

Contributing to Our Communities

Co-Existing With Communities

Policy and Concept

The Tokyo Tatemono Group believes that enriching the value of communities through volunteerism and other activities not only leads to greater community development, but also to sustainable business growth. Therefore, we conduct a variety of activities to help connect people living in urban environments.

In the various regions where our group operates, we recruit employees to drive local revitalization events and participate in community cleanup activities, using these community and volunteer activities to raise the value of our local communities.

As an upstanding member of the communities we serve, we strive to help build stronger community and more abundant societies.

Participating in the Sanno Festival, One of Japan's Three Major Festivals

The Tokyo Tatemono Group is an active participant in passing down traditional culture through the Sanno Festival, a key event for the neighborhoods located around our headquarter building.

Traditionally called the Tenka Festival, this event is held on even-numbered years, and is one of Japan's three major festivals, alongside Osaka's Tenjin Festival and Kyoto's Gion Festival. At the Tokyo Tatemono Group, we believe it is important for community development that we help in passing down culture and instilling awareness in our employees about the people of our communities. Our employees take what they learn and pass it on to future generations.

A number of group employees participated in the festival by helping to carry some of the 12 portable shrines in a spirited, lively procession through the Yaesu, Nihonbashi, and Kyobashi areas alongside members of local neighborhood associations.

Sustainability Website

Feature: Tokyo Tatemono Urban Development Activities (Published 2017)

www.tatemono.com/csr/special/townplanning.html



Sanno Festival

► Community Outreach Activities in Yaesu, Nihonbashi, and Kyobashi Neighborhoods

Event name	Activities	No. of group employees participating
Sakura Festival	Sakura viewing, concert, rugby event (Apr 5-7)	Total 91 over 3 days
Tokyo Station area clean-up team	Morning clean-up of Yaesu, Nihonbashi, Kyobashi areas (Jan 24, Sep 20)	Total 227 over 2 days
Chuo-dori Clean Walk (local garbage pickup, flower re-planting initiative)	Picking up garbage, replanting flower beds along the Chuo-dori street (the group also served as office staff) (Mar 19, Jul 24, Dec 11)	Total 53 over 3 days
La Folle Journée TOKYO2019	Held local concert at Tokyo Square Garden (May 3 and 4)	Total 8 over 2 days
Tokyo Ekimachi Kirapika Project	Cleaning areas around Tokyo Station (Apr 18, Nov 28)	Total 247 over 2 days
Nihonbashi/Kyobashi Festival	Special sponsor, executive committee members, rugby team organizers (Oct 27)	Total 9 over 1 day
Arts & Crafts Market	Held events at Tokyo Square Garden (monthly)	Total 6 over 6 day
Kyobashi Marche	Held events at Tokyo Square Garden (twice monthly)	—

Clean-Up Activities

Group employees regularly take time before the start of the work day to clean up and beautify neighborhoods around their workplaces. Tokyo Tatemono employees can be seen in areas like Tokyo's Yaesu, Nihonbashi, and Kyobashi neighborhoods, where our headquarter office is located, and in other locations as well. These activities have earned a letter of appreciation from the Nihonbashi Clean Business Cooperative.

Partnering with Non-Profit Organizations

Tokyo Tatemono takes care of sidewalk flower beds along the Chuo-dori street as a member of NPO Hana Kaido.

We also work with the Cheering Supporters for Woods of Chuo City using forest tree trimmings to enrich Chuo Ward, where the organization is based.

We produce planter filler from the trimmings, using this filler to beautify the city in various ways through NPO Hana Kaido, including the installation of roughly 100 flower beds on sidewalks around our construction sites.

Encouraging Lively Communities

The Tokyo Tatemono Group holds a number of events to help grow and invigorate communities.

Nakano Central Park, a lush, three-hectare public park nestled between and established by universities and government offices, hosts a variety of events year-round, including flea markets and workshops. This initiative to use open spaces in creating a lively atmosphere received the 2014 Good Design Award in the category of Design of Community Development.

