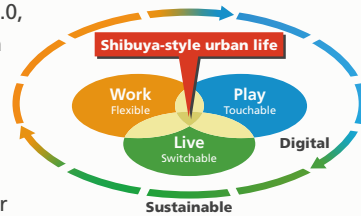


## Community Development in the Greater Shibuya Area

Our extensive history, achievements, strengths, and visions are being leveraged in our large-scale, once-in-a-century development centering on Shibuya Station. The Tokyu Group is promoting community development in a 2.5-kilometer radius of Shibuya Station, an area we call “Greater Shibuya.” We are enhancing the appeals of Shibuya in the broader sense of the smooth flow of people and culture. We will be going even further—by fiscal 2024, the Group is planning on completing and opening Shibuya Sakura Stage and three other new projects.

### What is Greater SHIBUYA 2.0?

In July 2021, we formulated Greater SHIBUYA 2.0, a community development strategy for Shibuya which extends and evolves two visions for the area—the “Greater Shibuya” vision of Tokyu Land Corporation and the “Entertainment City SHIBUYA” vision of Tokyu Corporation. Alongside reinforcing these two visions, Greater SHIBUYA 2.0 adds additional focus to the element of “live.” By bringing together work, play, and live and engaging in the concepts of the “digital” and “sustainable” that serve as a foundation for these, Greater SHIBUYA 2.0 aims to produce synergies and realize a unique “Shibuya-style urban life” unlike anywhere else.



### The appeals of the Greater Shibuya area

- Value creation potential** Unusual talent and ability feed off each other, creating innovation that is at the forefront of the times
- Communication potential** Trends are communicated to the entire world through diverse channels mixing the real and online
- Diversity** Diverse individuals, organizations, and companies gather in Shibuya, interacting and working with each other



# Greater SHIBUYA

## Community development in the Greater Shibuya area

**2019**      **2023**      **2024 and beyond**

### Shibuya Solasta (completed in March 2019)

From the entrance to the rooftop garden, Shibuya Solasta links greenery in three dimensions. A rarity in Shibuya, this large-scale office building exudes an abundant, natural atmosphere even indoors. It supports working styles that are highly intellectually productive through means such as offering numerous third places.



### Shibuya Fukuras (completed in October 2019)

The upper portion of Shibuya Fukuras consists of rental offices and membership-based shared office spaces. The middle section is occupied by the Tokyu Plaza Shibuya commercial complex. A tourist information center and bus terminal offering excellent airport access are on the first floor, making Shibuya Fukuras a new gateway to Shibuya and a hub for urban tourism.



### Forestgate Daikanyama (scheduled to open in October 2023)

Located near Daikanyama Station, this mixed-use complex consists of two buildings and presents a concept for a new style of life. The MAIN Building was designed by architect Kengo Kuma and offers a lifestyle concept of working, living, and playing all taking place close by. The TENOHA Building is comprised of a cafe and event space. Focusing on providing a sustainable lifestyle experience, the TENOHA Building aims to coordinate with a diverse array of stakeholders and be a base for activities that connect the region and the city.



### Shibuya Sakura Stage (scheduled for completion in November 2023)

An integrated development covering an approximately 2.6-hectare plot of land sprawling southwest of Shibuya Station, Shibuya Sakura Stage is a major project for completing the urban foundation around the station. In addition to commercial facilities, offices, and residences, there are plans to incorporate international medical facilities that meet the needs of international residents and visitors, serviced apartments, and childcare support facilities. Further, Shibuya Sakura Stage will be replete with entrepreneurship support facilities to cultivate business ventures in Shibuya.



### Tokyu Plaza Harajuku "Harakado" (scheduled to open in Spring 2024)

A new center and source of culture, this commercial facility will be born at the Jingumae intersection where Omotesando and Meiji-dori Avenue cross. In addition to creating excitement as a new Shibuya landmark, Tokyu Plaza Harajuku "Harakado" is a redevelopment project that will create safe spaces for pedestrians and which will take into consideration the surrounding environment, helping to further increase the appeal of the Harajuku-Omotesando area.



