



つなぐ。答えへ。未来へ。

CORPORATE PROFILE

## We aim to be a “company that is chosen repeatedly by customers”

Tokyu Livable has continued transforming and taking on challenging endeavors since it was established in 1972, always offering new value by creating unique industry leading services and new businesses, etc., and contributing to the development of the real estate distribution industry and the enhancement of trust therein.

We inherited this spirit and are striving to develop and reorganize our businesses to adapt to changes in social conditions and customer needs. We will further expand the real estate brokerage business, which is our main business, and by fully using the knowhow that we have acquired through various business fields of the rental brokerage business, real estate solutions business, new home sales contractor business and real estate sales business, we continue to support customers as a multi-value real estate information creator that can find optimum solutions to raise real estate value.

Because we handle valuable assets of customers, we aim to be a reliable partner and a company that is chosen by them repeatedly. To that end, each employee strives to be a professional who can deal with customers in a sincere manner and make optimum proposals to meet their requests. We also aspire to be a company that leaves a good impression on customers, and that helps our employees grow and feel job satisfaction through our businesses.

Going forward, we are determined to step up to challenges and evolution to contribute to society.



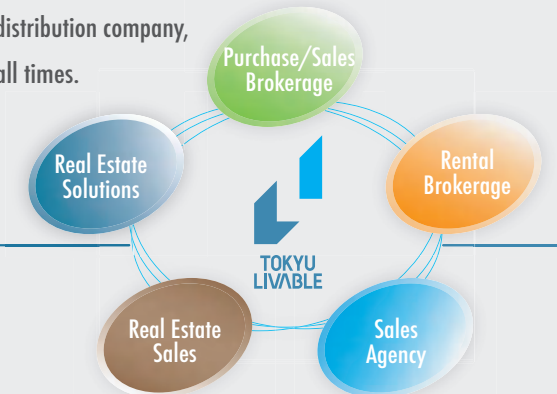
Representative Director and President

*Shunichi Kobayashi*

## We are a comprehensive real estate distribution company that meets the diverse needs of customers by focusing on five businesses.

We aim to create unique services and businesses and become a reliable company for our customers, so that we are entrusted with their valuable assets. As a comprehensive real estate distribution company, we continue to serve a wide range of real estate needs and propose new value at all times.

### Business outline



### Purchase/Sale Brokerage

**A reliable partner whose highly experienced staff are always ready to provide customer support**

As real estate mediators between sellers and buyers, our specialized staff have adequate knowledge and experience to provide accurate support for the smooth conclusion of transactions, including consultation, provision of property information, negotiations on terms and conditions, contract conclusion, and property delivery.



### Rental Brokerage

**Community-based support that can meet the expectations of both tenants and owners**

We propose optimal rental plans in response to property owners' rental consultation requests. We also provide relevant support (i.e. provision of required property information, contract conclusion, move-in, renewals, and cancellation) to those who are looking for rental properties.



### Real Estate Solutions

**Support for the investment/commercial real estate market strategies of our customers**

To meet the various needs of corporations and investors, we engage in a wide array of investment/commercial real estate solution businesses. In addition, our employees, who are familiar with market conditions, provide services using our extensive information network and know-how developed through nationwide real estate transactions.



### Sales Agency for New Construction

**Support for the property lot sales business is based on extensive sales results and know-how**

We sell newly constructed condominiums and houses supplied by developers on a commission basis. We offer strong support for the property lot sales businesses of our customers using our advanced know-how and channels cultivated as a comprehensive real estate distribution company through numerous commission-based sales activities.



### Real Estate Sales

**A variety of lineups featuring our real estate development and sales**

We develop and sell condominiums (e.g. new premium compact condominiums, renovated condominium buildings, and investment condominiums), urban commercial facilities, and new investment residential buildings, and purchase and resell condominium units.



### Diverse Businesses

**Provision of various services and living support**

We provide various living support for customers in general and services for affluent seniors. We also conduct a rental business for storage space and others.



Since our establishment in 1972 as a pioneer of the real estate distribution business, we have provided various industry-first services, and have grown our businesses.

## History

# 1970



# 2020



**Mar. 1972**

Established Area Service Co., Ltd., our predecessor company, as a wholly owned subsidiary of Tokyu Land Corporation

**Jul. 1978**

Changed the company's name to Tokyu Land Area Service Co.

**Oct. 1978**

Adopted Aoisora (meaning "blue skies") as Tokyu's brokerage brand name

**Apr. 1980**

Successively transferred metropolitan sales offices of Tokyu Land Corp. (until Oct. 1984)

**Oct. 1982**

Opened sales offices in Sapporo, Sendai, and Fukuoka

**Jul. 1983**

Introduced the Sales Guarantee System

**Apr. 1987**

Opened Nagoya sales office

**Oct. 1987**

Merged with Tokyu Land Kinki Area Service Co. and opened Kansai Branch office

**Jan. 1988**

Changed the company's name to Tokyu Livable, Inc. and revised its brand name to Livable

**Oct. 1990**

Complete transfer of Tokyu Land Corporation's entire sales agency operations related to newly constructed properties to Tokyu Livable, Inc.

**Oct. 1993**

Launched full-scale sales agency operations related to newly constructed properties of companies other than Tokyu Group companies

**Jul. 1994**

Started selling our first self-developed condominiums: Willive Nakanofujimicho

**Apr. 1995**

Launched a rental brokerage business on a full-scale basis

**Dec. 1999**

Listed on the Tokyo Stock Exchange Second Section

**Apr. 2000**

Entered the wholesale market on a full-scale basis

**Mar. 2001**

Admitted to the Tokyo Stock Exchange First Section

**Apr. 2002**

Established the Solutions Business Headquarters

**Feb. 2003**

Established Livable Asset Management Inc., an affiliated company that carries out rental businesses (currently a consolidated subsidiary)

**Feb. 2008**

Received the 2007 JMA HRD Excellence Award sponsored by the Japan Management Association, a general incorporated association

**Oct. 2012**

Started the Livable Safe Agent Guarantee, an existing home assessment and guarantee program

**Jul. 2013**

Launched the Inheritance Tax Temporary Payment Service, a service for advance payments of inheritance tax

**Oct. 2013**

Established the holding company, Tokyu Fudosan Holdings Corporation, which comprises three companies: Tokyu Land Corporation, Tokyu Community Corporation, and Tokyu Livable, Inc.; Listed on the Tokyo Stock Exchange First Section (these three companies were delisted in September 2013)

**Apr. 2014**

Established TOKYU LIVABLE (TAIWAN), INC. in Taipei, Taiwan  
Acquired the Kurumin mark, the symbol of a company that supports childcare

**May 2014**

Invested capital in Orange Tee Holdings Pte. Ltd. (currently OT GROUP PTE. LTD.), a major Singapore real estate firm

**Aug. 2014**

Launched Livable Advisory Service on Vacant Houses, a vacant house assessment and proposal service

**Apr. 2015**

Integrated the rental home management operations of three companies (Tokyu Community Corporation, Tokyu Livable, Inc., and Tokyu Relocation Co., Ltd.) into Tokyu Housing Lease Corporation

**Oct. 2015**

Received the Tokyo Labour Bureau Excellence Award in the Category of Enterprises Promoting Equal Employment/Work-Life Balance. This award is sponsored by the Ministry of Health, Labour and Welfare

**Apr. 2016**

Established the L'Gente Business Headquarters (currently Asset Business Headquarters)

**Jul. 2016**

Started selling Lideas, a new brand for renovated condominiums

**Jul. 2016**

Established First Inspection Service Co., Ltd., a new company that conducts building and housing facility inspections

**May 2017**

Started disclosing both positive and negative customer evaluations on our website, including our responses

**Jul. 2017**

Launched GRANTACT to specialize in brokerage services for urban high-grade condominiums

**Sep. 2017**

Launched Active Sales Package (also named Akuseru-kun), a sales proposal service focusing on enhancing asset value

**Jun. 2018**

Received the 7th HR Challenge Grand Prize for the Toranomaki Project (early education project for employees)

**Jun. 2019**

Started selling Legacia, a sub-divided real estate product.

**Dec. 2019**

Established Livable Senior Relocation Salon, a consulting service dedicated to helping senior citizens to choose their next home.

