

PRESS RELEASE

To members of the press

March 10, 2022

Nomura Real Estate Development Co., Ltd.

Nomura Real Estate Hotels Co., Ltd.

Release category

Hotel

NOHGA HOTEL KIYOMIZU KYOTO to open on April 1, 2022

Experience more edgy, more dynamic Kyoto:
creating memorable experiences through close links with the local community

Nomura Real Estate Development Co., Ltd. (Head office: Shinjuku-ku, Tokyo; President and Representative Director: Daisaku Matsuo) and Nomura Real Estate Hotels Co., Ltd. (Head office: Shinjuku-ku, Tokyo; President and Representative Director: Hidetomo Aoki) will open NOHGA HOTEL KIYOMIZU KYOTO on April 1, 2022 as previously announced (<https://www.nomura-re-hd.co.jp/cfiles/engnews/n2021121300275.pdf>). The new hotel will be the latest addition to the NOHGA HOTEL brand hotels directly run by Nomura Real Estate Group, and the first NOHGA HOTEL in the Kansai region.

Under the concept of "MEET HOT KYOTO.", the hotel will offer a variety of creative experience programs in fields such as art, food, music, and meditation in collaboration with Kyoto's leading specialists in those fields. These programs will support guests to make various discoveries during their stay. Today, we are pleased to present more details on the hotel's unique attractions and collaborative partners.

NOHGA HOTEL operates hotels in Ueno and Akihabara, Tokyo, under the concept of "Creating memorable experiences through close links with the local community." The new hotel will also share this concept and aim to become a place familiar to both guests and locals of Kyoto, one of Japan's leading tourist destinations with many historical and cultural heritages.

Key points of this press release

- 1. NOHGA HOTEL KIYOMIZU KYOTO will open on April 1, 2022**
(Pre-opening from March 18, 2022. See "IV. Pre-opening" for details.)
- 2. Introducing the hotel's experience programs that embody the concept of "MEET HOT KYOTO." and its collaborative partners including creators and companies**
- 3. CICON by NOHGA HOTEL, an in-hotel restaurant offering variety of food and beverages, will open on March 18**



NEW VALUE, REAL VALUE



NOMURA REAL ESTATE GROUP

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I. Concept and contents

With a thousand years of history, Kyoto has so many beauties, wisdom, history, and delights that are yet to be discovered. NOHGA HOTEL KIYOMIZU KYOTO is a new base for learning the unknown side of Kyoto. The hotel will offer a variety of opportunities to know and experience the cultural diversity of the city. Through collaboration with specialists on the cutting edge of their respective fields, the hotel will offer guests unique creative experiences in art, food, music, meditation, and more, delivering dramatic encounters and fascinating experience. We, NOHGA HOTEL, are committed to delivering such hot Kyoto experiences and quality time to guests.

NOHGA HOTEL KIYOMIZU KYOTO will embody the concept of "MEET HOT KYOTO." through four themes:

(1) Entertainment

Experience more edgy,
more dynamic Kyoto.

(3) Sustainable

(2) Well-being

MEET HOT KYOTO.

(4) Cultural Experience

(1) Entertainment

- Rooftop bar with a seasonal view of the city

The hotel has a rooftop bar where people can enjoy meals and drinks while overlooking the city and mountains of Kyoto, feeling changes of the seasons. The bar is open to both guests and non-guests. The menu includes tacos, pintxos, craft beers, signature cocktails, and more.



- Original music

The hotel's background music is selected by music producer Kenichiro Nishihara (unprivate acoustics). The hotel even has its own tunes produced by Mr. Nishihara and artists from and based in Kyoto, including Jizue, JABBERLOOP, and Daisuke Goto. The hotel's original album recorded in collaboration with Mr. Nishihara will be available for purchase in cooperation with JET SET, a record shop opened in Kyoto in 1998.



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- Art that stimulates the senses

The hotel will exhibit new and modern artworks that express the history and beauty of this ancient city in contemporary interpretations. Exhibits are curated by Teruo Kurosaki, the founder of lifestyle brand IDEE, Flowstone Creative Industries Co.,Ltd, and Freedom University operated by Schooling-Pad. He is now exploring lifestyles of a new era through WATARIGARASU, a media site that introduces professionals including creators and designers.