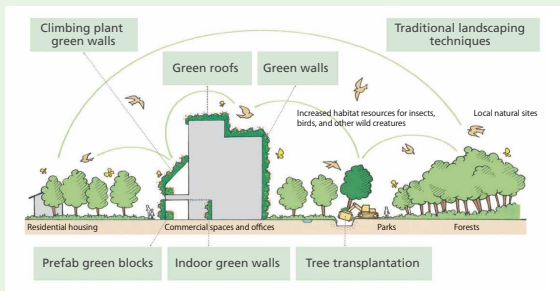
### Yoyogi Park Park-PFI Project (operatorship scheduled to start in February 2025)

As Tokyo's first Park-PFI project, the Yoyogi Park Park-PFI Project will create a park that organically connects Yoyogi Park with the Shibuya-Harajuku area. Aiming to be a diverse set of stages where people will interact and energize each other, the development includes relaxing green terraces and plazas for exciting events and even skateboarding to welcome a rich variety of people.



### Creating an ecological network in the Greater Shibuya area

The Greater Shibuya area is dotted with a large number of locations home to rich nature, including Meiji Jingu, Yoyogi Park, and the Akasaka Imperial Residence. We are actively promoting urban greening in the area. By connecting parks and other green spaces and providing way-stops for the animals that live there, we are working to create an ecological network.



### Value chain topics Taking on new challenges through Group collaboration

Ishikatsu Exterior Inc. planted and manages the ecosystem-friendly Omohara Forest, Tokyu Plaza Omotesando Harajuku's rooftop garden. We began conducting an ecological survey in 2012 which has proven that the Omohara Forest serves as an ecosystem waypoint in an area surrounded by the large green spaces of Meiji Jingu, Yoyogi Park, and the Akasaka Imperial Residence.

This ecological network of urban greening, including rooftop greening, is nature positive and contributes to the recovery of biodiversity in the Greater Shibuya area. It increases access to food resources, egg-laying sites, and other habitat resources and makes possible the life stages of feeding, nesting, and breeding.

**Teppei Kawasaki**  
Environment and DX Promotion Section  
Environment and DX Promotion Division  
Ishikatsu Exterior Inc.



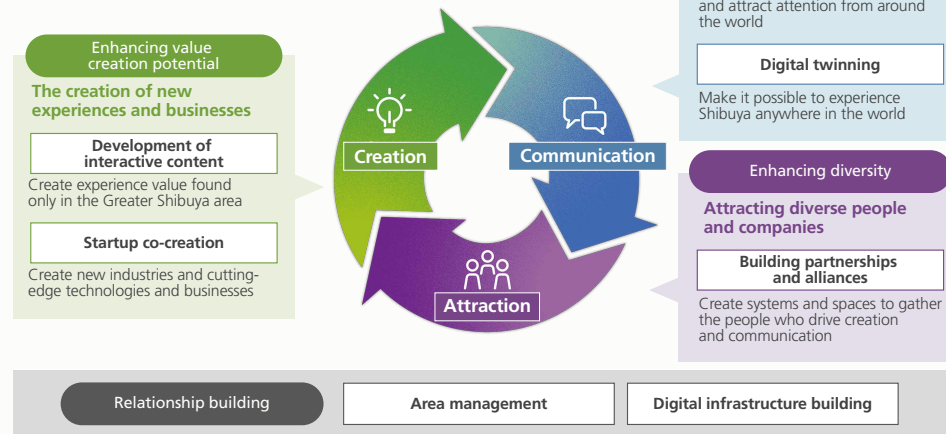
### Community development introducing the world's first IOWN\* service Realizing an environmentally advanced city combining working, living, and playing

Tokyu Land Corporation and the NTT Group are engaging in community development in the Greater Shibuya area that balances ultramodern convenience with reduced environmental impact. Through ultrafast, low-latency IOWN service enabling remote conferencing that feels like meeting in-person, real-time machine translation, and smart gyms and realistic virtual fitting mirrors in commercial facilities, we are aiming to contribute to the realization of Shibuya-style urban life.