**Apr. 2020**

Established the Wealth Advisory Headquarters

**Feb. 2021**

Included in the ranking of companies offering the best workplaces for the fourth consecutive year

**Apr. 2021**

LIVABLE network exceeded 200 locations nationwide

**October 2021**

Launched Tokyu Livable leaseback service

**Aug. 2022**

AI-based exterior wall crack inspection application "CRACK SCANNER" patented.

**Feb. 2024**

Obtained patent for "Real Estate Price Assessment AI System"

**Mar. 2024**

Recognized as an organization under the 2024 Certified KENKO Investment for Health Outstanding Organizations Recognition Program (Large Enterprise Category ("White 500"))

**Apr. 2024**

Started providing information using recommendation AI



**1972**

Born as a pioneer in the real estate brokerage business

Tokyu Land Corporation aimed to become a comprehensive real estate company during the period of rapid economic growth, and then established Area Service Co., Ltd., our predecessor company, taking the lead in starting brokerage business operations in the industry based on the belief that a new era would dawn for real estate brokerage services in Japan.



**1980-81**

Industry's first brokerage service system

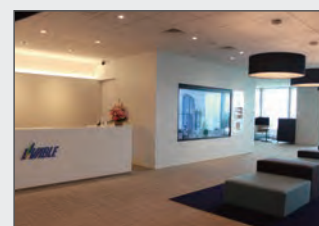
Started the industry's first free used home inspection services called the Home Maintenance Plan and the Used Home Performance After-sales Service amid activation of the real estate distribution market. Also set the company's unified price assessment criteria by preparing our own price assessment manual.



**1983**

Introduction of Sales Guarantee System

Actively expanded our services, introduced the Sales Guarantee System in 1983, and eliminated a bottleneck (i.e. inability to buy property before the sale of existing property). Started to provide comprehensive services in 1985 (e.g. relocation, house cleaning and non-life insurance).



**2000**

Full-scale entry into the wholesale market

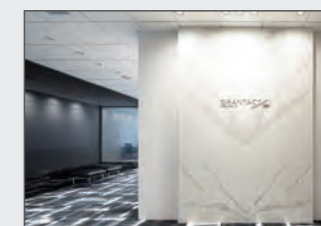
Started a solutions business for handling bad business debts in response to the need to eliminate bad debts quickly. Currently continuing to conduct cutting-edge activities in the wholesale market that meet various solution needs such as business revitalization and real estate asset sales support.



**2012**

Started the Livable Safe Agent Guarantee,

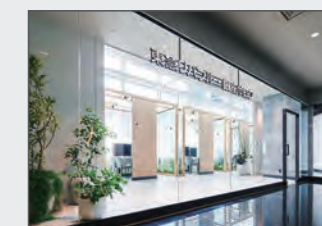
Started our own building inspection and guarantee system. We guarantee payment of building repair costs, etc. during a certain period from property delivery, as long as prescribed conditions are satisfied, through a designated inspection agency. This service attracted people's interest as a service that is beneficial to both sellers and buyers. We are continuing to expand the contents of this service.



**2017**

Launch of GRANTACT

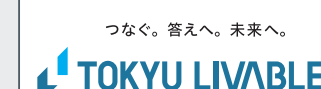
Established the first store as a brokerage brand specializing in urban high-grade condominiums and launched an urban strategy targeting affluent customers in earnest. Our highly specialized employees, who are familiar with urban condominiums, provide consulting services. In 2018, we started our rental brokerage service.



**2022**

Opening of Tokyu Livable Ginza Salon

We opened the salon in Ginza 1-chome as a collective sales base for new condominiums and detached homes. The salon realizes a venue that offers an opportunity for visitors to have new experiences in choosing housing through combinations of digital and real displays in an airy space that is free from as many boundaries as possible under the theme of "Seamless." This is a place for selecting residences where visitors can look around at their own pace and feel free to ask the staff questions.



**2022**

Renovated the corporate brand

To mark the 50th anniversary of our founding, we have renovated our corporate brand, aimed at providing further value to our customers, and advancing our business. The new slogan is Connect. To the answers. To the future. What we "Connect" is optimal solutions for each customer, their future, and the future of society as a whole. We do retail a variety of our specialized domains and create new value.



The Tokyu Group responds to customer needs by providing one-stop services covering its wide-ranging business fields and using its comprehensive capabilities.

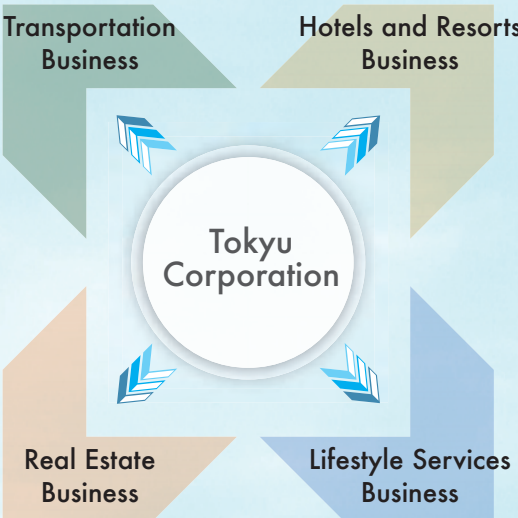
Group introduction

Toward a Beautiful Age — Tokyu Group

The Tokyu Group began as Meguro-Kamata Electric Railway Company in 1922, and as of the end of September 2023, comprises 220 companies and seven incorporated bodies with Tokyu Corporation (formally Tokyu Railways) as the core company. Community development based on our transportation business is the basis of the Group's businesses. For many years, the Group has carried out its business in various fields that are closely related to customers' daily lives, such as real estate, life-related services, hotels and resorts.

Under the slogan "Toward a Beautiful Era," the Group upholds its vision—the creation of beautiful living environments suitable for people's various sense of values. In addition, under the principle of corporate autonomy, the Group promotes collaboration and joint developments that can create synergies, aiming to build a Tokyu brand that is both trusted and loved.

The Group also actively conducts community-based social contribution activities by participating in various activities of educational institutions and foundations as well as through nationwide activities of Tokyu Associations.



About the Tokyu Fudosan Holdings Group

The Tokyu Fudosan Holdings Group is a corporate group that creates lifestyles through urban development. Under the holding company, Tokyu Fudosan Holdings, we operate urban development, strategic investment, management and operation, and real estate distribution businesses through five major companies: Tokyu Land Corporation, Tokyu Community Corporation, Tokyu Livable, Inc., Tokyu Housing Lease Corporation and the National Students Information Center, Co., Ltd. To achieve our long-term vision, "GROUP VISION 2030," our slogan is "WE ARE GREEN," and our more than 100 group companies with approximately 28,000 employees will continue to provide new value to our customers by leveraging the diversity of our group's wide-ranging businesses and human resources.



Global expansion

We promote cross-border transactions by utilizing our extensive domestic real estate transaction know-how and real estate information network that spans the entire country. We have established offices in Taiwan and Singapore to meet the needs of overseas investors looking to invest in real estate in Japan. Furthermore, in order to meet the needs of Japanese investors for overseas real estate investment, we have formed business partnerships with local real estate companies and are expanding the areas in which we can introduce overseas real estate.



[Global business expansion]

- Apr. 2011**  
Set up the Overseas Sales Department within the Solutions Business Headquarters
- May 2013**  
Business collaboration with OrangeTee.com Pte. Ltd. (currently OrangeTee Advisory Pte. Ltd.)
- Apr. 2014**  
Established joint venture company "TOKYU LIVABLE (TAIWAN), INC." in Taipei, Taiwan
- May 2014**  
Invested capital in OrangeTee Holdings Pte. Ltd. (currently OrangeTee Group Pte. Ltd.), a holding company of OrangeTee.com Pte. Ltd., our business partner in Singapore.
- Apr. 2016**  
Business partnership with Thai real estate company "ASIAN BUSINESS PARTNERS (THAILAND) CO. LTD (currently Shinyu Real Estate Co., Ltd. / Trade name: Shinyu Real Estate)"
- June 2021**  
Business partnership with real estate company "Rero Redac, Inc." in New York, USA
- Jan. 2022**  
Business partnership with real estate company "BLUE BUNNY HAWAII REALTY LLC" in Hawaii, USA

Sustainability Initiatives

Tokyu Livable's sustainability strategy is linked to the corporate philosophy and specific actions to solve social issues through business activities and to achieve a sustainable society and growth together with stakeholders. With a focus on contributing to the local community by taking advantage of our community-based sales activities, we are promoting initiatives aimed at contributing to the environment, promoting diversity, and creating value in the digital age.

