

Lifestyle

Creating Lifestyles with Value

The Takara Leben Group aims to create lifestyles with value through providing housing pursuing comfort and design under the concept of realizing the optimal form of harmony between occupants and the surrounding environment. Our initiatives to achieve this aim have received recognition from many parties, and several initiatives have received the Good Design Award.



Development of the Overseas Condominium Business

THE MINATO RESIDENCE Project

Takara Leben is also working to contribute to regional revitalization and urban development through the provision of residences overseas. THE MINATO RESIDENCE is the first large-scale condominium development project by an all-Japanese consortium in Hai Phong, Vietnam's third most populous city. Under the concept of Eternal Value, a condominium complex that includes commercial facilities (with 26 stories, 924 residential units, and a site area of 12,760 m²) is being constructed in the new Water Front City area, which is expected to be a center of future development.

In July 2020, Minato Vietnam Co., Ltd. (a joint venture of Takara Leben and Fujita Corporation) and Toyota Nankai Hai Phong Co., Ltd. held the 2020 Japan Omotenashi Festival. Sales promotion activities were conducted while the nearly 300 participants experienced Japanese hospitality and culture including food and dance.



Leben Community Vietnam Established

In December 2019, Leben Community established Leben Community Vietnam Co., Ltd. as a local subsidiary to carry out condominium management operations for THE MINATO RESIDENCE.

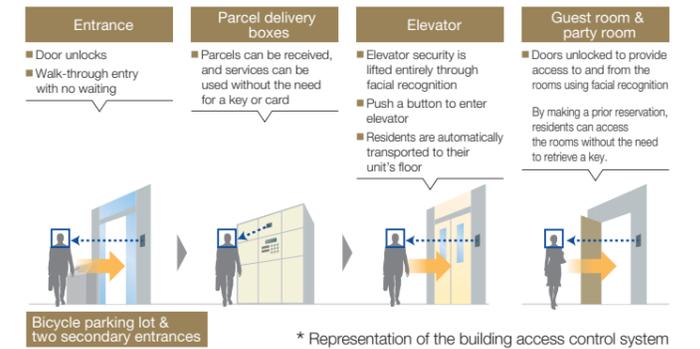
In the years to come, the Takara Leben Group will meet housing needs in Hai Phong, which is expected to grow significantly as an international port city, thereby contributing to Vietnam's urban development.

Adapting to New Lifestyles

Facial Recognition Security System at Leben Fujieda

Amidst ever increasing demands for residential safety and peace of mind, Takara Leben strives to provide condominiums that offer comfort, good design, and reliable security. We introduced Japan's first* facial recognition security system at Leben Fujieda PRIOR in Shizuoka Prefecture, sales for which began in June 2020. Advanced access control systems that automatically open and close doors using facial recognition were installed at seven locations, achieving a high level of security.

* The security service, which incorporates facial recognition technology with auto locks at the entrance, elevator, guest room, party room, bicycle parking lot, two secondary entrances, and parcel delivery boxes, is the first for a condominium developer in Japan (according to research by Fulltime System Co., Ltd.).



BOCCO emo Communication Robot

As a housing provider, the Takara Leben Group seeks to contribute to the development of communities that support long-term residence. Nikko Takara Corporation proposes living spaces with the BOCCO emo communication robot installed to reduce the burdens of housework and provide childcare support in response to the increase in working couple households. With BOCCO emo present, effects including improvements in the rhythm of daily life through the provision of notification, reduction of parental anxiety by watching over children and providing support when parents are away from home, and development of good study habits by children can be expected. As a result of these proposals, Nikko Takara Corporation became the first business selected for the Sustainable Building Design Pioneering Project (Next-Generation Housing) * of the Ministry of Land, Infrastructure, Transport and Tourism in fiscal 2020.

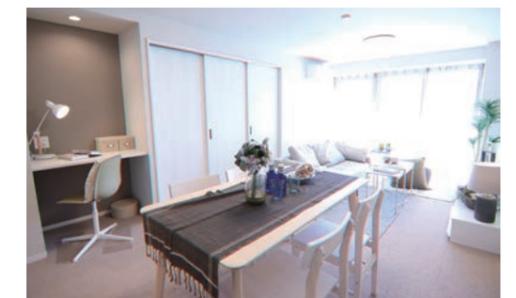
BOCCO emo



* A project to support leading residential and building projects that contribute to improvements in the quality of housing and residential lifestyles and the creation and expansion of new business markets relating to residential lifestyles using the Internet of Things (IoT) and other technologies.

Adapting to Diversifying Needs

Leben Zestock provides high-quality used condominiums that have been adapted to diversifying lifestyles. The company purchases used condominiums that are being rented, and after the residents vacate, performs renovations tailored to the times and the locality to transform them into appealing condominiums. It provides previously unavailable renovated condominiums that incorporate the good design and livability of LEBEN brand new construction condominiums.



VOICE



Leben Zestock purchases and resells used condominiums, and the sales department investigates the details of renovations while discussing the local characteristics of the property and its sale price.

We also strive at all times to gather information concerning what customers want by visiting the show rooms of merchandise manufacturers and show rooms. In response to influences from the recent increase in working from home, we have been renovating units by changing the layouts to create rooms for remote work and installing desks.

These innovations have been well received, and we have heard comments from purchasers indicating that they selected our condominiums because they wanted a place where they could focus on work or that they are just right for their children to study.

As lifestyles change on a daily basis in the future, we will continue to search for methods of developing appealing properties that are suited to the times.

Mika Aoyagi, Product Planning Department, Investment Business Division, Leben Zestock Co., Ltd.

