

## The Tokyo Tatemono Story: Our Journey and Strengths

Tokyo Tatemono has built its three core strengths by taking on a variety of pioneering challenges over more than 125 years of value creation.

### Founded in 1896

- Zenjiro Yasuda, founder of the former Yasuda Conglomerate, established Tokyo Tatemono Co., Ltd. with the desire to modernize the real estate trade and promote urban development.
- Japan's oldest comprehensive real estate company.



The Company's first headquarters



Zenjiro Yasuda

### From 1946

#### • The Expansion of Commercial Properties and Residential Businesses amid Post-War Rebuilding Efforts and Rapid Economic Growth

Business performance benefitted from reconstruction demand after World War II. During Japan's period of rapid economic growth, we responded to a serious urban housing shortage and rising demand for residences near workplaces by making a full-fledged entry into the condominium business. We earned customer support by supplying high-quality, reasonably priced condominiums. At the same time, we focused on developing office buildings to meet rising demand resulting from the consolidation of urban functions in city centers.



Tokyo Tatemono's first for-sale condominium property

**Condominium building in Fujisawa City**



Contributed greatly to Tokyo Tatemono's public profile and business expansion

**Shinjuku Center Building**

### 1990s

#### • Differentiation through the Group's Comprehensive Strengths

After the collapse of Japan's economic bubble, we deftly adapted to changes in the business environment by planning seismically isolated and fixed-term lease condominiums and proactively participating in redevelopment projects, among other initiatives. In 1998, we also proactively expanded into the real estate investment market, conducting the first securitization of real estate in Japan under the Act on Securitization of Assets. In 2003, we unified our condominium operations under the Brillia brand, and in 2004 we began giving tours of construction sites, the first initiative of its kind in the industry. In the Commercial Properties Business, we achieved rapid growth as a comprehensive real estate developer by successfully delivering a series of highly difficult mixed-use complex redevelopment and private finance initiative (PFI) projects.

The first condominium units sold under the Brillia brand

**Brillia Chofu Kokuryo**



A pioneering public-private, large-scale redevelopment project executed using a private finance initiative (PFI) structure

**KASUMIGASEKI COMMON GATE**



### 2010s

#### • Urban Development Leading to a Future of Added Value Creation

Drawing on its accumulated know-how, Tokyo Tatemono aggressively took on ever-larger and more value-added redevelopment projects in response to growing market expectations. Although we recorded a loss in the aftermath of the global financial crisis, we strengthened our financial position through measures such as the sale of select assets. We decided to continue participating in multiple large-scale redevelopment projects, and expanded our portfolio of diverse, high-quality real estate through acquisitions including logistics facilities, retail facilities and hotels.



A state-of-the-art, environmentally conscious complex

**TOKYO SQUARE GARDEN**



Japan's first high-rise condominium project integrated with a municipal office building

**Brillia Tower Ikebukuro**

### 2020s

#### • Aiming to Maximize the Value of Place and the Value of Experience

Since 2020, guided by our long-term vision of becoming a next-generation developer by around 2030, we have been aiming to achieve both social issue resolution and corporate growth at a higher level. We are advancing sustainability management and promoting sustainable, high-value-added urban development grounded in the Group's material issues.

Japan's first high-rise private residences integrated with a Four Seasons Hotel

**Brillia Tower Dojima**



Photo: Nacása & Partners Inc.

Large-scale redevelopment project including the site of our former head office building

**TOFROM YAESU**



# Three Strengths

The three strengths driving the Tokyo Tatemono Group's  
128 years of value creation

## 1 Urban development with continuity and change that will draw out new regional attractions

Redevelopment of multi-use office-residential-recreational complexes that redefined perceptions of the neighborhood



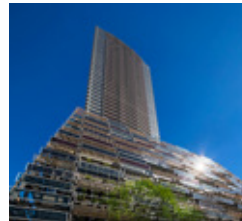
olinas (Kinshicho)

Urban development integrated with a park: Proposing new workstyles in green spaces



NAKANO CENTRAL PARK

From a city at risk of decline to a sustainable urban center: Leveraging local cultural assets to help resolve social issues through urban development



Brillia Tower Ikebukuro



Hareza Ikebukuro

Involvement in multiple large-scale redevelopment projects in the Yaesu-Nihonbashi-Kyobashi (YNK) area, our home neighborhood



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Gofukubashi Project



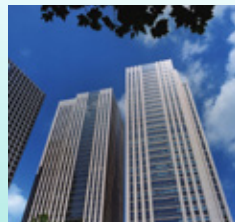
Kyobashi 3-Chome Project

## 2 Enterprising spirit that strives for innovation and pioneers the future

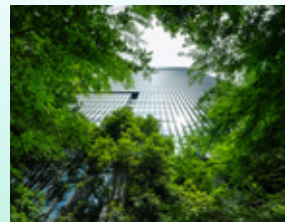
Japan's first real estate securitization under the Act on Securitization of Assets



KASUMIGASEKI COMMON GATE  
First PFI project for Japan's central government agencies

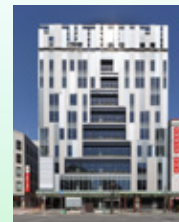


THE OTEMACHI TOWER  
Balancing urban and natural regeneration



## 3 Flexible and agile adaptability in step with the changing times

Responding to changes in the operating environment through rapid business expansion and diversification beyond a traditional office- and residential-focused portfolio, adding asset types such as retail facilities, hotels, and logistics centers



**Leverage 128 years of trust, track record and expertise to  
maximize the value of place and the value of experience.**