Promoting the construction of lifestyle infrastructure and the distribution of housing stock through our core business [Contribution to Local Communities] [Environment]

The real estate brokerage business itself supports the livelihoods of people living in the local community and contributes to the local community. We promote community-based sales activities through our nationwide network of over 220 Livable stores. We handle approximately 30,000 real estate sales and brokerage transactions and approximately 7,000 real estate leasing transactions annually, supporting our clients in buying and selling the real estate that forms the basis of their lives and businesses. We also aim to contribute to the realization of a sustainable society by promoting the utilization of housing stock through building and facility warranty services, condominium renovation projects, and remodeling proposals.

Contributing to a Sustainable Society through Living Together [Diversity]

From 2022, we have become an official partner of the Japanese Para Sports Association (public interest incorporated foundation). We support the association's vision of "creating a vibrant, inclusive society" and are working to promote parasports.



Recognized as an organization under the 2024 Certified KENKO Investment for Health Outstanding Organizations Recognition Program (Large Enterprise Category ("White 500")) [Diversity]

The Certified KENKO Investment for Health Outstanding Organizations Recognition Program in which the Ministry of Economy, Trade and Industry recognizes large corporations, small and medium-sized enterprises, and other corporations that are implementing particularly excellent health and productivity management based on initiatives that address local health issues and health promotion initiatives promoted by the Nippon Kenko Kaigi. In fiscal 2024, our company was recognized as a "White 500" company, ranking within the top 500 in the large corporation category for the second consecutive year.



Efforts to Create a Safe and Secure City [Contribution to Local Communities]

Some stores are working on community contribution initiatives using in-store signage, posting government information and crime prevention videos from the National Police Agency. Furthermore, other stores with free space within the store rent the space for events where local residents can interact and enjoy themselves, thereby contributing to the local community. In November 2023, we received a letter of appreciation from the Tokyo Metropolitan Government for our series of such efforts and for our contribution to the promotion of the "Movement to Brighten Society."



Environmental Initiatives [Environment] [Digital]

Tokyu Livable Ginza Salon, a centralized sales base for new condominiums, utilizes VR to enable customers to experience the interior and views with a realistic feel similar to the actual experience. Compared to the traditional sales method of setting up a model room, this reduces the waste that would otherwise be generated by demolition. In addition, the Real Estate Brokerage Business Division is replacing its sales vehicles used for customer guidance with hybrid vehicles (some branches have introduced electric vehicles). As of the end of March 2024, over 90% of all our commercial vehicles are fuel-efficient hybrid or electric vehicles, and we plan to make almost all vehicles fuel-efficient by fiscal 2025.





We will continue to engage in dialogue with our customers with the aim of enriching their new lives that lie beyond housing transactions.

#### 《Comments from a Tokyu Livable staffer》

##### We propose the most suitable solutions for the lives of customers and their families.

We believe that obtaining customers' trust is the starting point of our work. To this end, we ask customers to allow us to talk about various things. This is because we are certain that knowing the daily life of each family member of a customer—from job, the commute time to work or school, transport methods, the pattern of daily life and preference for housing, such as interior, to relatives living separately—will lead us to be able to propose the most suitable solution to the customer. What I am particularly mindful of in dialogue is the new life that lies ahead of the transaction. I want to support customers in realizing the way of life that they aim for, rather than just buying and selling real estate.



Customers sometimes do not want to reveal the purpose of selling or buying due to their special circumstances. What a customer seeks may not always be the best. As a real estate professional, we face anything squarely when customers come to seek our advice, and we hope to obtain the trust of our customers by answering their questions or addressing their worries, no matter how small they are, in good faith. As a result, we want to conclude transactions that genuinely benefit customers. This sales style that puts customer satisfaction first can be said to be the corporate culture of Tokyu Livable. On our company website, we openly post both positive and negative feedback from our customers. Our sales staff take what they lack seriously, and try to improve and develop their abilities, thereby striving to better meet their customers' expectations. In the future, the needs of customers and sales methods may change due to the advancement of digital technology and social transformation, but we will keep engaging in our business with "for the benefit of our customers" in mind as we evolve with change.

■ Taku Miura,  
Purchase/Sales Broker, Center Manager

#### 《Customer's comment》

##### He attended our needs sincerely. Thanks to him, we were able to purchase our home without trouble.

A friend of mine referred us to Mr. Miura, Tokyu Livable. We went and consulted with him. My first impression was that he had a lively personality. He took time to listen to what we sought. With our various conditions in mind, he explained properties and the situation of the surroundings and showed us around many times. He also talked about his personal story. I felt very close to him. He does not push or hurry us. He has personal qualities of having a relaxed manner and moving forward with things steadily. Therefore, we felt happy to sign the contract. Thank you very much. (A customer who bought a home)



## Purchase/Sale Brokerage

### Reliable partner whose highly experienced, responsible staff are always ready to provide customer support

As real estate mediators between sellers and buyers, our specialized staff have adequate knowledge and experience to provide accurate support for concluding transactions including consultation, provision of property information, negotiations on terms and conditions, contract conclusion, and property delivery. We deal with all consultations and other requests related to purchases and sales of residential, investment, and commercial real estate.

#### Sales support

Based on a bundle of past brokerage services provided, we prepare and propose the best sales plans for our customers. To conclude sales transactions as soon as possible, we conduct sales activities effectively by fully using our nationwide network and sales channels.

#### Store specializing in high-grade condominiums in central Tokyo

We operate GRANTACT, which specializes in providing brokerage services concerning high-grade condominiums in central Tokyo. Our highly specialized staff, who are familiar with condominiums in central Tokyo, will stay by the side of customers and propose the best strategies to meet their various needs for purchase/sale and rental.

#### Purchase support

We not only provide property information, but also make various proposals including loan information provision and financing plans. We provide detailed support including pre-purchase consultations, after-sales services (after delivery), and tax return information.

#### A variety of services meeting extensive needs

We provide various reliable brokerage services so that both sellers and buyers can complete their transactions in a worry-free manner from beginning to end (including consultations and conclusion of transactions).

#### An example of services

##### ■Livable Safe Agent Guarantee

This is a service whereby we guarantee building repair costs etc., for a certain period of time after handover when selling a used property. Buildings are guaranteed for up to two years and up to 5 million yen, and equipment is guaranteed up to 500,000 yen (other guarantees include guarantees for removal of buried objects and ground surveys, etc.).

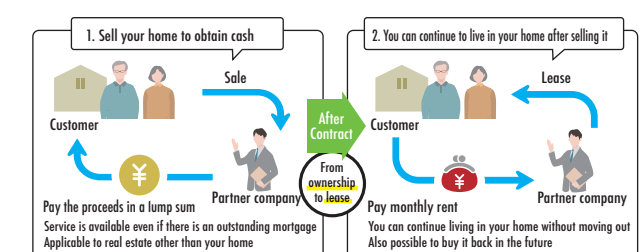


##### ■Room Decoration

Specialized interior coordinators draw out the appeal of a property for sale to the maximum by arranging furniture and ornaments that harmonize with the atmosphere of the rooms in order to decorate them just like model rooms.



##### ■Tokyu Livable Leaseback Service



\* Please understand that the use of the leaseback service is subject to examination by us or a partner company. This service may not be applicable depending on properties.

##### ■Sales Support Page

We provide exclusive pages, free of charge, to customers who have consulted with us about a sale. You can access real-time market information specializing in the surrounding area of your property and the status of activities once your property is put on sale.







Rental brokerage is to build relationships between people I hope to make a proposal that will please both owners and tenants.

《Comments from a Tokyu Livable staffer》

It is essential to listen carefully to customers' requests.