INNOVATION DEVELOPMENT Project

The Takara Leben Group is working to create new lifestyles through the concerted efforts of every employee. In the lead-up to the 50th anniversary of its establishment, the Group launched the Takara Leben Group INNOVATION DEVELOPMENT Project to create new business, products, and services under its “Innovation for a New Lifestyle” slogan. As a part of this project, we conducted Innovation Idea Competitions in October 2019 and January 2020, leading to the creation of numerous plans that embody the “Innovation for a New Lifestyle” concept and received 40 submissions from 22 groups. Following screenings by all employees and directors, outstanding ideas relating to condominium management and residential products are being investigated for implementation.



LEBEN CRAFT Project

One program conducted as a part of the LEBEN CRAFT Project is the Premium Market, which enables the residents of our condominiums to directly see and feel the quality of various outstanding products from outlying areas. These events contribute to regional development and reflect our desire to share moving experiences with as many people as we can through the treasures (both products and experiences) that we have discovered through our condominium development activities across the country. In fiscal 2020, we held the Premium Market at Leben Takaoka MID RISE TOWER (Toyama Prefecture) over two days, promoting exchange between the producers of agricultural products and crafts and the residents of our condominiums.



LEBEN LABO ETHICAL ACTION

LEBEN LABO ETHICAL ACTION is an organization within the Company that was launched to put into practice the various feedback from our customers based on the theme of contributing to society by doing good things. In recognition of our sincere efforts to increase the happiness of people and their lifestyles, led by our corporate vision of “THINK HAPPINESS AND MAKE THE HAPPINESS,” we have been awarded the Good Design Award for four consecutive years. Four of the organization’s projects were selected in 2019.

USE OF SHOW ROOMS AND SALES CENTERS AS DISASTER RESPONSE SITES Project

The show rooms created when selling built-for-sale condominiums show customers what completed built-for-sale condominiums will be like and serve as sales negotiation sites. However, they are frequently built for individual condominiums and torn down after all units are sold. In this project, we outfitted show rooms with supplies and equipment needed in the event of a disaster; water, a living essential; charging facilities for mobile phones, etc., using in-house generators, and the like, and opened them to the general public as disaster response sites. Efforts began in fiscal 2019 and installation was completed at 23 sites as of March 31, 2021. We will actively use our expertise in efforts such as supplying condominium unit buyers with disaster kits, and will further expand these sites.

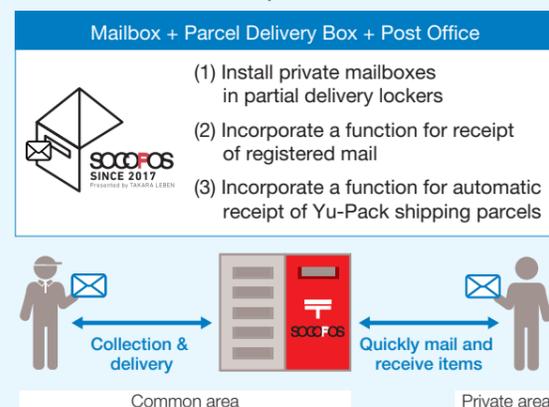


SOCOPOS Project

SOCOPOS is a highly convenient facility that incorporates private mailboxes into parcel delivery lockers to recreate the functions of a post office within a condominium building. SOCOPOS enables a variety of functions to make life more convenient including receipt of registered mail, automatic receipt of Yu-Pack shipping parcels, and collection of outgoing postal items within the condominium building.

The rapid increase in integrated logistics and delivery items is causing social problems and the need to improve delivery company systems. Rather than unilaterally demanding that businesses that handle delivery parcels and postal items make improvements, we want to create a mutually beneficial balance in society by improving the infrastructure of both beneficiaries and users. These efforts began in fiscal 2017, and SOCOPOS has been installed in 11 properties as of March 31, 2021.

The SOCOPOS Concept



SMART TORISETSU (SMART MANUAL) Project

When people buy built-for-sale condominiums, they receive various instruction manuals for installed residential equipment. They are a tremendous amount of material in total, making them difficult to use—they can be difficult to find when needed, and it can be difficult to find contact information within them.

This service digitizes these instruction manuals so they can be viewed on smartphones and centrally managed. This idea helps reduce the number of inquiries to property management companies, saves resources by making the manuals paperless, and helps preserve the asset value on resale through appropriate document management. The service has been adopted at NEBEL Mitaka (Tokyo).



SMART GARBAGE STORAGE 6M Project

This project reconceptualized garbage pickup areas in condominiums as common areas, like entrance halls, using environmental design to change their negative image and help reduce garbage disposal. Condominium garbage areas, parts of peoples’ living environments, are seen as smelly, scary, and dirty. We thought about what Takara Leben could do about this, and introduced beautiful “Garbage Stations” in our new condominiums. We have made further advances in this effort, carrying out a “6M” Project with the aims of promoting garbage volume reductions and spurring individual action to reduce garbage disposal to as close to zero as possible. This project has been instituted at NEBEL URAWA (Saitama Prefecture) and other condominiums.

* The 6Ms refers to *mottainai* (wasteful), *motto kurikaeshi tsukau* (use articles more times), *mo ichido tsukau* (use articles again), *mo niowanai* (no longer smelly), *mo kowakunai* (no longer scary), and *mo kitanakunai* (no longer dirty).



Representation

MODIFIABLE DESIGN CONDOMINIUM COMMON AREA Project

The usage rates of common areas such as lounges and children’s rooms have a tendency to fall as residents’ lifestyles change over time. To address this, Takara Leben has developed two-stage modifiable condominiums that adapt to growth stages, with future renovation plans built in from the very start. By creating condominium common areas and facilities that can be updated based on customer requests after a certain period of time, we not only meet customer needs, but also help revitalize communities and maintain condominium asset values. This project has been carried out at Leben Kemigawahama GRANVARDI (Chiba Prefecture).