(2) Wellbeing

- Meditation experience to prepare the mind

The hotel has a meditation room where guests can join special programs to enhance their physical and mental wellbeing with its original aromas and background music. Meditation programs are supervised by Mr. Toryo Ito, deputy head priest of Ryosoku-in temple, Kenninji, Mr. Jukan Tateishi, a creator in music, art, and artificial intelligence, and fitness gym Megalos.



- Food experience that delights body

The hotel has an in-hotel bakery that offers vegan sandwiches and breads, and a restaurant that serves food and drinks made with organically-grown local produces. The hotel will also offer unique experience programs on "food," a core value of NOHGA brand. These programs will include the Kamogawa Wellness Picnic, an outdoor activity that invites guests to go outside with hotel-made lunches and coffee on sunny days.

(For details on in-hotel dining facilities, see "III. Restaurant, Rooftop Bar, and Bakery café.)



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(3) Sustainable

- Environmental considerations and contributions

The hotel is taking an eco-friendly approach to its operation by eliminating check-in registration cards and breakfast tickets, adopting bath amenities that use organic ingredients, and making pocket squares and name plates worn by hotel staff with textile and leather cutoffs. These are examples of the hotel's commitment to sustainability.



- Efforts to pass down history

During the construction of the hotel, remains of a moat have been discovered in the area where houses of the Taira clan was said to be located in the late Heian Period or the 12th century. The area where the hotel now stands had two old townhouses designated as the Historical Design Structures*. These constructions are now located inside and at the main entrance of the hotel as part of its efforts to pass on the history of the area.

* Kyoto City designates buildings that have historical design and play a symbolic role in the local landscape as Historic Design Buildings.



(4) Cultural Experience

- Cultural experience for the new normal

Guests can enjoy self-service experience contents using in-room TV at any time during their stay. The contents include Matcha green tea experience by YUGEN KYOTO, a Japanese tea specialty store established based on the concept of "Bringing Japanese tradition closer to home," coffee drip experience by Kurasu Kyoto, a specialty coffee roaster that promotes the coffee culture from Kyoto, and aroma blending experience by Tomoko Saito, a Kyoto native aroma perfume designer.



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- Hotel stay full of local discoveries: traditions, culture, and the city

To realize the NOHGA brand concept of "Creating memorable experiences through close links with the local community," the hotel has created various collaboration products that convey the charm and uniqueness of Kyoto. These products include original mugs by TOKINOHA, a Kiyomizu-ware brand located in Kiyomizuyaki-danchi, and room keys inspired by woodblock prints designed by Kyoto-born artist Sekka Kamisaka and owned by Unsodo, a woodblock print publisher established in Kyoto in 1891.



II. Collaboration

1. HIYOSHIYA Craft-lab [Hotel amenity]

Based on the idea of "Tradition is Continuing Innovation," HIYOSHIYA Craft-lab supports traditional craft masters and small and medium enterprises to develop products and open sales channels for overseas markets.



2. Sara Aiko [Original tours, etc.]

Sara Aiko operates Curated Kyoto, a website that offers inspiring tours and information on stylish local destinations for travelers visiting Kyoto.



3. Nomura Art Museum [Original tours]

The museum houses a collection of about 1,900 pieces collected by Tokushichi Nomura II (Well-known under the name of Tokuan), founder of Nomura Securities and the former Daiwa Bank. The collection includes tea utensils, Noh masks, and Noh costumes, along with works by Tokuan himself.



4. Nishimura Shouten [Guest room furniture]

Nishimura Shouten has been conveying the glam of Hikihaku (gold thread) in Japan and abroad since 1992 when it inherited a gold thread manufacturing business in Nishijin, Kyoto. It also designs and manufactures products such as tumblers, speakers, and glassware using Hikihaku.



5. Touan [Pendant lights in guest rooms]

Touan is a Kyo-ware and Kiyomizu-ware pottery founded in 1922 in Sennyu-ji temple in Higashiyama, Kyoto. The pottery has developed and established the Hana Kessho (flower crystal), a unique glazing technique that can produce various crystalline patterns.



6. Makino Urushi Kogei [Lacquer coating of room fixtures]

In Uji, Kyoto, Makino Urushi Kogei is creating and restoring large Buddhist altars and ritual implements with its lacquer coating technique. It not only keeps the tradition and arts of lacquer coating but also enhances the breadth and sophistication of the technique. Its works are also used in interior furniture both in Japan and abroad.



