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March 29, 2024

For immediate release

Heiwa Real Estate Co., Ltd.

Notice Regarding Establishment of Heiwa Real Estate Group Purpose

Heiwa Real Estate Co., Ltd. (head office: Chuo-ku, Tokyo; president: Kiyoyuki Tsuchimoto; hereinafter, “Heiwa Real Estate” or “the Company”), announced today the establishment of the Heiwa Real Estate Group Purpose, embodying the Group’s raison d’être.

Heiwa Real Estate Group Purpose

Group Purpose

Heiwa Real Estate Group Purpose

Enriching everyone’s future with *Bazukuri* that draws people in

● Statement

Heiwa Real Estate, born in the heart of Japan’s economic center, Kabutocho, has brought vitality to securities districts nationwide, bridging generations. Passing on the trust we have built, we strive to enrich the future by blending our historical assets with new values. Through continuous *Bazukuri*, which encompasses operations such as constructing buildings, and creating community and opportunities, we aim to co-create areas where everyone involved can find happiness. Together, we envision a vibrant world brimming with diversity. Whether it’s a workplace, a playground, or a place to unwind, our commitment is to craft spaces that draw diverse individuals in, paving the way forward. Our goal is to enchant not just our customers and local communities, but also to positively impact the future of our planet. With “Peace!” as our motto, we endeavor to draw people in from all walks of life and spread peace to all. We are committed to pioneering the future fueled by our forward-thinking mindset.

● Aspiration Embedded in the Heiwa Real Estate Group Purpose

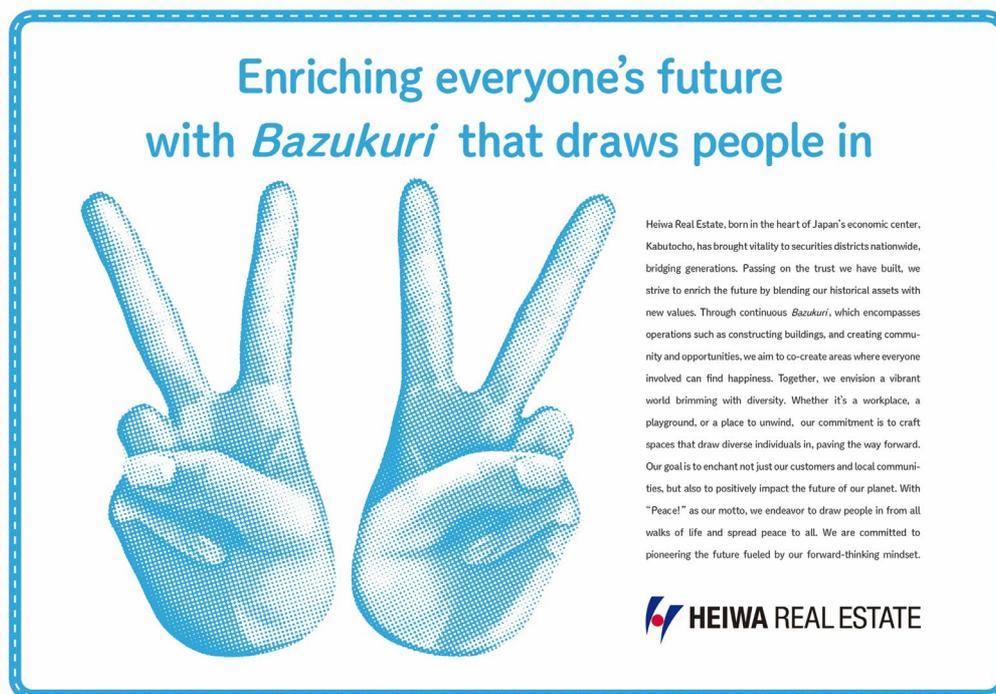
Through continuous *Bazukuri*, we have infused vibrancy into districts. The fundamental value shared across the Heiwa Real Estate Group's work is drawing people in through diverse *Bazukuri* endeavors. As a Group, we will embark on initiatives to create captivating living environments.

Our aim is to enrich the future of all stakeholders. This includes both material and spiritual prosperity. We are committed to continuously creating spaces where everyone involved can enjoy this abundance.

