatives. Tokyu Land is offering a new form of condominium sales which is a fusion of real and digital experiences through this Gallery which combines "utilization of digital content, with a focus on digital twins" and a venue for real experiences.



■ Building design concepts

The Gallery has been designed as a high quality space based on the keywords "comfort" and "beauty" to provide visitors with experience of living in a BRANZ property. The design was aimed at and planned to give visitors the "BRANZ" experience by actively incorporating the natural elements of greenery, water, stone, soil, and light based on the ideology of "biophilia", which is the instinctive human desire to connect with nature, to create a space which features design elements throughout which are inspired by a concept of structural beauty in natural surroundings.

The design includes an entrance hall where plant zones at varying heights lead from outside to inside the facility to seamlessly connect the interior (inside of the building) and nature (the environment) and create an extraordinary space where one can feel as if they are outdoors (in a forest) while being inside. The entrance hall is basked in natural light and makes abundant use of natural elements; including green walls which reach up to the raised ceilings of the 2 story space, 5 m tall symbolic trees, and a variety of other greenery, stone, and gravel, and water feature elements to allow visitors to use all five senses to experience the "comfort" and "beauty" of blending in with the natural environment.



■ Gallery environmental initiatives

The facility is operated using 100% renewable energy

The Gallery features solar power panels installed on the roof of the site and also utilizes renewable energy generated by power plants developed and operated by Tokyu Land to achieve 100% renewable energy operation for the facility.

The Gallery is planned to use renewable energy generated by the "ReENE Aomori Shiraue Solar Power Plant (Aomori Prefecture)" and "ReENE LOGI'Q Hirakata Solar Power Plant (Osaka Prefecture)" which are both operated by Tokyu Land. *Via non-fossil fuel energy certificate acquisition.

Use of thinned wood from Tokyu Resort Town Tateshina

Tokyu Resort Town Tateshina, which is developed and operated by Tokyu Land, is certified as a forest management organization, and carries out tree thinning and other conservation activities based on surveys and determination of forest conditions and in accordance with the Medium to Long Term Conservation Operation Plan. Through town conservation activities, with a focus on forests, Tokyu

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Land also participates in the Ministry of the Environment's Shizen Kyosei Site (Nature Harmony Site) Issue Research Project, in order to contribute to not only decarbonization but also the conservation of biodiversity. Conventionally, the thinned wood was used as fuel for biomass boilers as part of the town's local recycling policy, however the scope of the recycling has been expanded by using the wood for flooring in common hallways and design furniture, etc. at the Gallery.

Proactive use of environmentally friendly materials

The Gallery uses environmentally friendly materials as much as possible, with everything from the exterior walls to the floor, wall, and ceiling materials for customer areas planned to use environmentally friendly or naturally derived materials.

We prioritize recycling ratios when selecting materials, for example, by using coal ash (a waste product) which is generated from thermal power plants as a material for exterior walls and some interior walls to achieve a recycled material usage ratio of approximately 60%, and using recycled PET bottle fibers for the entrance raised ceiling and entrance lounge ceiling etc. wallpaper.

We also focus selection of materials on emphasizing Tokyu Land's commitment to the environment, such as the use of materials from a company which uses part of its sales income to carry out forest conservation activities for the natural wood materials (non-flammable materials) that can be found in various places in the interior.

*"Environmentally friendly materials" refers to materials which take into consideration "reduction of CO2 emissions" and "reduction of construction waste". This also includes selection of materials based on agreement with the company's commitment stance (using a portion of proceeds for forest conservation activities, etc.).

Planting design which focuses on native species and with consideration for biodiversity conservation

In consideration of biodiversity conservation, plants from the local environment were selected, with a focus on native species. The area in which the Gallery is located can be considered part of the Meiji Shrine vegetation region, so the planting design gave carefully consideration to the Meiji Shrine vegetation region and only native species of plants were selected for the exterior areas. In addition, conventional condominium galleries generally only tend to include a maximum of approximately 10 types of plants, however this Gallery features 55 different varieties of plants throughout the facility interior and exterior.