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7. YUGEN KYOTO [Self-service experience]

YUGEN KYOTO is a Japanese tea specialty store in Kyoto. The store opened in 2018 based on the concept of "Bringing Japanese traditions closer to home." It is a D2C (Direct to Consumer) brand that carry selected high quality Japanese teas with a focus on Uji tea from Kyoto.



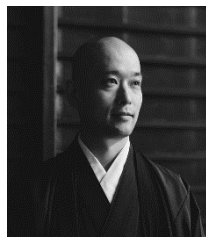
8. Kurasu Kyoto [Self-service experience]

Kurasu Kyoto serves specialty coffee to coffee lovers in a historic city of Kyoto. It showcases Japanese coffee culture to the world through quality coffee beans and select equipment and contents.



9. Toryo Ito [Meditation programs]

Deputy head priest of Ryosoku-in temple, Kenninji. Born and raised in Ryosoku-in, he has become a Buddhist priest after three years of training in Kenninji temple. Alongside traditional Zazen and Sutra copying, he offers modernized experience programs such as Zazen combined with yoga.



10. mui Lab, Inc. [Smart devices for front desk]

A Kyoto-based startup that advocates "Calm Technology & Design." Concerned with the current disharmony among technology, people, and nature, the company aims to build a future where the three can be in harmony.



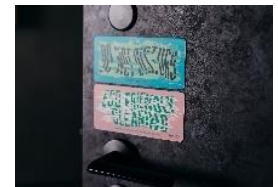
11. DAISHIZEN [Interior planting]

DAISHIZEN designs urban landscapes while solving issues that are hampering the realization of a sustainable future. Its goal is to create a society where people live comfortably with abundant nature.



12. Ryu Mieno [Do Not Disturb card]

Graduated from Kyoto Seika University in 2011 with a degree in graphic design, Mieno started his career as a freelance graphic designer in Kyoto. He is most known for his work for promotional materials of art and theater projects with his distinctive style of bold typography and lettering.



13. KON'S CYCLE [Rental bicycles]

Established in Kyoto in 1995, KON'S CYCLE holds more than 60 bicycle safety classes for children per year. Committed to the environment and safety, the bicycle shop contributes to the better urban development of Kyoto and Shiga prefectures.



14. Tomoko Saito [Hotel fragrances]

Saito was born to a family of 10 generations of Kyotoites. She is an aroma and incense designer, the owner of TOMOKO SAITO aromatique, and president of International Association of Plus Aroma. Besides designing aroma for corporate and brand spaces in Japan and abroad, she participates in art projects, such as the creation of original aromas for museums.



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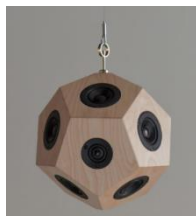
15. Shinya Taniguchi [Water harp for meditation room]

Born in Kyoto, Japan, Shinya Taniguchi graduated from Kyoto City University of Arts with a master's degree in Ceramics in 2003. He became a part-time lecturer of Kyoto City University of Arts in 2004, and founded Taniguchi Ceramics in 2008.



17. Listude [Speakers for public areas]

Launched in Nara in 2007, Listude proposes new ways of listening that starts from the attitude toward listening to sounds, through objects, experiences, and senses. Listude develops omnidirectional polyhedral speakers and more.



19. Komatsu Sound Lab

[Vacuum tube amplifiers for junior suites]

Komatsu Sound Lab manufactures vacuum tube amplifiers that enable rich, accurate audio reproduction that only analog can deliver.

The amplifiers are fully customized to meet customers' needs, taste in music, and interior design.



16. HORA AUDIO [Speakers for suite rooms]

HORA AUDIO manufactures high-quality audio speakers in its atelier, a 150-year-old folk house designated as a cultural asset by Hikone City, Shiga Prefecture. All manufacturing processes including woodworking, ironworking, and painting are done by its representative, Ryo Aoyagi.



18. Kahotoen [Notepads in guest rooms]

Founded in 1950, Kahotoen directly operates the Kaho kiln in Uji, Kyoto. Lightweight practical wares made in the kiln have immediately become popular. Today, it is one of the leading kilns of Kiyomizu-ware. All wares are made and painted in the kiln by its experienced potters.



20. MEGALOS [Meditation programs]

MEGALOS is a chain of fitness centers run by Nomura Real Estate Life & Sports. Under the philosophy of "transforming customer satisfaction into happiness," the company operates 38 facilities nationwide, including one in Kawaramachi, Kyoto.