We will conduct our operations while holding dear the aspiration embedded in our Purpose, striving for further corporate growth and the realization of a prosperous future.

● Communication Icon

We have redefined the hand sign once used at the stock exchange as a communication icon. The peace sign featured in the key visual symbolizes people thriving within a vibrant atmosphere, drawn in by diverse *Bazukuri* endeavors. It also encapsulates the essence of our Company name, "Heiwa," which translates to "peace" in English.

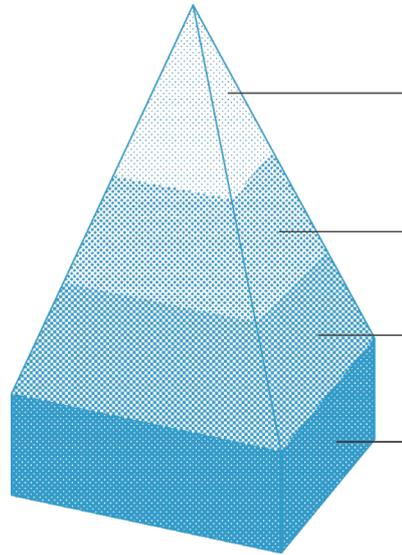


Heiwa Real Estate Group Corporate Philosophy

Alongside the establishment of Our Purpose, we have redefined the Heiwa Real Estate Group Corporate Philosophy. The Corporate Philosophy consists of four components: Our Purpose, Long-term Vision "WAY 2040," Our Values, and Basic Policy.

Group Philosophy

Heiwa Real Estate Group Corporate Philosophy



Our Purpose

**Enriching everyone's future
with *Bazukuri* that draws people in**

Long-term Vision "WAY 2040"

**Pursue perpetual dynamic
growth to become the
"Bazukuri Company"**

Our Values

Trust Forward thinking Co-creation

Basic Policy

**Code of Conduct /
Heiwa Real Estate Group Credo /
Standards for Behavior**

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HEIWA REAL ESTATE GROUP



OUR PURPOSE



Heiwa Real Estate, born in the heart of Japan's economic center, Kabutocho, has brought vitality to securities districts nationwide, bridging generations. Passing on the trust we have built, we strive to enrich the future by blending our historical assets with new values. Through continuous *Bazukuri*, which encompasses operations such as constructing buildings, and creating community and opportunities, we aim to co-create areas where everyone involved can find happiness. Together, we envision a vibrant world brimming with diversity. Whether it's a workplace, a playground, or a place to unwind, our commitment is to craft spaces that draw diverse individuals in, paving the way forward. Our goal is to enchant not just our customers and local communities, but also to positively impact the future of our planet. With "Peace!" as our motto, we endeavor to draw people in from all walks of life and spread peace to all. We are committed to pioneering the future fueled by our forward-thinking mindset.



Enriching everyone's future with *Bazukuri* that draws people in

* *Bazukuri* includes operations such as construction of buildings, creation of community and opportunities.

Group Philosophy

Heiwa Real Estate Group Corporate Philosophy

Our Purpose

Enriching everyone's future
with *Bazukuri* that draws people in

This is the Group's raison d'être. It articulates the fundamental purpose and guiding principles of our existence within society.

Long-term Vision "WAY 2040"

Pursue perpetual dynamic
growth to become the
"Bazukuri Company"

This represents the Group's vision. It outlines the journey toward realizing Our Purpose and declares the kind of presence we aspire to embody.

Our Values

Trust Forward thinking Co-creation

These are the shared values of the Group, indicating what we hold dear and how we conduct our business.

Basic Policy

Code of Conduct /
Heiwa Real Estate Group Credo /
Standards for Behavior

This forms the guideline for each officer and employee of the Group to fulfill their social responsibility with a high ethical standard.

Group Purpose

Heiwa Real Estate Group Purpose

Enriching everyone's future with *Bazukuri* that draws people in



Our aim is to enrich the future of all stakeholders.

This includes both material and spiritual prosperity.

We are committed to continuously creating spaces where everyone involved can enjoy this abundance.



