



## Proposing Innovation for a New Lifestyle and Contributing to Solutions to Social Issues

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### Aiming for a Corporate Group that Grows Sustainably

The Takara Leben Group conducts business as a comprehensive real estate developer comprising 12 Group companies based on our corporate vision, "THINK HAPPINESS AND MAKE THE HAPPINESS." We think about the happiness of our customers and all other stakeholders and seek to make their happiness.

In the lead-up to the 50th anniversary in 2022 of the Group's establishment, we adopted "Innovation for a New Lifestyle" as our Group slogan and are undertaking a variety of projects to make that slogan a reality. This slogan incorporates our desire to not simply provide places for people to live, but also to propose optimal lifestyles to the people who live in those homes, guiding society in a better

and more enriching direction. We are proposing innovation previously unexperienced by anyone in order to overcome the problems that society is facing and create a happy future for everyone.

Looking back on 2020, it was a year when COVID-19 required that people around the world adapt to new lifestyles and working styles. The Group has placed the highest priority on the safety and peace of mind of customers, trading partners, and employees and has continued business while taking all possible measures to prevent the spread of infection.

The Group launched its new Medium-Term Management Plan, announced in May 2021, as a growth scenario with the aim of making further progress. We will pursue further growth of the core new built-for-sale condominium

business and sustainable corporate growth by incorporating the perspectives of group synergies, business portfolio, financial foundations, digital transformation (DX<sup>\*1</sup>), and ESG<sup>\*2</sup> (environment, society, governance) into management strategies.

### ESG Responses by the Takara Leben Group

The Group will reinforce its ESG responses even further with the aim of enhancing corporate value over the medium to long term.

In August 2020, we signed the United Nations Global Compact and declared our support for the Ten Principles in the areas of human rights, labor, environment, and anti-corruption. In 2021, we also set KPIs for our four key CSR topics —creating lifestyles with value, forming communities, providing comfortable spaces of high quality, and developing environments and cultures—and are now taking action in these areas.

Based on the shared goals of international society including the Sustainable Development Goals (SDGs<sup>\*3</sup>), the Group seeks to establish governance systems that support transparent and fair corporate management and to contribute to the conservation of the global environment and the creation of a better society through its business activities. We will create value that is characteristic of the Takara Leben Group including regional development and revitalization centered on high-quality and safe condominiums as well as local generation of power for local consumption using solar power generation systems while closely monitoring social issues relating to housing and urban development including the declining birthrate and aging population, depopulation of regional cities, hollowing out of city centers, abandoned homes, and depletion of energy resources.

\*1 DX refers to the transformation of products, services, and business models based on social needs through the use of digital technologies.

\*2 ESG refers to environmental, social, and governance issues that should be emphasized when a business enterprise seeks sustainable growth. ESG is garnering attention, primarily from shareholders and investors, as a non-financial measure for assessing businesses, leading to the expansion of ESG investment, which focuses on investment in environmentally and socially conscious firms.

\*3 SDGs are goals adopted at the United Nations summit in 2015 with the aim of solving issues of international society and leading to the development of sustainable societies. The SDGs are comprised of 17 goals and 169 targets. There are calls for business enterprises to take action for achieving the SDGs such as the Japan Business Federation (Keidanren) revising its Charter of Corporate Behavior, a statement of action guidelines for its member companies, indicating that business should incorporate the principles of the SDGs in their business activities.

### Beyond the 50th Anniversary of the Group's Establishment

Since the foundation of the Takara Leben Group in 1972, we have consistently offered homes that customers will treasure under the principle of providing ideal, affordable housing that anyone can buy with confidence and peace of mind. During this time, we have adapted to changes in the times by expanding our business scope from the real estate sales business to include stock and fee-based businesses including the real estate management business, electric power generation business, and asset management business.

As we mark the Group's first 50 years in 2022 and move beyond, we will seek further advancement as a corporate group. Turning toward Takara Leben's future, we need to create environments where the human resources who are the Group's future can work with enthusiasm and grow. In addition to undertaking the challenges of innovation, it is important that we properly hand down the strengths we have built up as a company until now. By refining our skills including sales activities tailored to the values of the times, a customer-oriented corporate culture that integrates product planning and sales, and the accumulation of customer data over many years, we will pursue services with even higher added value.

To be a corporate group that is selected by stakeholders, we will continue our efforts to increase corporate value with our feet firmly planted on the ground. We look forward to your continued support in the future.

