

Feature Start of Childcare Business at Ohayo Child Care

Tokyo Tatemono established Tokyo Tatemono Kids Co., Ltd. together with the Global Group Corporation, which is expanding businesses such as child care primarily in the Tokyo metropolitan area. Ohayo Child Care opened three child care facilities as of April 2017 and five more as of April 2018. Tokyo Tatemono is the first major developer in the industry to operate its own child care business. We will help a generation of double-income families raise their children and contribute to the future of these children while also working to support regional exchange and child care in areas where Ohayo Child Care facilities have opened.



Issue of Children on Waiting Lists

The issue of children on waiting lists for nursery schools due to a lack of childcare facilities is worsening as the population becomes concentrated in urban areas and the number of double-income families increases. Many problems manifest as social issues due to the lack of nursery schools, such as a delay of women returning to work because childcare is not available for their children. In the backdrop of this insufficient increase in childcare facilities, we find a lack of childcare professionals, the opposition of neighboring residents living in residential areas, and the need for a system able to handle the evaluation for injecting subsidies into the establishment as well as the operation of facilities to make new entry into this field easier. However, local governments introducing measures such as

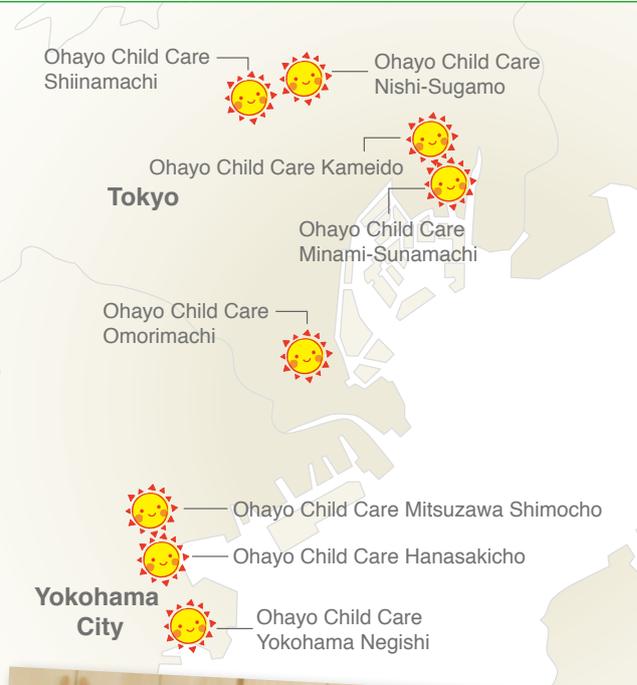
unique subsidy programs are increasing because the livability of this generation of children connects to enhancing household structures and strengthen public finance in an aging society for these municipalities. Moreover, the national government is expanding a variety of policies to encourage entry into the childcare business as a way to accelerate action in society to solve the issue of children on waiting lists for nursery schools.

Points related to the issue of children on waiting lists:

- Many children on waiting lists are in large cities
- Securing space for childcare facilities is difficult in urban areas
- Entry into childcare by business operators is not easy due to subsidy programs

Ohayo Child Care Operated by Tokyo Tatemono Kids

In April 2017, Tokyo Tatemono Kids opened three Ohayo Child Care facilities in Tokyo and Yokohama. In April 2018, Tokyo Tatemono Kids opened five additional childcare facilities. Based on the childcare philosophy to nurture abilities to live fully, Ohayo Child Care teaches children to think for themselves and builds an environment for them to work independently.



The Future of Ohayo Child Care



Nursery schools are thought to be the first place that children interact with society. We want to nurture people who are able to make the proper greeting that is most important in social life. We hope everyone can start each day invigorated by a greeting of "good morning" or "Ohayo" in Japanese. Ohayo Child Care will become a spiritual home now and in the future with the hope of being a nursery school always loved by everyone. This is our passion.



Why is Tokyo Tatemono Engaged in the Childcare Business?

Our urban development not only erects buildings but also forges an eternity of history, including the interaction with people in the local community. We felt we could leverage our know-how to develop and operate childcare facilities based on the belief that childcare facilities contribute to society for the people in the community and for the future of the city. At the time we started investigating our prospects, we earned the opportunity to gain investment from the Global Group that operates the Global Kids nursery schools, which was a major factor for Tokyo Tatemono to acquire know-how in the childcare business.

This was our first endeavor in a human development business, but management has come together with teamwork thanks to the joint venture with the Global Group. Even in this social backdrop, we believed we could bring about urban development, regional contributions, and community interaction unique to the Tokyo Tatemono Group as we received guidance about setting up childcare facilities internally from government bodies when developing buildings and residences.

Childcare Together with the Community

Tokyo Tatemono Kids and Ohayo Child Care operates through a business planning department entrusted with duties from securing properties to opening facilities, a childcare planning department entrusted with operating the nursery schools and hiring staff, and the staff at each of the nursery schools. The nursery teachers, nurses, cooks, part-time employees and the rest of the staff led by the principal at each nursery school work in childcare by bringing originality to their school while valuing the Ohayo Child Care philosophy.

We started by learning about the employment of nursery teachers and educational techniques from the know-how cultivated by Global Kids, which we had an affiliate relationship with at first. We have also gradually incorporated features unique to Tokyo Tatemono Kids.

The work environment of nursery school teachers is generally known for being unforgiving, but Ohayo Child Care will strive to prevent overwork and provide high-quality childcare. The problem of noise is also often talked about when opening a nursery school, but active ongoing communication with everyone in the community in addition to operational efforts, such as childcare classes for families in neighboring households, are able to maintain a good relationship with that community. In this way, we are accumulating know-how in the operation of nursery schools while hoping for synergy with other Tokyo Tatemono businesses in the future. We plan to open Ohayo Child Care facilities in various other complexes, such as the Brillia condominiums.

[Feature of Ohayo Child Care] The Hope of Warmth Felt from Natural Materials

Ohayo Child Care is particular about using wooden materials for the interior so that the children will feel the warmth of the natural materials that they are interacting with on a daily basis. From the softness to the touch and fragrance of the natural wood, we are passionate in our desire for children to touch genuine wood as their senses blossom.



VOICE | From an On-site Childcare Professional

I work with twenty children from newborns to two-year old toddlers at Ohayo Child Care Kameido. One distinct characteristic of Ohayo Child Care is the small size which allows us to work closely with each and every child. We also accept children who have a foreign nationality. We respect each of their cultural differences and take care to stay in close contact with their guardians.



Miwako Ono
Principal
Ohayo Child Care Kameido

VOICE | From Tokyo Tatemono Kids

One year has passed since we opened, but we always keep in mind that it is us building the nursery schools. We work to cultivate even greater solidarity while facilitating communication between the staff, the nursery schools, and the head office. I am grateful for the thanks and praise from parents and local governments that we have received in the one year since opening. The principals and the rest of the staff are coming up with and gather positive ideas to further bring out the originality of Ohayo Child Care. In the future, we will operate our nursery schools better than ever and I hope we will contribute building a local community able to support people in raising children from every direction.



Akinobu Inomata
Area Manager
Tokyo Tatemono Kids