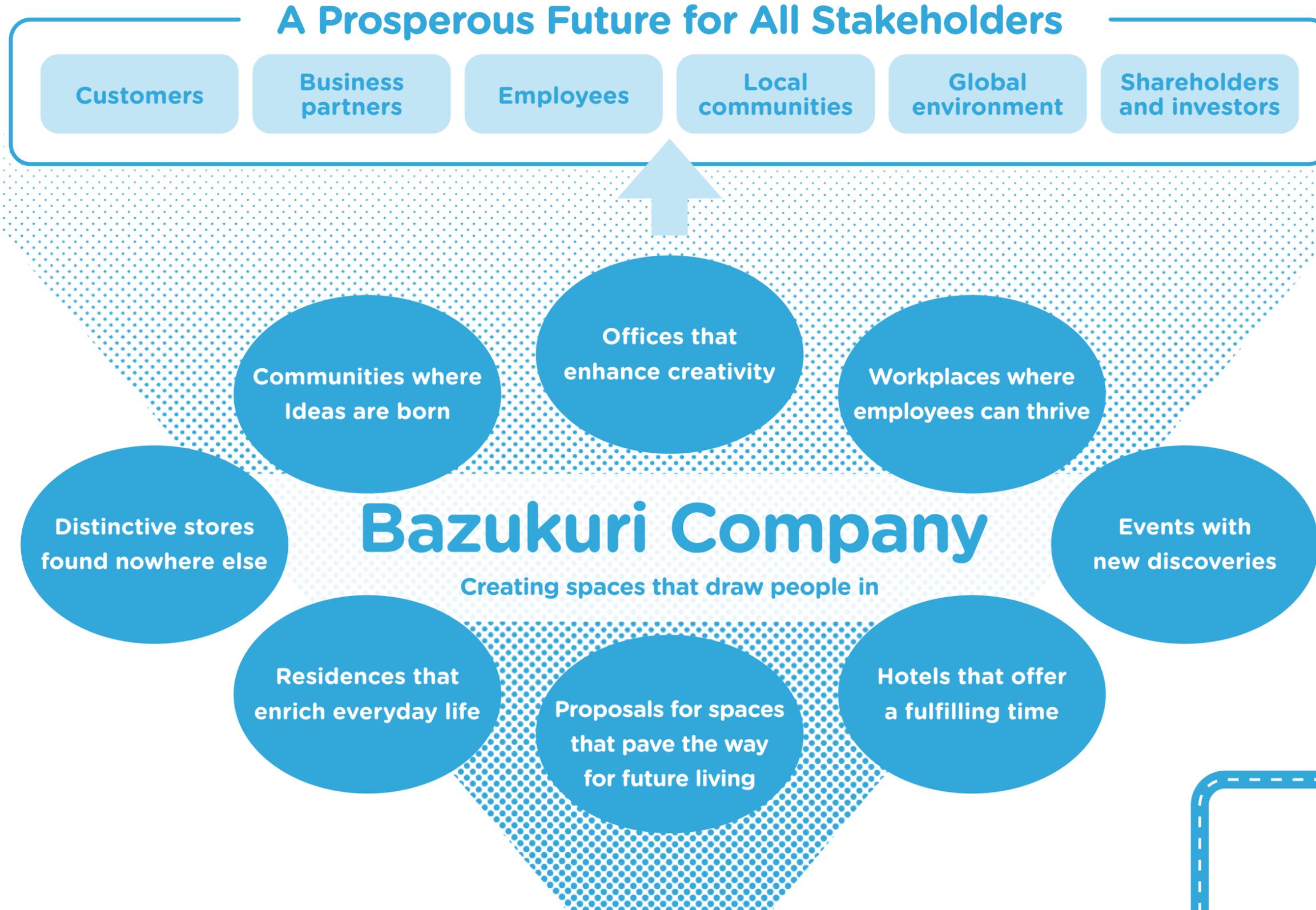
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into districts. The fundamental value shared across the

Group's work is drawing people in through diverse *Bazukuri*

endeavors. As a Group, we will embark on initiatives to

create captivating living environments.



Communication Icon

Hand sign

Symbolizes people thriving within a vibrant atmosphere, drawn in by diverse *Bazukuri* endeavors



Our motto is
"Peace!"