There are a variety of customers looking for rental housing, such as students and working adults on their own, newlyweds and families. In addition, each customer leads their own lifestyle. That is why I find it the ABC of rental brokerage to carefully listen to customers' requests concerning housing. Although online communications are on the rise recently, I intend to meet and talk with customers in person as much as possible. I am certain that when I listen to customers carefully and with interest, the customers will trust me and open up. Through conversations, customers' concept of their new home that is vague at first gradually takes concrete shape, which also clarifies their uncompromising conditions and priorities of needs.



■ Risa Notani,  
Rental Brokerage, Team Leader

Considering matters such as customers' facial expressions, reactions to my questions, repeated words and so on, I prompt the customers to wake up to what is really important to them. I regard it as significant in order for customers to choose a home that can truly satisfy them. On the other hand, attending to owners is also an important job in rental brokerage. It is only when we have a good relationship with owners that we can introduce their properties to prospective tenants with confidence. As work relationships with owners will last long from advertising for tenant applications to the conclusion of contract to consultations on refurbishing and others, I make it a rule to keep owners updated so that I can build a relationship that makes them feel free to turn to me for consultation. Rental brokerage is a job that mediates between tenants and owners in such manners. The job is to build relationships between people by aligning each other's needs and conditions and making satisfactory properties meet customers who deserve them or vice versa. I strongly feel the excitement and fun of this job at a time when an agreement that pleases both parties is brought about through my acting a go-between.

《Customer's comment》

I can entrust her with my property without worries.

In the future, if I need contracts of sale/purchase and rental again, I will definitely call Ms. Naya. That is because I trust her. Talent that customers can entrust with their properties without worries are valuable assets to Tokyu Livable. I expect your continued support. (A customer who is an owner)

I am satisfied with the fine-tuned response.

It was very helpful that she always answered my questions, including minor details, clearly. I was a little concerned at first because I was moving with my husband who is from a foreign country, but thanks to Ms. Naya's attentive support, we were able to go through the contract procedure smoothly. Next time we move in the future, she will be my go-to person. Thank you very much. (A customer who is a tenant)



## Community-based support that can meet the expectations of both tenants and owners

We propose optimal rental plans in response to property owners' rental consultation requests and promise to conclude contracts as soon as possible using our extensive referral routes. Our employees familiar with regional information also provide reliable support (i.e. provision of desired property information, contract conclusion, move-in, renewals, and cancellation) to those who are looking for rental properties.

One-stop support for [recruitment] and [management] in cooperation with Tokyu Housing Lease

We are taking advantage of each company's expertise to unify our services and improve their quality.

[Tenant search professionals]

[Rental property management and operation professionals]



We provide reliable high-quality services by taking advantage of our two big strengths unique to the Tokyu Fudosan Holdings Group.

## ➤ Rental management plan

As various rental management plans prepared by the Tokyu Fudosan Holdings Group are available depending on objectives and rental terms conditions, property owners can choose any plans that can meet their needs.

### Examples of management plans

#### Master Lease Plan

For property owners who need full support ranging from complex rental management operations to handling problems

- A recommended plan for those who wish to rent their houses for the first time due to domestic or overseas assignments, relocation, or other cases
- Rest assured that we can provide satisfactory guarantees such as a rent guarantee.
- We use a sublease system under which Tokyu Housing Lease Corporation instead of property owners becomes the lessor. As a result, property owners are free from the risk of overdue rent, litigation, etc.

#### Smart plan

For property owners wishing to receive rent management and guarantee services without any monthly management costs

- Rest assured that property owners can reliably receive monthly rent from respective guarantee companies regardless of whether late payments exist.
- Reception counter, handling indoor equipment failures 24 hours a day, seven days a week
- Using a credit card to pay monthly rent is accepted. This is a benefit for tenants.

## ➤ Office/Store rental brokerage

Our Office/Store Rental Center provides office/store rental support mainly in metropolitan areas using the Tokyu Group's network and based on our past office rental brokerage services provided for more than 25 years. Using information from our excellent network in terms of quantity, quality, and timeliness (e.g. information from our own network of over 200 Purchase/Sale and Rental Brokerage offices, and market information from the business division providing business asset solutions), we provide support for optimal searches of offices and stores. We also provide services that can satisfy both owners and tenants quickly.







As real estate professionals, we make strategic proposals based on our specialized knowledge and the latest information.

《Comment of Tokyu Livable employee》

We have a wide range of features and information to resolve your real estate issues.

We are developing a business that meets the real estate needs of domestic and international corporations and investors. We have been a pioneer in brokering the sale and purchase of investment and commercial real estate, and have solved the problems faced by companies and investors while accumulating a track record of various real estate transactions across the country. What our clients expect from us is the professional expertise and up-to-date information in real estate transactions, as well as strategic proposals based on that information. Smooth communication with customers is also important in order to provide them with timely information suited to their business plans. In addition to being well versed in market trends and transaction examples, we strive to communicate these in a way that is easy for our clients to understand and to have a dialogue with them. We believe that the key to success is to gain the trust of our customers and to resolve their concerns, worries, and questions one by one.



In addition, we also have the agility to share information and issues faced by our customers and respond through cross-organizational teams. We also provide highly accurate research and appraisal services, functions such as purchasing, investment and asset management, as well as highly specialized businesses such as M&A and project management. Furthermore, through our relationships with each of our business units and Tokyu Fudosan Holdings Group companies, we are able to meet a wide range of needs, including real estate development, leasing, and retail information. We solve various issues related to real estate with a variety of functions, information, and speedy responses.

■ Takuya Hamako  
Real Estate Solutions Business, Chief

《Customer's comment》

We can also handle complex rights coordination with ease.

We always ask Tokyu Livable to mediate the purchase and sale of commercial real estate. Specifically we are having support to purchase the business land we are looking for and selling land we own, and so far, I have been involved in several transactions with the projects I have been in charge of.

Last time, we consulted on the sale of a rural property where it was difficult to negotiate rights with the neighboring land owner, but we were able to successfully settle the relationship between the neighbors and conclude the deal. We look forward to continuing our relationship as a good business partner.

■ Mr. Wataru Hokuchi  
Real Estate Dept. 1, Yokohama Branch,  
HASEKO Corporation



## Support clients in carrying out their real estate strategy in the investment/commercial real estate markets

We conduct various investment/commercial real estate solution businesses to meet a variety of needs of corporations and investors. We offer services that are based on a wealth of knowledge of the market, using our extensive information network and know-how developed through nationwide real estate transactions.

### Diverse Range of Services

\* The above services may not be provided depending on the level of fulfilling our criteria.

#### ■ Sale Support

We propose a sale strategy that meets the customer's preferred conditions and the characteristics of properties, and aim to rapidly complete sales.

#### ■ Purchase Support

We support customers in purchase of and investment in real estate through the nationwide extensive lineup of properties including office buildings and apartments.

#### ■ Investigation

Our real estate investigation expert staff investigate the relationship of property rights, laws and regulations, infrastructure, the status of sites, etc.

#### ■ Assessment

Our real estate assessment staff analyze liquidity, profitability and potentials (stability) to compute fair market prices.

#### ■ Purchase

We buy properties from customers directly, so you can easily convert your property into money. We are ready for purchase of properties as they are and bulk purchases of multiple properties.

#### ■ Real Estate M&A Support

We support clients in stock trading for selling a company and its real estate as a package for the purpose of tax effects, etc.

#### ■ Asset Management and Investment

We also provide the services of operating and managing asset management work during a fiscal period (sub AM) and invest in equities at the time of forming a fund.

#### ■ Project Management

We offer one-stop management services from development planning to design, licensing, construction to exit strategies.

### Characteristics (strengths)

#### 《Amount of information》

##### ■ Extensive customer network

We have established a broad range of networks consisting of financial institutions, operating companies in general and overseas investors, not to mention real estate companies and real estate business operators, such as REIT and investment funds. We distribute information that meets customer needs in a timely fashion.

#### 《Area》

##### ■ Operating in 47 prefectures of Japan

We handle real estate across the country from Hokkaido to Okinawa. We also have teams that specialize in real estate business in local regions, so we can handle properties situated in different areas all together, regardless of the number of properties.