Since August 2018, the Kyobashi Marche market has been held twice monthly at Tokyo Square Garden. The market occupies space in the connecting corridor on the first floor, offering fresh vegetables and prepared food items.

In October 2019, an Autumn Cultural Festival was held in the public space of Brillia Mare Ariake TOWER & GARDEN and Brillia Ariake Sky Tower, developed in the Ariake area near an Olympic venue. This event took place thanks to the cooperation of the management associations from both Brillia properties. In addition to a number of hands-on activities such as balloon art, prosthetic leg experiences, and BMX test rides, we also held a film night screening party. One of the four short works shown was Sing, which won an Academy Award for Best Live Action Short Film in 2017. More than 800 local residents participated in the event.



Morning Clean-Up Activities



Chuo-dori Path Flower Beds



Flea Market Held in Central Park

Developing Communities in Places People Can Call Home

The Tokyo Tatemono Group strives to encourage people living in newly constructed homes to integrate smoothly with their local communities, promoting regional revitalization.

Before the construction of Brillia Shinagawa Minamioi, located in the Shinagawa Ward of Tokyo, we established *Loco-café oooi* on the site, which has become a community gathering spot for home buyers to connect with residents from the local community. To increase the number of interactions between buyers and local residents, we sponsor forums and other events meant to encourage exchanges. We also lease space for social events.

Neighbors MusashiNakahara, in Kawasaki City, Kanagawa Prefecture, is a social apartment operated jointly between Tokyo Tatemono Real Estate and GLOBAL AGENTS CO., LTD. Before it was renovated into a social apartment, it was a dormitory for company employees. This social apartment property envisions building a small community of 144 households, offering a variety of communal spaces, a restaurant-themed lounge, a well-equipped theatre, and a lively bar lounge for interchange.

These shared spaces create a forum for exchange between the property's residents, offering a new kind of lifestyle that facilitates interaction and a sense of community.



Neighbors Musashi-Nakahara

TOPICS Brillia Shinagawa Minamioi's Communication Salon oooi Wins Good Design Award

Brillia Shinagawa Minamioi's Communication Salon oooi, a community facility attached to Brillia Shinagawa Minamioi (completed February 2020), received the 2019 Good Design Award.

This award was given to Brillia Shinagawa Minamioi's Communication Salon oooi in recognition of spatial media communicating through connecting people, unlike traditional advertisements. The cafe's initiative promotes communication between local residents as well as with condominium residents to support smooth community-building.



Community Revitalization Through Our Leisure Business

Regina Resort

Regina Resort, operated by Tokyo Tatemono Resort, is a special accommodation facility where pets and their owners lodge together.

Nine Regina Resorts are in operation in the Kanto Koshinetsu area. In recent years, pets have become recognized as members of the family and more accommodations are accepting pets. However, in reality, very few facilities create an environment in which people and pets can live together with peace of mind. Other facilities simply allow pets to stay. Regina Resort was planned from the ground up with dogs in mind. Considerations included floors not easily scratched or dirtied, a number of useful amenities, private dog runs for guests, insurance for accidental damage to facilities, and so on.

These resorts offer guests a sense of ease as they stay with their pets, creating new demand for tourism and contributing to the economic development of their regions.



Regina Resort Fuji



Regina Resort Hakone Ungaiso

Ofuro no Osama Bathhouses

The *Ofuro no Osama* chain of bathhouses operated by Tokyo Tatemono Resort is designed to enhance local cohesion, interaction, and communication. These bathhouses serve as a facility for health promotion and preventive medicine as well. Each of these 10 unique hot bath facilities, all located in the southern Kanto area, also feature restaurants and other amenities.

The *ofuro*, or hot bath, is a leisure activity deeply rooted in Japanese culture. The Tokyo Tatemono Group believes that providing a relaxing space helps to create a more abundant society. In addition, we focus untiringly on hygiene management so customers can use our facilities with confidence. Beyond daily cleaning, sterilization, and water quality inspection, we perform pipe cleaning with hydrogen peroxide three times a year for our baths. For hygiene management at our restaurants, we have created manuals for each location and partner with external specialists who conduct hygiene inspections.