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III. Restaurant, rooftop bar, and bakery cafe

The hotel delivers a fine, hearty dining to all guests and locals through special “food” experiences. The restaurant prepares dishes grilled with Josper Oven using carefully selected, locally-grown ingredients. The rooftop bar offers the perfect setting to enjoy a magical night with a panoramic view of Kyoto, while the bakery cafe serves freshly baked breads and aroma rich coffee to start a day full of vitality.

<Restaurant>
CICON by NOHGA HOTEL

CICON
by
NOHGA HOTEL

<Origin of the name>

CICON = Samurai spirit

The name originates from a Japanese idiom that means “business acumen with samurai spirit.” It describes an ideal mindset of a merchant: be honest in your business and always strive for the happiness of both self and others, instead of acting solely from self-interest. The name represents the value shared by all hotel and restaurant staff, conveying our commitment to business integrity and contributions to the community and the city.

<CICON RESTAURANT>

Opening hours*
Breakfast: 7:00-10:00 (L.O. 9:30)
Lunch & Dinner: 11:00-22:00 (L.O. 21:30)

CICON is a grill restaurant that offers dishes grilled with Josper Oven using local produce mainly from Kyoto. Enjoy fresh cuisine with a great selection of natural wines from Japan and abroad.



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<CICON BAKERY and CICON CAFE> (Bakery, Cafe)

Opening hours* Bakery: 8:00-18:00
Cafe: 8:00-21:00

Located in the Lobby Lounge, the bakery and cafe offer a variety of breads made with Japanese wheat and local produce. Start your day with specialty coffee, and savor tasty breads with natural wine or craft beer at night.



<CICON ROOFTOP BAR>

Opening hours* 14:00-23:00 (L.O. 22:30)

The rooftop bar offers expansive views of Kyoto, overlooking the Higashiyama mountains, Kiyomizu-dera temple, and Kyoto Tower. Enjoy meals and our signature cocktails in the open-air setting.



*Opening hours of the restaurant, bakery, cafe, and rooftop bar are subject to change depending on the future situation of COVID-19.

Website and Social Media

To reserve a hotel room or a seat in the restaurant, please call the following numbers or access the hotel website.

For the latest information, please access the hotel website or social media pages below.

<Hotel>

Telephone reservations: +81-75-323-7120 (Hours: 10:00-18:00 on weekdays)*

Website: <https://nohgahotel.com/kiyomizu/>

Facebook: <https://www.facebook.com/nohgahotel.kiyomizu>

Instagram: <https://www.instagram.com/nohgahotel.kiyomizu>

*After the pre-opening on March 18, 2022, we take reservations by phone 24 hours a day.

<Restaurant>

Telephone reservations: +81-75-323-7121 (Hours: 10:00-18:00 on weekdays)*

Online reservations: <https://www.tablecheck.com/shops/nohgahotel-cicon/reserve>

Instagram: <https://www.instagram.com/nohgahotel.kiyomizu>

*After the pre-opening on March 18, 2022, we take reservations by phone during the opening hours of the restaurant.