#### 《Assets》

##### ■ Handles any real estate, category by category

We handle various categories of real estate, including office buildings and apartments. We have departments dedicated to investigation and assessment. We provide services with high precision to any category of real estate that demands expertise.







We meet the expectations of customers and business owners through proposals and sales activities based on our extensive track record.

#### 《Comments from a Tokyu Livable staffer》

**We will lead projects to success by pursuing a sales strategy built upon information and track records.**

Our role is to be a good partner with business owners and lead projects of new condominiums and detached houses to success. To develop new properties and sell them smoothly, it is necessary to draw up various plans and solve diverse issues. For example, the tasks will include target-setting, consideration of floor plans, equipment specifications that meet users' needs and selling prices. We are often asked for opinions as a seller concerning such business plans from business owners. After listening carefully to the wishes of business owners and product characteristics, we make proposals from the perspectives of both sides. Our company has a track record of selling a variety of newly constructed properties ranging from compact real estate to large condo towers.



The wealth of knowhow, sales techniques, and customer information we have accumulated through decades of services can be better applied to any project. In addition, through collaboration with our brokerage division and corporate solutions division, we are able to support business owners' projects in a variety of fields, such as utilization of extensive customer contacts, one-stop solutions to the need for selling a home and buying another, and provision of information on land for construction.

As a new initiative, we have opened a salon in Ginza, Tokyo, for sales of multiple new properties in a collective way. Not only does this system greatly reduce the burden of installation and maintenance costs of show apartments, etc. of business owners, but it also makes it possible to provide information on multiple properties to customers and have consultations with them, thereby effectively appealing to customers about new properties. In this way, we actively support business owners' projects by providing a variety of information and performing sales activities. Our hope is to complete projects so successfully that the business owner will have to conclude at the end of the project that "It was a good decision to ask Tokyu Livable."

■ **Yosuke Sakamaki,**  
Contract Project Development, Section Chief

#### 《Voice of a business owner》

**Tokyu Livable is capable of making level-headed analysis of the situation and putting their words into action.**

The biggest reason for entrusting Tokyu Livable with sales is their ability to collect and provide information, and their selling power. Sometimes, I ask them to sell my properties that come with difficult conditions, but I feel that I can rely on them because Tokyu Livable understands the market fully, can make sales plans, and is equipped with the selling power that can sell all products put on sale without fail. In addition to responding flexibly to unavoidable schedule changes and consultation on new issues arising during sales activities, Tokyu Livable can also be relied on to make coolheaded analysis of the situation and walk the talk. I will continue to reply on them as a partner in future projects.

■ **Mr. Akira Usami,**  
Residential Development Department,  
Operation and Business Strategy Division,  
The Sankei Building Co., Ltd.



## Sales Agency for New Constructions

### Support for property lot sales business is based on extensive sales results and know-how

We sell newly constructed condominiums and houses supplied by proprietors on a commission basis. We also propose optimal product plans and sales policies, including those for large-scale projects, compact condominiums, and detached houses. Our experienced employees conduct sales activities by providing customers with consistent support until they move into their new homes (e.g. support for property searches, proposals for a comfortable lifestyle, and consultations on financing plans).

#### Characteristics of sales agency operations and services

We not only provide construction site information, but also analyze the attractiveness of properties from an objective viewpoint based on extensive data and marketing information. We also propose sales methods, sales schedules, advertising plans, and sales promotion plans covering our extensive business fields.

#### Proposals for market investigations and product planning

We conduct market investigations using our strengths (i.e. nationwide network and extensive customer data), and support highly competitive production activities that can meet the needs of the times.

#### Properties for sales entrusted with Tokyu Livable



Foretseine Shibuya Tomigaya



THE YOKOHAMA FRONT



Livio Miyazakidai



Forest Garden Setagaya Todoroki

#### Tokyu Livable Ginza Salon

The collective sales base for Tokyu Livable's new condominiums "L'GENTE" Series and new condominiums and detached homes. The Salon offers an opportunity for visitors to have realistic experiences of homes through a virtual theater that reproduces interior spaces by projecting images on walls and floors in three directions, and VR images, such as 3D miniatures, without installing a show apartment, and professional staff will support you in choosing homes efficiently.



Tokyu Livable Ginza Salon

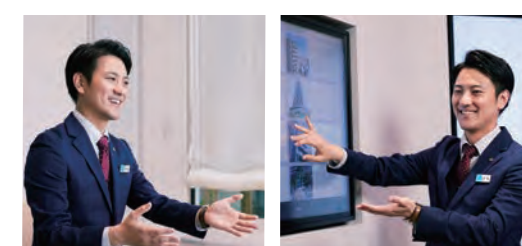
#### 《New condominium sales staff's comment》

**We help customers make choices to ensure that they will not have regretted it later.**

When purchasing real estate, customers worry, become confused, and have lots of concerns and anxieties. I believe that our role is to listen sincerely to these voices and to help solve them one by one. To this end, we make certain to prepare an atmosphere that will induce conversation. We sometimes tell jokes to have customers feel relaxed. Walking them through show homes and miniatures, we listen to their wishes and passion for their future lifestyle.

At first, many customers are often not sure of the conditions and priorities that they expect from a new home. As I pose questions and make proposals, customers become aware of unconscious needs or find vague concepts taking shape. The sales job is to connect customers' true desires with the value and appeal of real estate on sale, thereby supporting them in searching for a home. We engage with customers until they are fully satisfied to ensure that they can make a choice that they will not regret. When a customer chooses and buys a property that we are selling, we feel rewarded if any of our proposals or advice nudged the customer to do so.

■ **Keitaro Takahashi,**  
New-home sales, Manager







We make the lives of people.  
We propose plans for building and  
construction roadmaps that citizens and their  
town really need, and bring them into being.

《Comments from a Tokyu Livable staffer》

Product creation and value creation  
from customers' perspective is our  
stance on real estate development.

Tokyu Livable develops a wide variety of new and renovated properties with a focus on urban compact condominiums. These include residential condominiums "L'GENTE," renovated condominiums "L'GENTE LIBER," and investment residential buildings "WELL SQUARE" series (residential/commercial/office/hotel)."

The distinctive feature of these properties that we develop lies in product creation and value creation from customers' perspective. We, whose main business is purchase/sales brokerage, have been in direct contact with the voices of residents and users of real estate. We, tasked with development, also pay attention to the opinions of each customer through sending questionnaires to and having meetings with buyers and residents of condominiums that we sold, on a regular basis. We think out of the box and plan products while carefully gleaning what customers feel and need in their daily lives. We also repeatedly communicate with landowners who provide us with land for development to realize their requests. We develop land as a joint project with landowners, and draft a plan that leverages the features of the region in addition to disposing of assets and giving assistance in inheritance measures. With these actions, we always try to make proposals that can be appreciated by landowners who have lived the given region for a long time. There was a case that a landowner wanted to pass a traditional performance art that had been carried down from ancient times in that place, down to future generations. We sympathized the owner's passion, and installed a special practice hall inside the condominium.

The real estate market is rapidly changing and the needs of customers are diversifying. However, that is where we come in and make proposals broadly and flexibly because we run a variety of real estate businesses from purchase/sales brokerage in housing to corporate real estate transactions, rental, investment and development. We can make unique developments because we are a small/midsize business. What we are building is the lives of people themselves, and we are proud that this is the way a town should be built. We are determined to continue expanding real estate development that people who live there and their town really need.

■ Toshiya Takahashi  
Business Planning staffer, Manager



## A variety of lineups featuring our real estate development and sales services

We develop condominiums (e.g. new premium compact condominiums, renovated condominium buildings, and investment condominiums), commercial real estate and new investment residential buildings, and purchase and resell condominium units.

### Real estate for sale



#### New condominium "L'GENTE"

A "lifestyle residence" to lead a life with easy access to urban amenities. An urban residence that accommodates diverse living values and offers a lifestyle that expands the potential of the inhabitant's life starting from housing as the base.



L'Gente Ueno Kuromon-cho (Completed in June 2023)



#### L'GENTE LIBER— Renovated residential building

This is a series of wholly renovated residential buildings we launched to propose an evolving residence, while focusing on livable locations and buildings. To create this residence, we singled out these locations and buildings using our own network.