By providing a space where customers feel at ease, we contribute to revitalizing local communication and promoting the health of local residents.



Ofuro no Osama Ebina

Cultural and Social Contribution Activities

Policy and Concept

The Tokyo Tatemono Group believes that activities contributing to society and culture help create a more abundant society and aid the sustainable growth of our own businesses. Therefore, we engage in a variety of social contribution activities, including cultural and arts activities, educational activities, sports promotion, and disaster recovery support.

TOPICS Brillia Culture Spice Brillia ART AWARD Selected Works Exhibition and Short Film Screening

Tokyo Tatemono sponsored the Brillia Culture Spice Brillia ART AWARD and Selected Works and Short Film Screening event at the Ueno Royal Museum in Taito-ku, Tokyo, between January 27 and 29, 2020. At this event, eight works were exhibited as winners of the Brillia ART AWARD.



Selected Brillia ART AWARD Recognitions



Short Film Screening

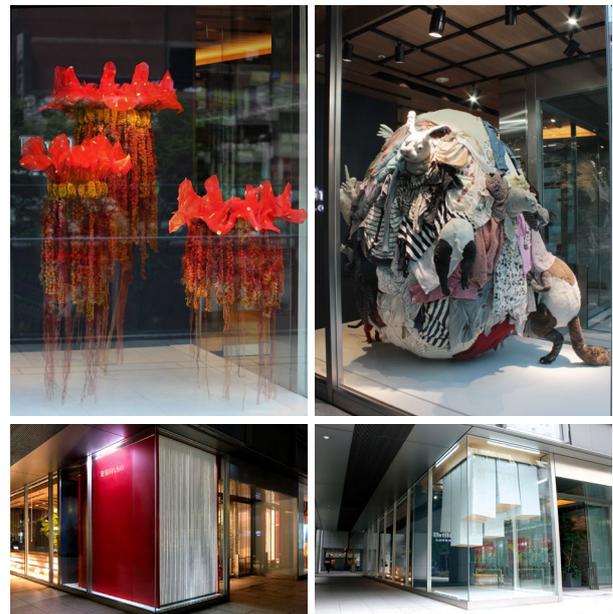
Artist Support at Brillia LOUNGE's THE GALLERY

Tokyo Tatemono provides support for a variety of cultural activities, including sports and the arts. As part of these activities, we operate THE GALLERY, an exhibition space setup in one corner of the Brillia LOUNGE, itself located on the first floor of the Tokyo Tatemono Yaesu Building. Since 2017, THE GALLERY has presented up-and-coming artists and their work. In 2019, THE GALLERY featured works by four artists.

In addition, we sponsored the Brillia ART AWARD 2020 to determine which artists' works would be presented the following year. All artists were welcome to submit their work for consideration in this open recruitment program. Artists were evaluated not on finished pieces, but rather on their production plans. The selected winners were given a production grant of 200,000 yen, with one grand prize winner receiving a separate award of 300,000 yen. Finished works will be presented on a rotating schedule throughout 2020.

For more information about THE GALLERY in Brillia LOUNGE and the Brillia ART AWARD, see the following websites:

brillia.com/brillia/topics/
brillia.com/artaward/
<https://brillia.com/artaward/archive.html>
 (All available in Japanese only)



Works Exhibited in 2019 at THE GALLERY in Brillia LOUNGE

Supporting Para-Sports for Persons with Disabilities

Tokyo Tatemono has been an official partner of the Japanese Para-sports Association since August 2015 as part of our social contribution activities.

We actively support para-sports through initiatives to raise awareness and other efforts to promote the para-sport philosophy of creating a vibrant society of coexistence.

In 2018, we created opportunities for our employees to watch and support para-sports events by publicizing competitions and tournaments within the group, contributing to the promotion of para-sports.

Moreover, we acquired the naming rights to the Shin-Toyosu Brillia Running Stadium track and field facility that opened in December 2016. We currently assist in facility operations. The Shin-Toyosu Brillia Running Stadium also houses a prosthetic development laboratory where people with disabilities can train side-by-side with those without disabilities.