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IV. Pre-opening

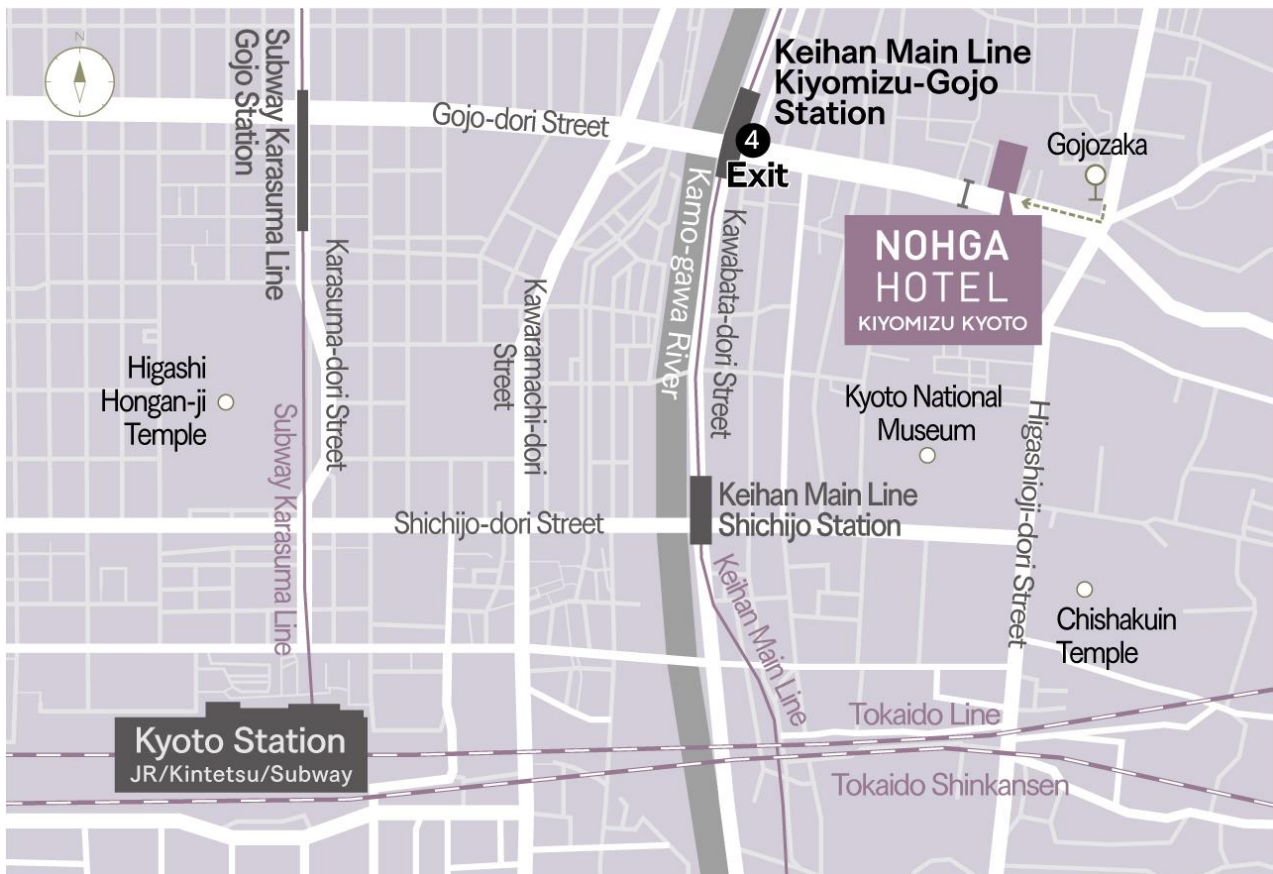
Prior to the grand opening on Friday, April 1, the hotel will partially open from Friday, March 18. During the pre-opening period, some services such as experience programs and events will not be available.

For more information, please contact the following:

Hotel: +81-75-323-7120 (Hours: 10:00-18:00 on weekdays)

V. Overview of Hotel

Address:	4-450-1 Gojobashi-Higashi, Higashiyama-ku, Kyoto-shi, Kyoto
Access:	7-minute walk from Keihan Railway Kiyomizu-Gojo Station, Exit 4 10 minutes by taxi from JR Kyoto Station (2.2 km)
Land area/Gross floor area:	2,514.03 m ² (27,060.79 ft ²) / 8,966.18 m ² (96,511.15 ft ²)
Number of guest rooms:	207
Scheduled opening:	April 1, 2022



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VI. Nomura Real Estate Group's Environmental Initiatives

To contribute to the achievement of the United Nations' Sustainable Development Goals (SDGs), the Nomura Real Estate Group hotels are engaged in environmental conservation initiatives including energy savings and decarbonization efforts, utilization of renewable energy, and appropriate use of resources. These initiatives are all conducive to solving regional and social issues, such as climate change, sustainable use of water and natural resources, and consideration for biodiversity.

