

# Example 2 –Neighborhood Creation That Meets Diverse Stakeholders’ Needs— Providing Value at TOKYO MIDTOWN YAESU

At TOKYO MIDTOWN YAESU, we seek to create new value through people, information, and things coming together to interact, under neighborhood creation that meets the wide-ranging needs of visitors and other stakeholders.

## Stakeholders’ Diverse Needs

### Visitors

- New shopping experiences
- Access to cutting-edge trends

### Workers

- Office buildings that make people look forward to work
- Balancing of employment with childcare
- Work close to the train station

### Hotel guests

- Convenient transportation to business centers
- Out-of-the-ordinary experiences on special days

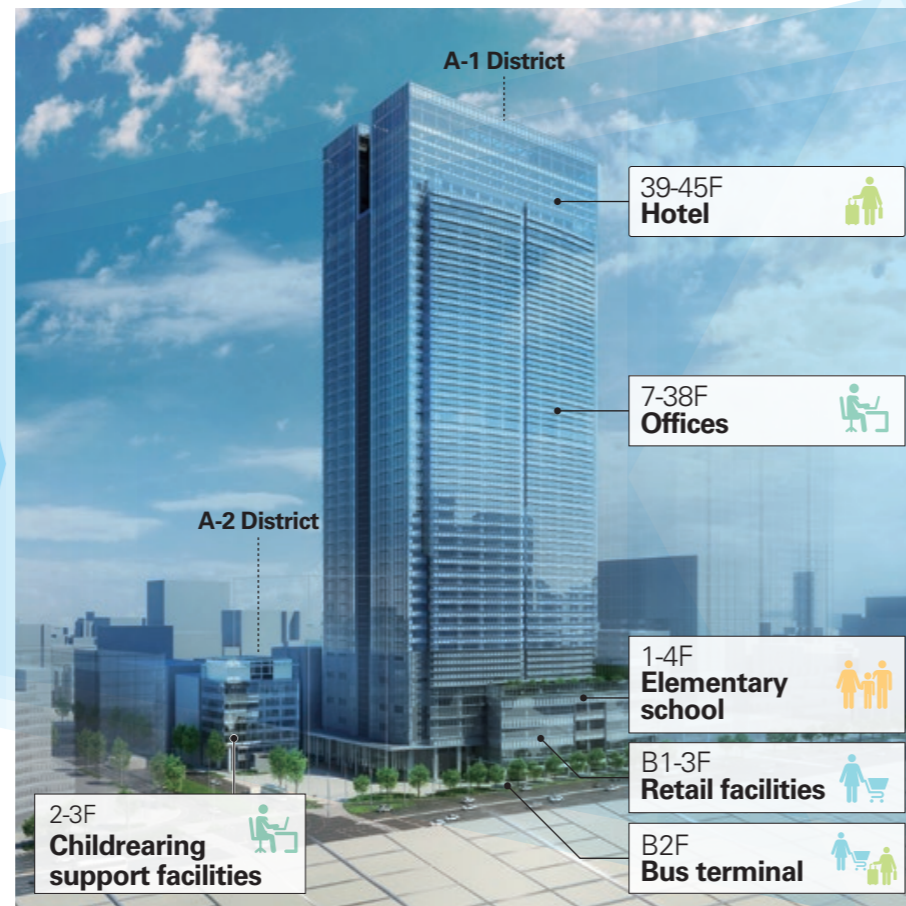
### Local residents

- Safe, secure, and convenient living
- Deepening of regional networks

### Tenant companies

- Easy access to business networks
- Acquisition of outstanding human resources
- Achievement of carbon neutrality

## Mixed-Use Neighborhood Creation That Takes Advantage of Location and Our Strengths



## Provision of Value to Stakeholders and Creation of New Value

### Visitors

Conveniently, exuberantly  
**Play**

### Workers

Securely, conveniently, happily  
**Work**

### Hotel guests

Securely, conveniently, satisfyingly  
**Reside**

### Local residents

Securely, conveniently  
**Live**

### Tenant companies

Conveniently, efficiently, continuously  
**Act**

Creation of new value through people, information, and things coming together to interact

## External Environment Recognition

- Low birthrates and increase in dual-career households
- Diversification of lifestyles
- Diversification and fragmentation in perceptions of value
- Increase in awareness of sustainability

## Our Strengths

- Engaged in every asset class**
  - Office tenants: approx. 3,000 companies
  - Retail tenants: approx. 2,400 companies
  - Hotels operated by the Company: approx. 13,000 rooms
- Expansive value chain** (development, store/corporate leasing, retail/hotel operation)
- Development capabilities necessary for creating neighborhoods**

## The Potential of Location

- Station-front location of large terminal**  
Availability of extensive public transportation, including Shinkansen, JR lines, subway lines, and buses
- A company cluster rivaling Marunouchi and Nihonbashi**

## TOPICS Example of Provision of Value to Tenant Companies

### Becoming a partner in achieving carbon neutrality – Provision of green electricity to tenant companies –