The hand sign once used at stock exchanges and the symbol of peace used in our company name



Source: "Tokyo Stock Exchange"
(Property of the Chuo City Kyobashi Library that has been partially processed)

The value proposition of the Group lies in fostering positivity among all stakeholders, symbolized by the peace sign

Our DNA

1928 Nisshokan Building constructed on the former site of Eiichi Shibusawa's* residence

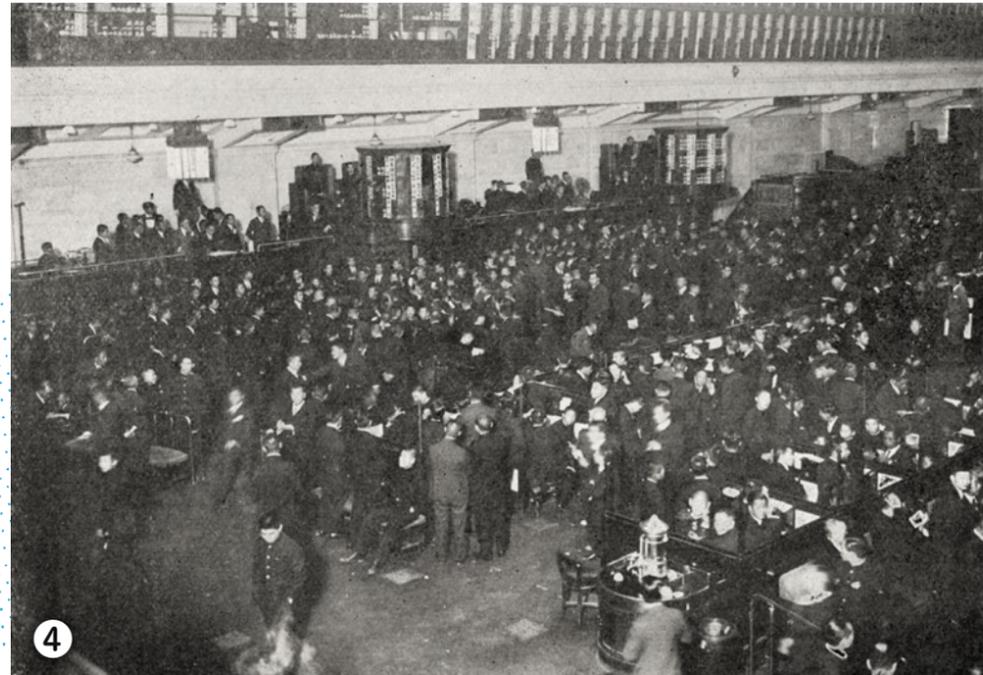


* Eiichi Shibusawa is known as the "father of Japanese capitalism."

1943 Japan Securities Exchange established



1947 Heiwa Real Estate Co., Ltd. established



Notes: 1. A view of the Kabutocho securities district; 2. Tokyo Stock Exchange; 3. Kabutocho securities district; 4. Inside the Tokyo Stock Exchange (Property of the Chuo City Kyobashi Library)

Our History

1947-

Establishment phase: Supporting the securities industry

Established as the owner of stock exchange buildings, creating business foundations around the exchanges



Tokyo Stock Exchange Building



Osaka Securities Exchange Building

Kabutocho
1.0

Since the Meiji period, Eiichi Shibusawa established Japan's first bank and founded the stock exchange and numerous companies, contributing to the growth of Japan's economy.

An entrepreneurial district

2000-

Development phase: Based on business diversification

Expanded leasing business assets, including offices and commercial properties, in addition to stock exchange buildings, to strengthen revenue base



CentRise Sakae



Ichibancho Heiwa Building

Kabutocho
2.0

From the late 1980s to the early 2000s, stock trading flourished, leading to the development of a financial district that became one of the world's three major stock markets.

A hub of securities, finance,
and investment



FinGATE KABUTO



K5



KABUTO ONE

Kabutocho
3.0

2014-

A new phase of growth

Committed to redevelopment in Nihonbashi Kabutocho and Kayabacho, aiming to become a company that contributes to revitalizing districts