L'GENTE LIBER Rokkomichi



L'GENTE LIBER Shiki



L'and+  
L'GENTE  
all new design

#### Original specifications of the L'GENTE series

Customers' perspectives are incorporated into the product planning of L'GENTE, such as DECO WALL, part of which is reinforced in its foundation and makes possible rearrangements after a period of living, enhanced functionality and storage efficiency in a limited space, and comfortable facilities for daily life.

\*Original specifications are employed in the newly built condominium "L'GENTE." They do not apply to "L'GENTE LIBER."



DECO WALL, Image

### Investment real estate



WELL SQUARE

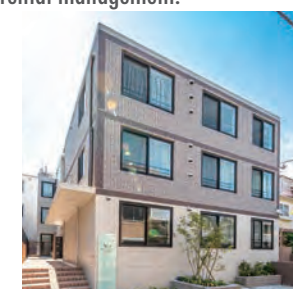
#### WELL SQUARE—Residential building series

(for investors in residential new buildings)

We ensure attractive investment efficiency through our product planning services and by taking advantage of a variety of lineups that reflect our experience in condominium development and construction in high-end residential areas. We provide support ranging from tenant searches to rental management.



WELL SQUARE Shimomaruko SOUTH  
(Completed April 2020)



WELL SQUARE ISM Mejiro EAST  
(Completed March 2020)



WELL SQUARE  
PLAZA



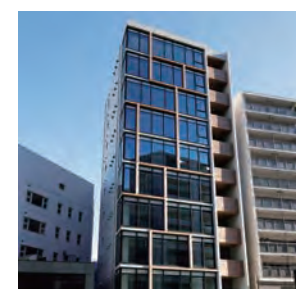
WELL SQUARE  
OFFICE

#### Commercial real estate "WELL SQUARE PLAZA" "WELL SQUARE OFFICE"

High-grade commercial complexes (PLAZA) and office buildings (OFFICE) integrating various functions that brighten urban lives. We offer affluent lifestyles to investors who own facilities, tenants who use the facilities, and visitors to them.



An example of a commercial complex  
(in Kitazawa, Setagaya Ward)



An example of an office building  
(Sendagaya, Shibuya Ward)





## Sub-divided real estate investment product available for small sums of money

This sub-divided real estate investment product available for small sums of money allows large numbers of investors to invest in a single real estate property (forming a voluntary partnership), with the proceeds from that property distributed among those investors in proportion to their individual investments. Our product enables you to invest in real estate in central Tokyo with small sums of money in a way that meets your assets and needs.



Legasia Sakurashinmachi  
(in operation)



Legasia, Chiyoda Misaki-cho  
(in operation)

### Characteristics of sub-divided real estate investment available for small sums of money

- 1 You can invest small sums of money in real estate in central Tokyo that can create profit.
- 2 You are free from the hassle of managing property.
- 3 You can receive annual dividends, in principle.
- 4 Effective measure when you seek a smooth inheritance process.
- 5 The applicable tax system is, in principle, the same as for ordinary real estate investments



Lideas is the brand with which Tokyo Livable guarantees the quality of renovated condominium units as the seller.

Lideas comes with quality assurance based on our criteria.

- Inspection prior to work start by the specialized organization First Inspection Service Corporation
- Complete renovation including equipment (with replacement of changeable water piping systems included) and finishing.
- Inspection and testing after the completion of work
- Ten-year after-sales service warranty after the delivery of a property (for part of the housing equipment and facilities)
- An array of services that support residents in their post-purchase lives (including the right to use Tokyo Sports Oasis, a fitness center; provision of "Safe 1" equipment, and provision of emergency food reserves with a best-by date of 25 years)



### Lideas Property Examples



## Asset Consulting for the Affluent

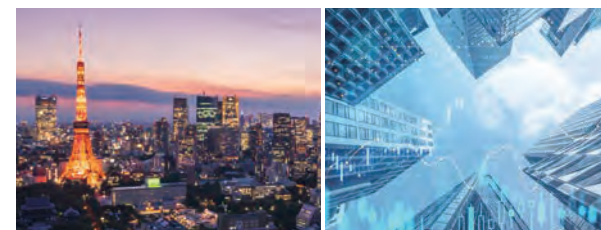
We support customers comprehensively in offense and defense for issues with their assets. We have established the Asset Consulting Group, an expert organization to provide consultation to wealthy individuals and business owners. We will make tailor-made proposals to each client concerning their needs to take measures for five issues: Inheritance measures, asset management, business succession, effective utilization and income plan, by deploying in-house certified public accountants, tax accountants, and networks of outside experts.



## Support for investment in condominiums



Integrating the latest AI technology to the experience that Tokyo Livable has long accumulated. Deploying our diverse experience and cutting-edge technology, we provide tailor-made information from vast volumes of data, in prompt and precise fashion. In addition, our staff with deep knowledge of real estate investment support you strategically in your condominium investment from purchase to sale to after-sale follow-through.



## Dedicated consulting service to help seniors choose their next home



This is a dedicated consulting service that supports senior citizens looking to make a change of residence. As real estate specialists, we partner with nursing care and financial planning experts to provide a one-stop-shop service, from choosing their next home to future nursing care options and asset and inheritance planning.



### Residential Consulting

We can advise you on your residential needs, including condominiums close to railway stations, owned and rental housing for seniors, serviced residences for the elderly, and aged care homes.

### Nursing Care Consulting

Talk to Livable's nursing care and assistance experts about solutions to elderly caring for the elderly and elderly clients with concerns about living alone, and for a second opinion on in-home nursing care.

### Financial Planning Consulting

In an age when many of us may live to be 100, talk to our financial planners about post-retirement financial planning and inheritance issues.