\*Innovative Optical and Wireless Network. This network (device-inclusive) and information-processing infrastructure aims to optimize the individual with the whole based on a variety of information, leveraging innovative technology particularly in the area of optics to enable the provision of high-speed, high-capacity communication as well as tremendous computational resources.

## The Group's initiatives to increase the appeals of the Greater Shibuya area —Creating a cycle of creation, communication, and attraction—

In order to increase the appeals of the Greater Shibuya area, the Group is working to create a cycle of creation, communication, and attraction, as well as to develop area management and build digital infrastructure.



### Creation

#### Development of interactive content

Collaborating with partners in other industries, we will create new, interactive content for the Greater Shibuya area that is buzzworthy and which will attract customers.

**Example initiative** • NewMake Labo is a fashion community operated in the Harajuku-Jingumae area which is taking on the issue of clothing waste with the aim of realizing circular fashion.



#### Startup co-creation

By incorporating the vitality and growth potential of startups, we will aim to promote Shibuya's branding as a district where new industries and services are constantly being created, increasing the area's value.

**Example initiative** • Together with Plug and Play Japan, a world-class innovation platform, are aiming to create a startup community to stimulate innovative creation.



### Communication

#### Mediatization of the city

Through the interlinking of outdoor advertisements and events to strengthen Shibuya's media potential, we will enhance the reach of Shibuya-centered communication as well as the ability of the area to attract customers.

**Future initiative** • By taking over outdoor advertising at the Jingumae intersection where Tokyu Plaza Harajuku "Harakado" and Tokyu Plaza Omotesando Harajuku "Omokado" stand on opposite corners, we will broadcast the latest information from Shibuya to the world.



#### Digital twinning

Utilizing XR (VR/AR/MR), we will provide entertainment experiences merging the digital and real to enable people to experience Shibuya anywhere in the world.

**Future initiative** • We will be developing a digital background asset business for video and advertisement shooting at multiple properties.

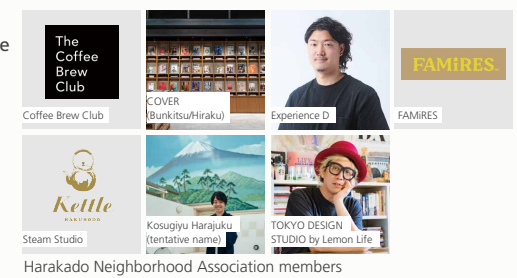


### Attraction

#### Building partnerships and alliances

By building partnerships and alliances with venture capital funds and creators, we will promote the development of new interactive content and startup co-creation, creating structures to attract partners in the Greater Shibuya area.

**Current and future example initiatives**  
**Harakado Neighborhood Association** • A bold attempt to create a new pattern for commercial facilities that goes beyond any such initiative to date. Creators and other members of the Harakado Neighborhood Association scheduled to move into Tokyu Plaza Harajuku "Harakado" will plan their own events and content and share these with the world.  
**X& Circle Fund** • A venture capital fund co-founded by Keisuke Honda which invests in entrepreneurs around the world. Through investment support for celebrity startups, X& Circle Fund strengths are its connections to the entertainment field and its ability to reach a wide audience, and we are engaging in long-term collaboration with the fund through limited partnership investment. By holding events dedicated to the themes of Shibuya, culture, and technology, we will aim to attract people involved in startups to Shibuya.



### Relationship building

#### Area management

In cooperation with a variety of people from the government, the local area, and concerned organizations, we will hold events in public spaces leveraging whole area coordination unlike anything possible in any other city.

#### Digital infrastructure building

We will expand contacts with customers through the digital and gather, analyze, and utilize the data thus acquired to improve the navigability of the Greater Shibuya area as well as its ability to attract customers.