

December 14, 2017

For Immediate Release

Company Name	Seibu Holdings Inc.
Representative	Takashi Goto, President and CEO
Securities Code	9024 First Section of the Tokyo Stock Exchange
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Prince Hotels, Inc. Enters the Membership Hotel Business
Under the Name “Prince Vacation Club”
(Launch Planned FY2019)

Prince Hotels, Inc. (Head office: Toshima-ku, Tokyo; President: Shigeyoshi Akasaka (Hereinafter “Prince Hotels”)), a consolidated subsidiary of Seibu Holdings Inc., will leverage its know-how cultivated from its existing business to launch the membership hotel business “Prince Vacation Club” targeting FY2019, with the goal of increased value for its resort areas and mid-to-long-term growth.

Prince Vacation Club is a new membership hotel business in which customers can purchase a membership to use multiple facilities provided by Prince Hotels. These facilities are being incrementally rolled out through repurposing of new and existing facilities in resort areas such as Karuizawa, Izu, Hakone, Shonan, Nikko, Hokkaido, and Niigata, and Prince Hotels aims to have approximately 20 facilities nationwide in the future.

The Seibu Group holds numerous assets within and outside of Japan, and Prince Hotels operates 43 hotels, 28 golf courses, and 9 skiing resorts nationwide, in addition to multiple other properties. Prince Vacation Club aims to distinguish itself by providing a new style of accommodation unique to Prince Hotels that fuses the best qualities of hotels and resort villas, in addition to offering the privacy unique to membership hotels, by leveraging Prince Hotels’ diverse resources and experience of facility management, and through coordination with its existing adjacent facilities, such as shopping centers, golf and ski areas, hot springs, and more.

To maximize corporate and shareholder value, the Seibu Group has newly established the “Challenge Target” plan, which is aimed at long-term targets, and also established our medium-term management plan (released May 11, 2017) as a three-year road map, of which 2017 will be the first fiscal year. Under the theme of “sustained and strong growth,” we are tackling the major challenge of creating new fields of business.

As a part of these initiatives in the hotel business, we welcomed StayWell Holdings Pty Ltd, an Australia-centered operator and developer of hotels, to the group in October of this year to accelerate our globalization, and from 2019, we will roll out Prince Smart Inn, a new, next-generation accommodation-specialized brand.

By launching a new membership hotel business in addition to these new businesses, we aim to significantly expand our customer base, create new revenue opportunities, and further improve the value of our enterprise, amid a massively changing business environment.

Prince Vacation Club Logo



- Purpose of launching new business

The membership hotel business Prince Vacation Club is being launched with the objective of efficiently using properties with high potential held by Prince Hotels to offer a new style of vacation in coordination with existing facilities. By providing a new form of accommodation, we aim to acquire new customers and encourage an increase of lifetime customers.

- Plan for roll-out and sales

Using FY2019 as a target, we plan to launch approximately 20 facilities nationwide in the future, focusing on resort areas such as Karuizawa, Izu, Hakone, Shonan, Nikko, Hokkaido, and Niigata. The facilities will be launched through a combination of establishing new hotel- and resort-villa-style facilities and repurposing of existing facilities, while membership rights will be sold in two formats: shared ownership with rights to the fixed property of target facilities (shares of co-ownership of buildings) and a depositary system in which usage tickets are provided after receiving a deposit. Sales will be conducted through the unique channels cultivated by Prince Hotels to date, centered on customers of Seibu Group member organizations such as SEIBU PRINCE CLUB, the active senior citizen and family ranges of customers, and corporate customers.

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