

March 10, 2017

Sun Frontier Fudousan Co., Ltd.

(Stock code: 8934)

Listing: First Section, Tokyo Stock Exchange

Original Hotel Brand of Sun Frontier Fudousan Group Launch of New Brand “HIYORI HOTELS & RESORTS”

Please note that this document is a translation of the official announcement that was released in Tokyo. The translation is prepared and provided for the purpose of the readers' convenience only. All readers are strongly recommended to refer to the original Japanese version of the news release for complete and accurate information.

Sun Frontier Fudousan Co., Ltd. and Sun Frontier Hotel Management Inc. are pleased to announce the launch of new brand “HIYORI HOTELS & RESORTS”, and the first hotel under this brand will be opened in Maihama in April 2017.

The brand “HIYORI” is developed and managed by our company. As inbound city-tourism hotels under this brand, we are aiming at creating heart-warming hotels. Hotels under this brand will provide Japanese style hospitality “Omotenashi” and customers all over the world can enjoy the stay at hotel slowly and pleasantly. Through our service, customers could also experience the atmosphere and culture which he/she could only experience in the very local place.

1. Hotel Philosophy

Hotel employees are considerate of every customer with warm heart. With this intention in mind, so we set “Heart-warming Hotel” as our concept. We will create hotels

- ① which grow continuously due to the staffs' heart and efforts from customers' perspective
- ② which can dig up and develop the local charm while cherishing the local Japanese culture and history.
- ③ which could provide the comfortable atmosphere and high quality service to customers, and make them feel ease and relaxation just like at home and be willing to come again.

2. Brand Concept

“New Encounter with the Real Japan”

By providing satisfaction and impression through high quality service, we help customers all over the world to experience the beauty of everyday life in Japan from their perspective.



① Gain new insight about modern Japan through old Japanese style beauty.

Unlike conventional hotels, the hotels we are building integrate the good traditional Japanese style beauty with the atmosphere and culture of modern "JAPAN" which could make people feel buoyant. By doing this, we provide distinctive Japanese experience to customers.



② Heart-warming hospitality of "Omotenashi" which could only be experienced in Japan.

Every employee in our hotel has a warm heart. To make our customers feel comfortable and happy from heart, we will try our best to provide attentive and thoughtful service from customers' perspective.



③ Various sense of satisfaction

We will develop hotels from premium class to economy class according to unique characteristics of different local areas. We will provide rich and varied service to meet the needs of customers who have different purpose such as sight-seeing, outing, business, etc.



3. The Origin of Brand

The hotel brand “HIYORI” means “good weather” and “pleasant everyday life”. We wish that customers could enjoy the relaxing stay in hotel cheerfully and light-heartedly.

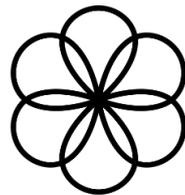
In addition, “HIYORI” also means “the good weather appropriate for doing something.” We want to provide time and space which is suitable for each customer who are looking forward to “good weather” for travel or outdoor activities.

Furthermore, “HIYORI” also could be written in characters “日和”. It is the combination of “日(HI)” and “和(WA)”. “SUN=HI” is the origin of our company name “Sun Frontier” and “WA” means Japan. By superimposing comfortable warmth’s image of fine weather onto this combination, it denotes “new heart-warming hotel of Japan”, the business stance which we are aiming at.

4. Brand Logo

The brand logo is designed with a motif of Japanese flower to express the heart of Japanese hospitality “Omotenashi”. The simple and modern image of traditional peony represents the fusion of tradition and innovativeness of “HIYORI HOTEL”.

Also, the peony has an image of style and integrity, so we use a font which impresses us the dignity and innovativeness to represent the concept of providing high quality hospitality and fresh experience to customers.



HIYORI
HOTELS & RESORTS

日和ホテルズ & リゾーツ

5. The characteristics of HIYORI HOTEL

“HIYORI” brand will focus on tourism cities such as Tokyo, Osaka, Kyoto, Maihama, Takayama, Hakata and Okinawa. Thinking highly of customers’ perspective, we will develop inbound city-tourism hotels specialized in stay-type accommodation for increasing foreign tourists.

Basically, we will provide guest rooms larger than 18 m², mainly consists of Simmons double bed and twin bed. We are particular about all parts of rooms including the bath room. By pursuing comfortableness of every centimetre, we are to provide high class and high quality rooms full of functionalities which customers want.

In addition, we will also set up big separate bath and restaurant which provide Japanese food and local dishes for customers to enjoy comfortably. In our hotel, we provide website “Planetyze” which provide videos introducing sight-seeing spots of different Japan areas as next destination for foreign tourists. Also, we are making efforts on multilingual service, and increasing communication infrastructure, amenity and free rental equipment. Besides the efforts and the space, we are also striving to provide good service with warm-hearted staff. We will try our best to make every customer staying here be able to enjoy the superior and elegant time.

6. Future Plan

The first hotel under new brand "HIYORI HOTEL MAIHAMA"



O p e n: Friday, April 28, 2017

L o c a t i o n: 2-25-8 Higashino, Urayasu-shi, Chiba-ken

Transportation: 1 minute by car after getting off "Urayasu Ramp Exit" of Shuto Expressway Bay Shore Route (800 meters).

5 minutes by free shuttle bus from JR Keiyo Line & Musashino Line "Maihama Station"

Number of rooms: 80

A m e n i t y: Restaurant



< Effect Drawing of Appearance >



< Map >