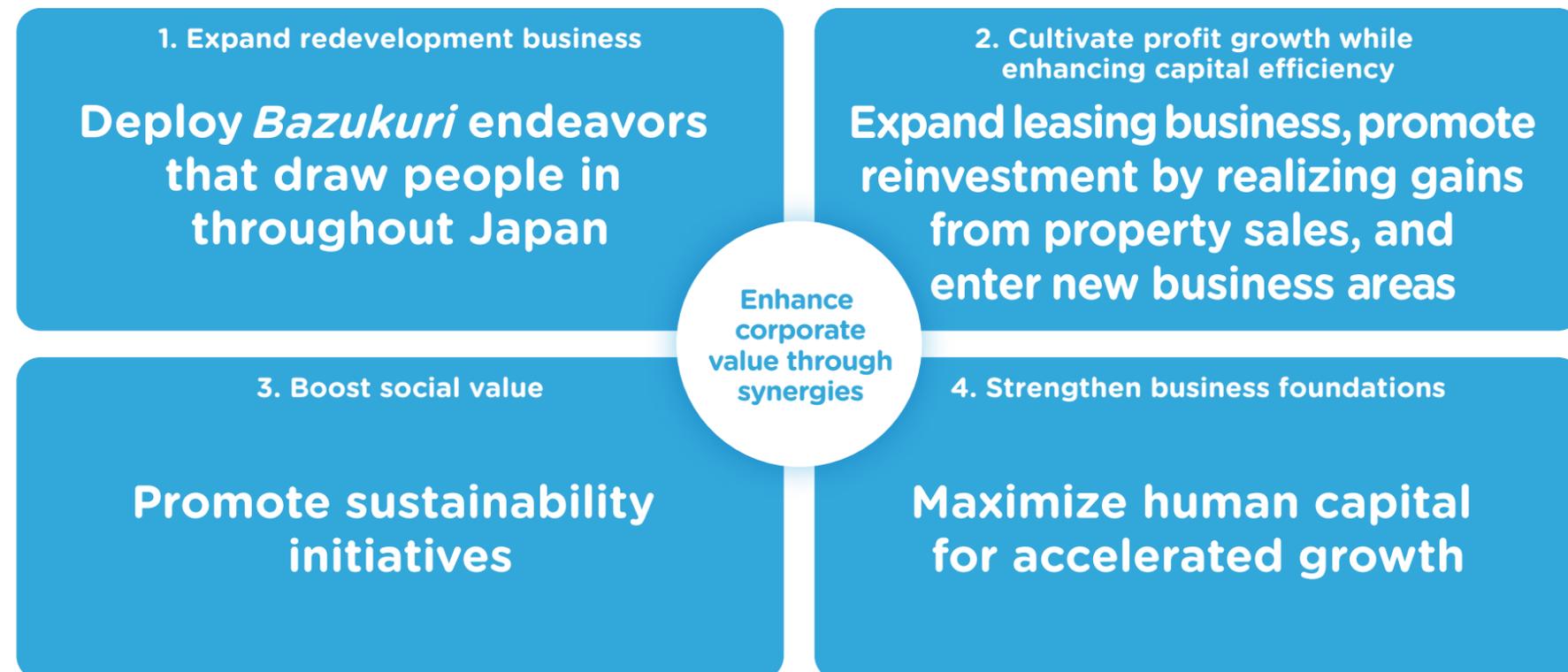
The Revitalization Vision for Nihonbashi Kabutocho has been announced with the aim of creating a district where people connect, and where investment and growth are born.

A center for financial startups
and unique commercial establishments

Long-term Vision “WAY 2040”

Pursue perpetual dynamic growth to become the “Bazukuri Company”

Four Growth Strategies



Our Vision

Quantitative Targets

Consolidated operating profit of at least ¥25 billion in 2040

Sustainable ROE exceeding cost of capital

Net-zero greenhouse gas (GHG) emissions by 2050

*1. Achieve around double the consolidated operating profit level in FY2023.

*2. The ROE target is set for each medium-term management plan.

Our Values

Trust



At the core of our business lies trust. Since our establishment, we have built up trust through our ownership of stock exchange buildings, and we remain committed to nurturing it into the future, driving development for years to come.

Forward thinking



We are dedicated to creating new value with a forward-thinking approach, meeting the expectations of society. In an era of rapid change, we constantly contemplate and take action toward shaping the future as we envision it.

Co-creation



New value arises through co-creation. We enhance the value of our business and sustain growth by collaborating with diverse stakeholders through partnerships and cooperation.

Enriching everyone's future with *Bazukuri* that draws people in