## Trunk room

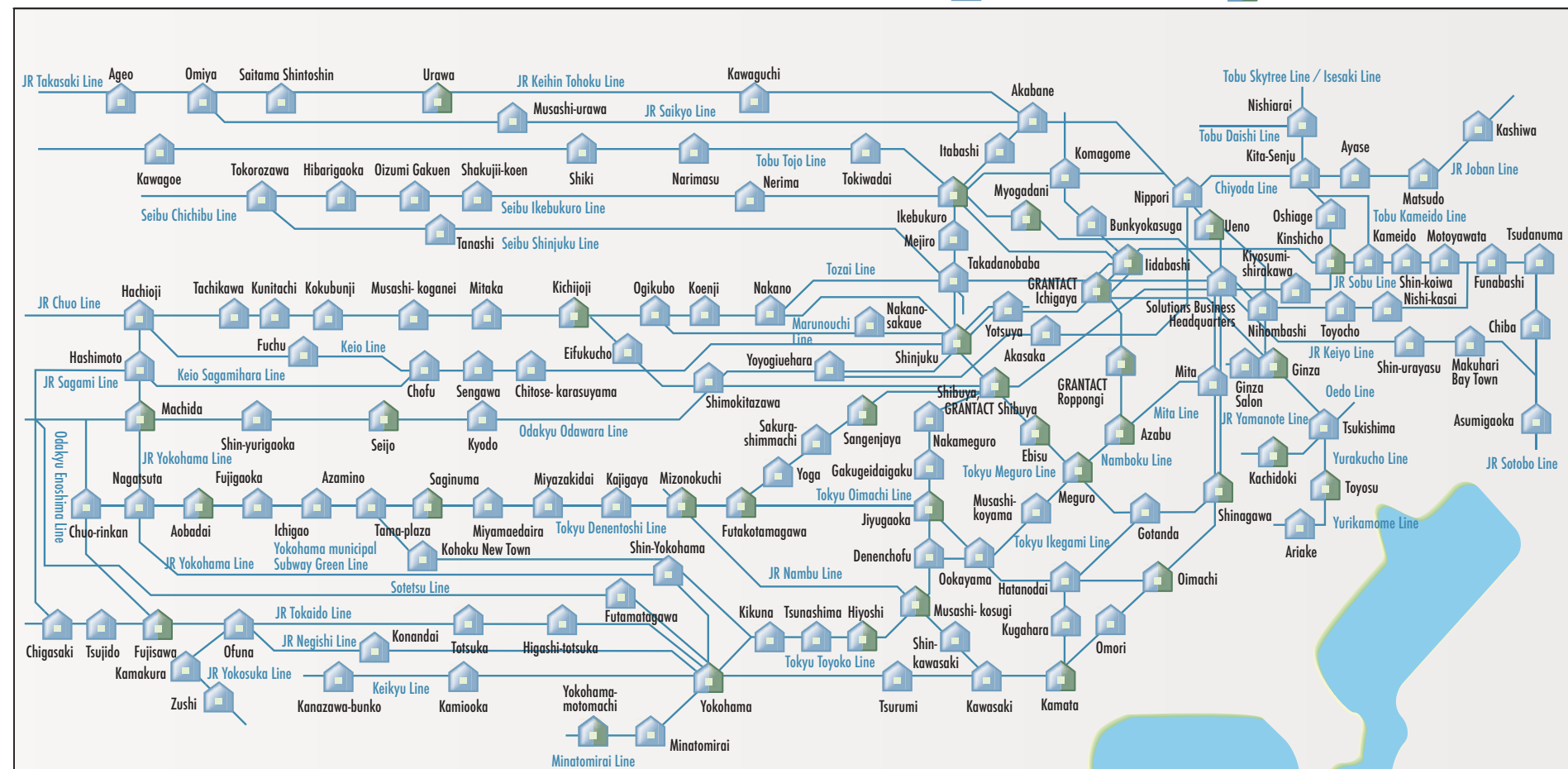


This is a rental storage space for which customers can apply and follow contract procedures through our website 24 hours a day. We have installed surveillance cameras and thoroughly manage temperature, humidity, and security so that you can store your valuables with us with peace of mind. Various services are available depending on customers' needs.

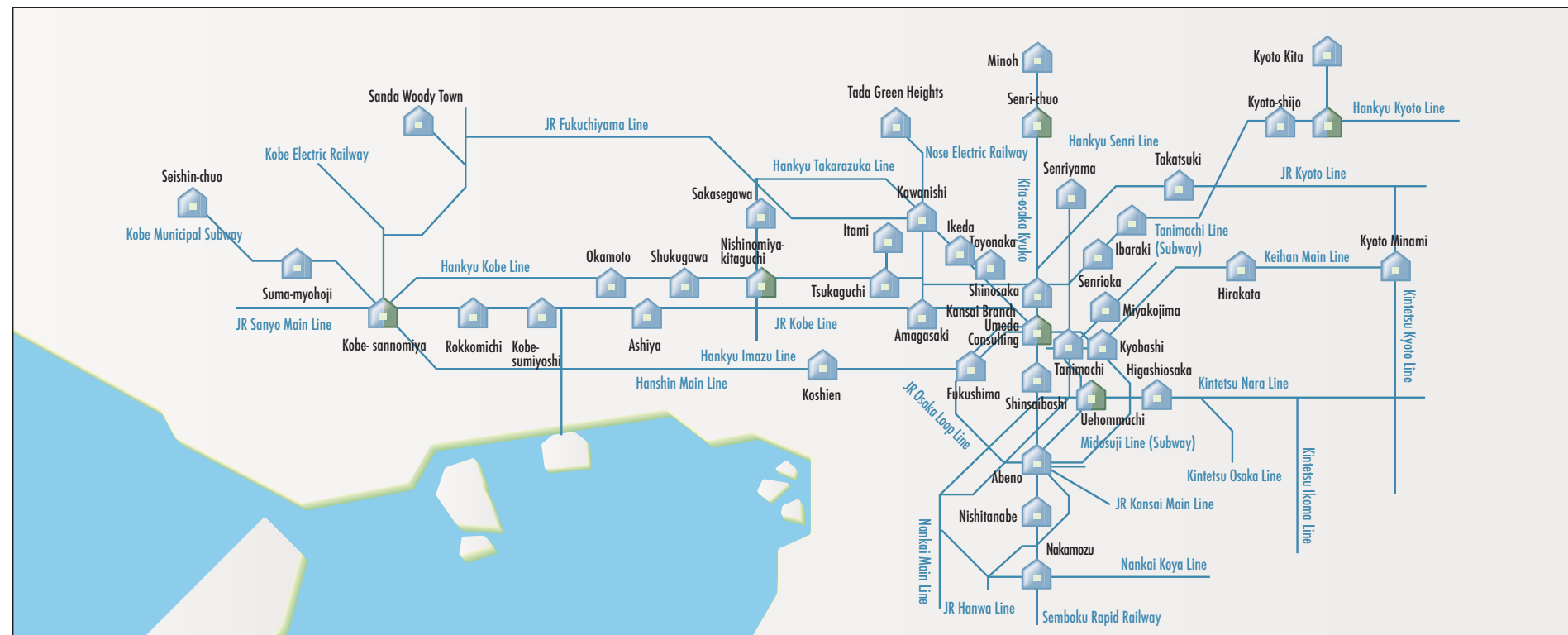




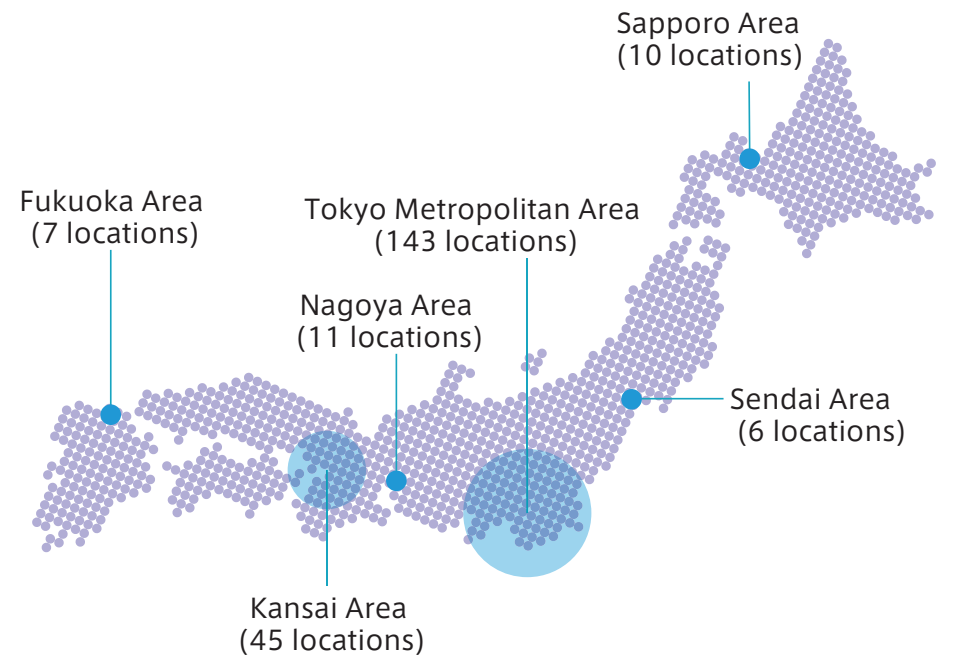
■ Tokyo Metropolitan Area



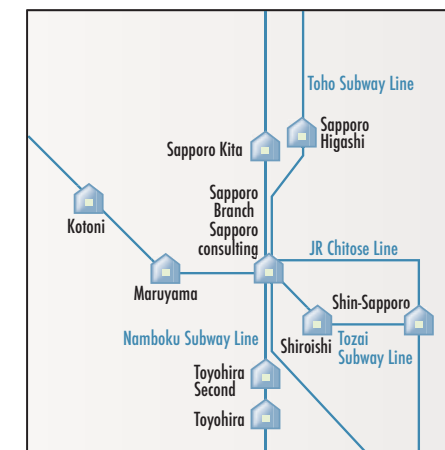
■ Kansai Area



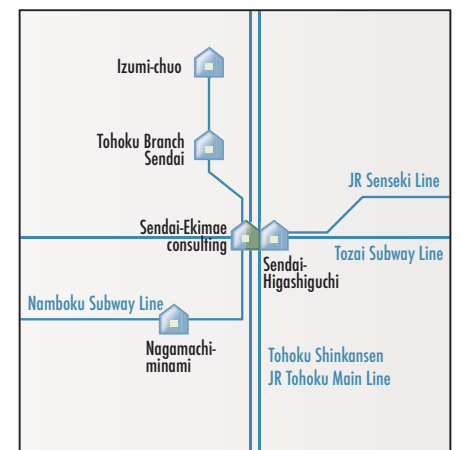
# Tokyu Livable Network 222 locations nationwide