Design furniture made using thinned wood from Tokyu Resort Town Tateshina



Flooring made using thinned wood from Tokyu Resort Town Tateshina



Environmentally friendly materials were used as much as possible for floors, walls, and ceilings



Planting design which focuses on native species and with consideration for biodiversity conservation

■ Improvement of customer experience through a combination of the real and digital

Tokyu Land promotes "creation of gratifying experiences through the advancement of customer contact points" via DX, and is working to further improve CX in the condominium sales field by utilizing digital content throughout all customer contact points by promoting creation and utilization of digital twins for BRANZ properties in collaboration with Accenture Japan Ltd. (Headquarters: Minato-ku Tokyo, President: Atsushi Egawa).

In addition, the combination of the real and digital helps customers form a clearer image of condominiums in properties which they are considering.

Real experiences: Concept rooms, color selection corner, exterior wall material exhibitions

The Gallery offers 2 grades of concept room to allow visitors to experience BRANZ grades firsthand. In addition to different grades, other real environment spaces are provided to give allow customers to experience differences in ceiling height, room sizes, and other aspects for which customers prefer to have a firsthand physical and spatial understanding. The Gallery also offers color section corners and exterior wall material exhibition spaces.

Digital experiences: Use of digital twins

In principle, it is planned to create digital twins for the exteriors and other exclusive areas for each property to be sold at the Gallery, and the leading global CGI technologies of Accenture Japan Ltd. will be utilized to allow visitors to experience extremely detailed and realistic digital twins in the sales consultation rooms and the 2nd floor DigitalGallery. In order to provide a fully immersive experience, the DigitalGallery is equipped with a curved LED vision system to give visitors the sensation of walking through the actual property rooms.

Digital experiences: View simulations

When considering a unit to live in, information related to the available views from the unit is extremely important for many customers. The Gallery's concept room balcony is also equipped with an LED vision system to allow prospective customers to see photos of the views from inside the units which they are considering.



■ Tokyu Land Corporation BRANZ Gallery Omotesando Overview

The Gallery is located a 6-minute walk from Omotesando Station accessible by the Tokyo Metro Ginza Line and other lines and is planned to offer consultations and other services by appointment only.

The building is a 2-story structure with a floor space of approximately 950 m², with the 1st floor featuring sales consultation rooms and content and designs to allow visitors to experience the "environmental management" promoted by Tokyu Land and Tokyu Fudosan Holdings, and the 2nd floor featuring various areas to allow customers to experience the information they need for consideration in both real and digital formats.

The Gallery also provides explanations and allows visitors to experience the wide range of support available after moving into a BRANZ property from Tokyu Land Corporation and other Tokyu Fudosan Holdings Group companies including Tokyu Community Corp., which is the group's property management company. It is planned for the Gallery to offer services for a variety of properties which fulfill certain criteria, such as "being located within the 23 wards of Tokyo", etc. At the time of its opening, the Gallery will be offering services for BRANZ Jiyugaoka, which began sales to the general public in July, with plans to expand services to approximately 4 properties, including BRANZ Jiyugaoka, during the current fiscal year.

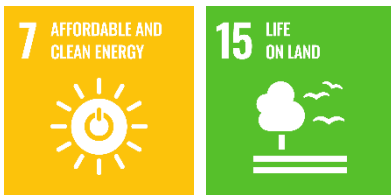
■ Initiatives for Environmental Management and Digital Transformation that Tokyu Fudosan Holdings is striving for under the long-term management policy, GROUP VISION 2030

Tokyu Fudosan Holdings Corporation announced our long-term management policy, GROUP VISION 2023 in 2021. With "WE ARE GREEN," an expression of its aim to realize its ideal shape by the year 2023 through diverse green power, as its slogan, the company continues to tackle environmental management and DX as its basic policies.

As Tokyu Fudosan Holdings' core enterprise, Tokyu Land Corporation is actively pursuing a myriad of initiatives with the aim of becoming an environmentally advanced company. At the end of 2022, it completed the changeover of its offices and facilities held* to 100% renewable energy.

*Certain joint business projects, etc. excluded

SDGs Contributed To



Tokyu Fudosan Holdings' "GROUP VISION 2030"

<https://www.tokyu-fudosan-hd.co.jp/english/group-vision-2030/>

Tokyu Fudosan Holdings' "Medium-Term Management Plan 2025"

<https://www.tokyu-fudosan-hd.co.jp/english/ir/mgtpolicy/mid-term-plan/>