日本障がい者スポーツ協会 オフィシャルパートナー

Earthquake Reconstruction Support Through Rice Planting

The Tokyo Tatemono Group aims to build a more abundant society through reconstruction following the Great East Japan Earthquake and increase interaction between cities and farming villages. Here, we support rice planting activities

for Ten-eimai rice, a crop cultivated locally in Fukushima Prefecture's Ten-ei Village.

These support activities, which boasted 126 volunteer employees in 2019, began because of our relationship with Hatoriko Highland Regina Forest, a camping and accommodation facility in Ten-ei which was owned by the Tokyo Tatemono Group up until 2016.

Volunteer employees and their families experience authentic farming activities, including spring rice-planting, summer weed-cutting, and fall harvest, all while interacting with local farmers.

This activity unifies company and individual as we deepen our understanding of Ten-ei Village and help rebuild Fukushima Prefecture.

Operating a Classic Kyoto Machiya Concept Hotel

In October 2019, Tokyo Tatemono Real Estate Sales opened the doors of a new concept hotel, THE MACHIYA SHINSEN-EN. This hotel utilizes an existing classic Kyoto machiya accommodation building, which was developed jointly with AJ InterBridge, Inc.

In this project, we acquired a vacated machiya accommodation with the intent to conduct a ground-up renovation and rehabilitation of the aging facility. Further, the project included added a new wing incorporating elements of the Kyoto machiya, resulting in a hotel embodying the charm of Kyoto's history and traditional culture.

The new wing features guest rooms kitchen and washing machines for long-term stays, addressing the needs of visitors from overseas.

TOPICS Hareza Ikebukuro Acquired Naming Rights to the Toshima City Arts and Culture Theater

Tokyo Tatemono completed the construction of the Hareza Tower office building in May 2020 as part of our support for the development of Hareza Ikebukuro. We acquired the naming rights for the Toshima City Arts and Culture Theater, built within the development's hall, which was finished in April of 2019.

A multi-purpose hall with 1,300 seats, the facility serves as a symbol of Toshima as an International City of Arts and Culture. The hall also serves as a center from which we promote a variety of cultural and art activities.



Tokyo Tatemono Brillia HALL (Inside)



(Outside)

Supporting Patients with Incurable Diseases and Their Families

Brillia ist Tower Kachidoki, a Tokyo Tatemono condominium property, is designed to support child-rearing and community coexistence. The building provides accommodation tailored to a generation of parents raising children, including certified childcare, a family house, and a pediatric clinic. The family house, operated by certified NPO Family House*, is a second home for families who travel to urban hospitals from afar to care for children with intractable diseases such as pediatric cancer.

Supporting the mission of Family House, Tokyo Tatemono has provided a 130m² condominium free of charge within Brillia ist Tower Kachidoki, which is located near the National Cancer Center Hospital and St. Luke's International Hospital. The house is equipped with two Japanese-Western fusion-style rooms and a common room.

*A certified non-profit organization (NPO) is an organization certified for special tax incentives encouraging others to donate to the organization. Though the certification system allows NPOs to be created simply by petition, the organization must have a certain period of activity and pass evaluation by a competent authority to be certified.



Garden of the Certified Center for Early Childhood Education Center Located in Brillia ist Tower Kachidoki



Brillia ist Tower Kachidoki Family House

Fundraising Through Art

In 2018, SMARK ISESAKI celebrated its 10-year anniversary and a renovation. On this occasion, the facility launched a new social contribution program for the local community.

The program incorporates art as social contribution, installing communication art collection boxes called *coins* on the first floor of the property. The boxes depict the three famous Jyomosanzan mountains of Gunma Prefecture (Mt. Myogi, Mt. Haruna, and Mt. Akagi) as portrayed by artist Jin Hasegawa. Donations collected are provided to environmental organizations in Gunma Prefecture at an annual festival each November.

In 2019, donations were provided to the Oze Preservation Foundation, a conservation organization working to preserve the Oze marshland area, which is one of Gunma Prefecture's most iconic natural environments.



coins Myogi



coins Haruna