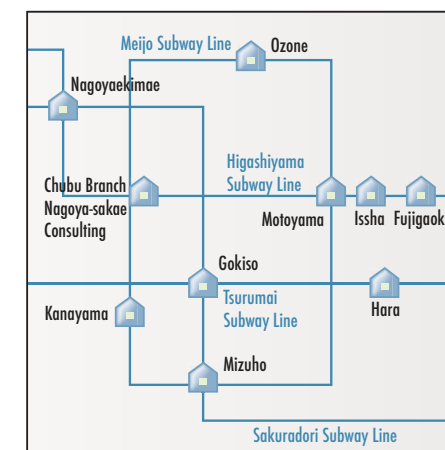
■ Sapporo Area



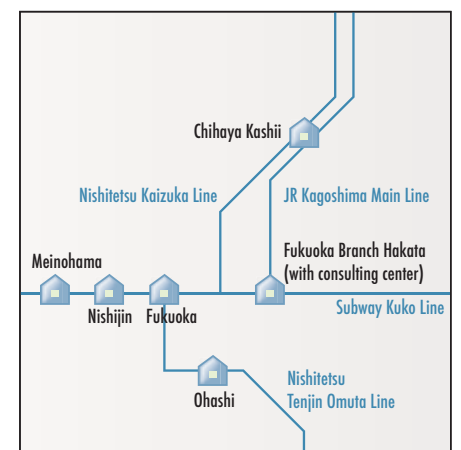
■ Sendai Area



■ Nagoya Area



■ Fukuoka Area







<https://www.livable.co.jp/corp/>

## Company Overview

### Company Name

Tokyu Livable, Inc.  
Corporate Number 8011001025952

### Head Office Address

1-9-5 Dogenzaka, Shibuya-ku,  
Tokyo, 150-0043

### Kansai Branch Office Address

1-11-4-1511 Umeda, Kita-ku,  
Osaka City, Osaka, 530-0001

### Capital

1.396 billion yen

### Operating revenue

188,498 million yen (fiscal year ending  
March 2024, consolidated)

### Operating income

33,008 million yen (fiscal year ending  
March 2024, consolidated)

### Ordinary Income

33,342 million yen  
(fiscal year ending March 2024, consolidated)

### Established

March 10, 1972

### Representatives

Representative Director and President  
Shunichi Kobayashi

### Employees

3,945 (3,832 in the parent company)  
(as of the end of March 2024)

### Business Content

- Real estate brokerage (purchase/sale and rental brokerage)
- Property sales (New condominium lots, renovation services, etc.)
- Seller agency (sales representation for new condominiums/houses built for sale, etc.)

### Permits

- Real Estate Transaction Operator Licenses  
Minister of Land, Infrastructure,  
Transport and Tourism (12) No.2611
- Registry of Financial Instruments Business Operators  
[Type II Financial Instruments Business - Investment/  
Advisory and Agency Business]  
Director-General of the Kanto Local Finance Bureau  
(Financial Instruments) No.1386
- Registry of Real Property Appraisers  
Governor of Tokyo Registration (6) No.1408
- Construction industry  
Governor of Tokyo Permit (Special-2) No.102963
- Real Property Specified Joint Enterprise  
Commissioner of the Financial Services Agency/  
Minister of Land, Infrastructure,  
Transport and Tourism No.32
- Registration of property management company  
by the Minister of Land, Infrastructure,  
Transport and Tourism (01) No. 003536

### Major Organization Affiliations

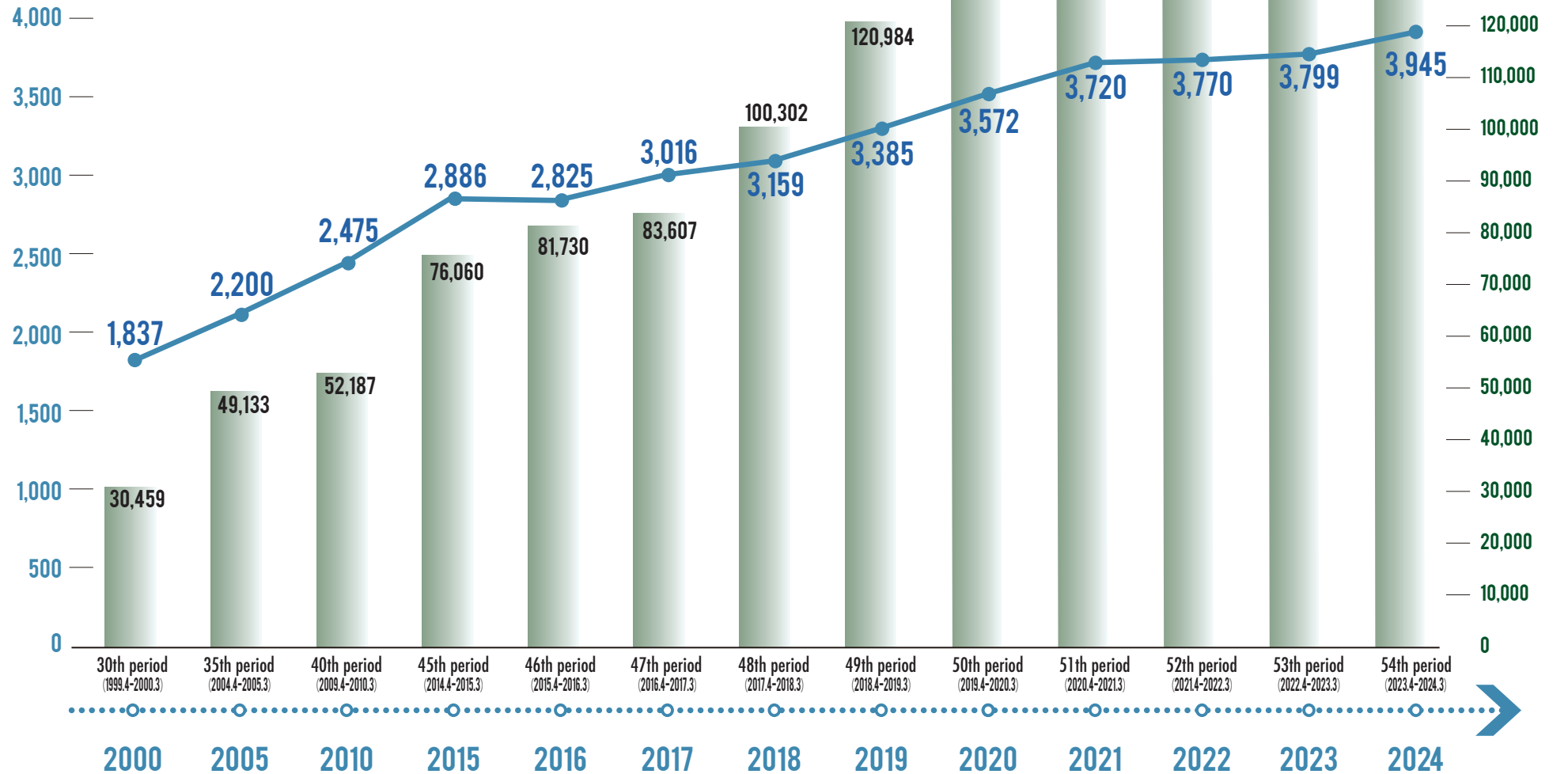
- Real Estate Agency Management Association,  
General Incorporated Association
- The Real Estate Companies Association of Japan,  
General Incorporated Association
- Real Estate Fair Trade Council,  
Incorporated Public Interest Association
- The Association for Real Estate Securitization,  
General Incorporated Association
- Japan Association of Real Estate Appraisers,  
Incorporated Public Interest Association
- Japan Investment Advisers Association,  
General Incorporated Association
- Type II Financial Instruments Firms Association,  
General Incorporated Association

### Related Companies

- Tokyu Livable Staff Corporation
- Livable Asset Management Inc.
- TOKYU LIVABLE (TAIWAN), INC.

## Changes in employees and revenues

Number of employees



## Organization Chart

