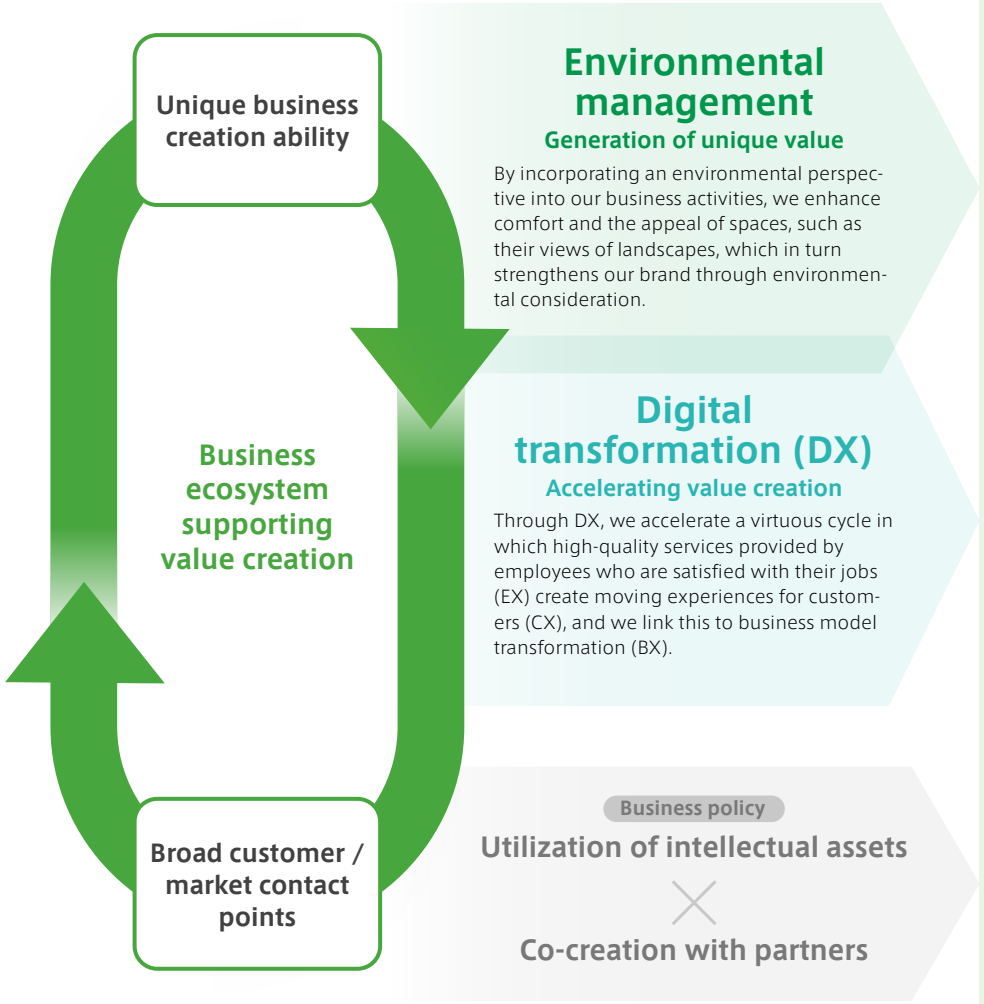
Premium Value Created Through the Promotion of Company-Wide Policies

The implementation of Company-wide policies enhances the uniqueness of the Tokyu Fudosan Holdings Group's businesses and leads to the creation of premium value.



Creation of Premium Value

Experiential value

Closely aligned with the individual, we will realize vibrant lifestyles through gratifying experiences.

For example, in our development of communities, we aim to provide visitors with unique experiences and excitement that can only be found in that area. We intend to deliver gratifying experiences to stakeholders by supporting individuals through approaches tailored to each business.

Environmental management	■ The open-air rooftop gardens at Tokyu Plaza Harajuku "Harakado" and Tokyu Plaza Omotesando "Omokado" extend the time visitors spend in the area and promote sales through the facilities' trickle-down effect. ■ Experiential sustainable resort Tokyu Resort Town Tateshina ▸P.33 ■ AnimaLOOK! (VR content) For details, please click here. (Japanese only)
DX	■ SHIBUYA MABLs, a communication app made exclusively for the Shibuya area ▸P.39 ■ Map DX, an integrated map data platform ▸P.36 ■ Tokyu Corporate Housing Management Inc. has developed its own corporate housing application system called TORUS Navi, which reduces operating costs by presenting content in both Japanese and English and uses digital tools to win more business from foreign-affiliated companies and drive greater efficiency.

Local value

Collaborating with our partners and government agencies, we will elevate local appeal to community enrichment.

To transform regional appeal into prosperity for the area, it is essential to collaborate with local governments and other partners. We enhance local value by addressing energy, logistics, and industrial structures as well as by deepening touchpoints with business sites nationwide from an area management perspective.

Environmental management	■ Ecological networks in the Greater Shibuya Area
DX	■ Kutchan ID+ contributes to sustainable community development in Kutchan Town, Hokkaido Prefecture, enhancing the Niseko brand. ▸P.36

Environmental value

We will carry out environmental management into the future by establishing both businesses and solutions for resolving environmental issues.

We create value by leveraging our unique qualities, such as that found in environmental management. In an era when risks such as climate change and natural disasters are increasing year by year, the Group provides products and services closely tied to people's lives and ways of living. We balance the resolution of social issues with the creation of high added value, and by leveraging DX, we enhance asset value and strengthen earnings power for the future.

Environmental management and DX	■ GX and DX at the No. 1 Ishikari Renewable Energy Data Center ▸P.41 ■ We promote smart city initiatives and the "Eight New Views of Takeshiba" through co-creation with partners at TOKYO PORTCITY TAKESHIBA. For details, please click here.