

June 15, 2017

**Prince Hotels
establishes "Prince Smart Inn",
a new, next generation, accommodation specialized brand**

Prince Hotels, Inc. (Head office: 3-1-5 Higashi-ikebukuro, Toshima-ku, Tokyo; President: Shigeyoshi Akasaka) has established "Prince Smart Inn", a next generation, accommodation specialized brand which will utilize ICT and AI in the pursuit of greater guest convenience and comfort.

Prince Smart Inn is a new type of hotel which will provide guests with comfortable accommodation through the utilization of innovative facilities and services without being bound by the limitations of existing frameworks in order to respond to the ever-changing needs of the era including the greater than estimated influx of international travelers and the growth of the "digital native" generation. The brand is targeted for launch in FY2019, with planned deployment in various cities throughout Japan. The main areas currently under consideration for branches of the new hotel include the Tokyo metropolitan area, regional cities, Shinkansen bullet train stations, cities around regional airports, and other areas where Prince Hotels does not currently operate hotels.

Up until now Prince Hotels has developed 3 brands consisting of "The Prince" flagship brand, "Grand Prince Hotel" urban hotels, and "Prince Hotel" foundation brand. These 3 brands are all "full service hotels" which provide all of the functions and services expected of hotels, while "Prince Smart Inn" will differ from these existing 3 brands by being developed as a "limited service hotel" which specializes in accommodation. Going forward, Prince Hotels will offer these 4 brands as it continues to strive to be a hotel brand which can reliably satisfy customer needs.

<Prince Smart Inn Logo Mark>



PRINCE SMART INN

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Seibu Group
Smiles ahead

■ New Brand Overview

[Brand concept] An accommodation specialized hotel which pursues innovation through the utilization of ICT and AI

An accommodation specialized hotel which will pursue functionality, convenience, and comfort through the provision of "smart services" which utilizes ICT and AI at every stage from check-in to checkout.

[Brand name] English notation: Prince Smart Inn

The name was selected to clearly represent the new hotel brand with "Prince" being our brand, "Smart" expressing the concept, and "Inn" used to indicate an accommodation facility.

[Brand logo] Logo mark



The logo is designed to be very versatile by continuing to symbolize the "P" of "Prince Smart Inn" while also being able to be used as a symbol like "@" as well as an app icon and more. The logo mark is written in a single stroke to symbolize the seamlessly "interconnected services" from initial reservation to checkout, while the green color expresses concepts of relaxation and ecology.

English logo

PRINCE SMART INN

<Reference: Existing 3 brand logos>



[Anticipated clientele] Domestic and international business and leisure guests

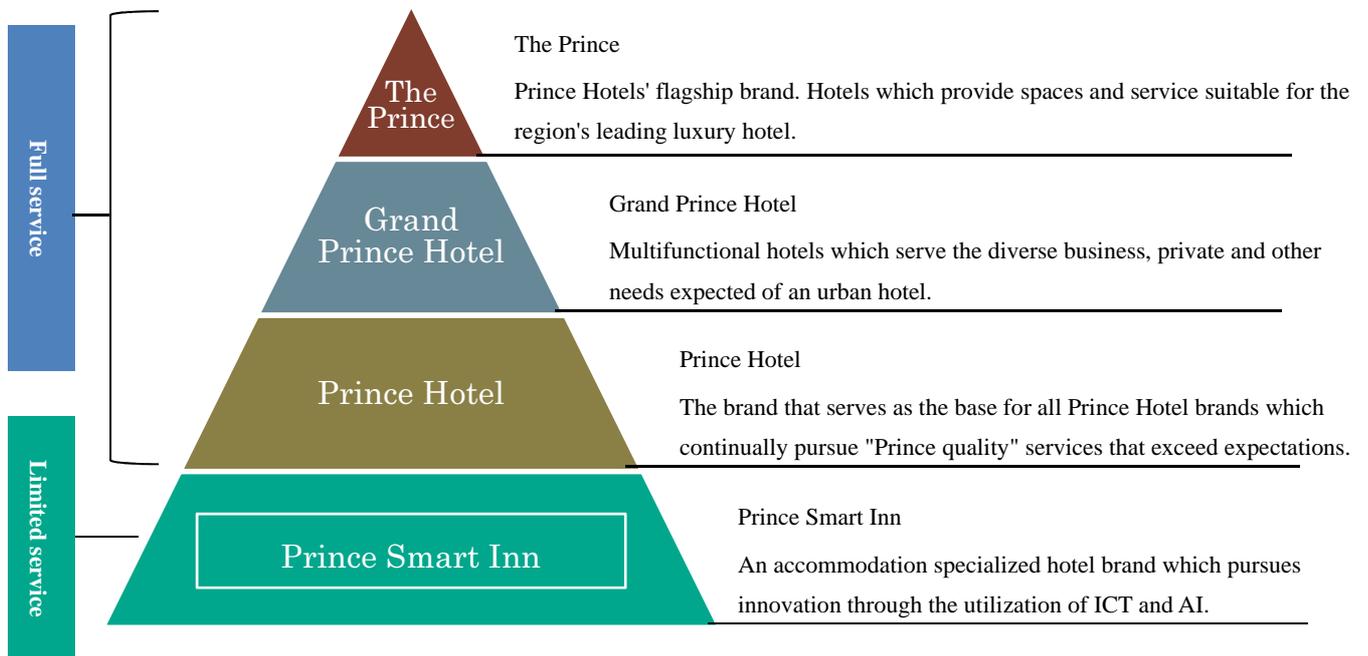
The new brand will aim to provide hotels which are easy to use for 20-30 year old male and female business guests who seek "smart" services, as well as domestic and international leisure guests.

[Price bracket] Anticipated to be approximately ¥10,000 per 1 room *Prices will vary by area.

[Tentative service areas] The main areas currently under consideration include the Tokyo metropolitan area, regional cities, Shinkansen bullet train stations, cities around regional airports, and other areas where Prince Hotels does not currently operate hotels.

■ Brand structure

With the creation of the new "Prince Smart Inn" brand we will continue to strive to be a hotel brand which can satisfy the needs of domestic and international guests.



*The Prince Gallery Tokyo Kioicho is positioned as the highest grade hotel which is independent and not a part of the other brands.