Issue	Initiatives	Hotels promoting each initiative	SDGs*
Responding to climate change	• Introduce the CO2 Zero Plan to reduce CO2 emissions from procured power to zero	All hotels	
	• Reduce CO2 emissions and fossil fuel consumption by replacing lighting fixtures in hotel facilities to LED fixtures		
	• Use environmentally friendly products for guest room fixtures (e.g., energy-saving TVs, water-saving devices)		
	• Set up green areas in hotel premises		
	• Obtain the BELS (Building-Housing Energy-Efficiency Labeling System) certificates and reduce energy consumption	NOHGA Ueno NOHGA Akihabara NOHGA Kiyomizu	
Effective utilization of water resources	• Reduce linen replacement (introduction of "No need to replace linens" cards)	All hotels	
	• Save water (use of water-saving toilet bowls)	NOHGA Ueno NOHGA Akihabara NOHGA Kiyomizu	
	• Save water (water-saving shower heads installed in bathrooms)	Hotel Niwa NOHGA Kiyomizu	
Appropriate utilization of resources	• Reuse waste (reuse of paper, glasses, plastic waste, restaurant food waste, etc.)	All hotels	
	• Eliminate single-use bathroom amenity bottles (use of refillable bottles for shampoo and soap)		
	• Preferentially use returnable bottles (preferential use of returnable bottles in hotel restaurants)		
	• Introduce paper straws or bamboo straws (to hotel restaurants)	NOHGA Ueno NOHGA Akihabara NOHGA Kiyomizu	
	• Use bath amenities made with organic ingredients	All hotels	
	• Use supplies made from waste materials	NOHGA Ueno NOHGA Akihabara NOHGA Kiyomizu	
Consideration for biodiversity	• Use ingredients produced in an environmentally-friendly way (e.g., organically and naturally grown foods and drinks)	All hotels	
	• Use environmentally friendly detergents		

* The SDGs (Sustainable Development Goals) icons used in the table are the courtesy of the United Nations SDGs communication material.

* Abbreviated names in the table refer to the following hotels:
 NOHGA HOTEL UENO TOKYO: NOHGA Ueno
 NOHGA HOTEL AKIHABARA TOKYO: NOHGA Akihabara
 NOHGA HOTEL KIYOMIZU KYOTO: NOHGA Kiyomizu

In recognition of these initiatives, three hotels in operation (NOHGA HOTEL UENO TOKYO, NOHGA HOTEL AKIHABARA TOKYO, and Hotel Niwa Tokyo) have obtained the Eco Mark certification in No. 503 "Hotels and Inns Version 2.1" category from the Eco Mark Office of the Japan Environment Association (Chiyoda-ku, Tokyo). These hotels have also won "Award of Excellence" in the Eco Mark Award 2021 (<https://www.nomura-re-hd.co.jp/cfiles/news/n2021111801933.pdf> (Japanese)). We aim to obtain the certification for NOHGA HOTEL KIYOMIZU KYOTO as well once it officially opens.

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VII. Hotel Brand

The brand concept of NOHGA HOTEL is "Creating memorable experiences through close links with the local community." Each brand hotel is devoted to providing guests with exceptional experiences and amazing encounters that can only be born from deep connection with the local community. NOHGA HOTEL KIYOMIZU KYOTO is the third property under the NOHGA HOTEL brand following NOHGA HOTEL UENO TOKYO and NOHGA HOTEL AKIHABARA TOKYO, and the first brand hotel in the Kansai region.

VIII. Nomura Real Estate Group's Hotel Business

The Group is currently engaged in the hotel business of direct management (NOHGA HOTEL and Hotel Niwa Tokyo) and development of property leased for operator including global brands. Through these diverse operations, the Group actively promotes its vision of "We build cities-dynamic stages that connect today with tomorrow's possibilities" and "The development of communities that bring people and cities together."

IX. Nomura Real Estate Group Hotels

Hotel	NOHGA HOTEL UENO TOKYO	NOHGA HOTEL AKIHABARA TOKYO	Hotel Niwa Tokyo*
Exterior			
Address	2-21-10 Higashi-Ueno Taito-ku, Tokyo	3-10-11 Sotokanda, Chiyoda-ku, Tokyo	1-1-16 Kanda-Misakicho, Chiyoda-ku, Tokyo
Access	JR Yamanote Line, Keihin-Tohoku Line: 5-minute walk from Ueno Station, Hirokoji Exit Tokyo Metro Ginza Line, Hibiya Line: 3-minute walk from Ueno Station, Exit 3	JR Yamanote Line, Keihin-Tohoku Line: 6-minute walk from Akihabara Station, Electric Town North Exit Tokyo Metro Ginza Line: 4-minute walk from Suehirocho Station, A3 Exit Tokyo Metro Hibiya Line: 10-minute walk from Akihabara Station, Exit 2	JR Chuo Line, Sobu Line: 3-minute walk from Suidobashi Station, East Exit Toei Mita Line: 5-minute walk from Suidobashi Station, A1 Exit Toei Shinjuku Line, Tokyo Metro Hanzomon Line: 8-minute walk from Jimbocho Station, A5 Exit
Number of rooms	130	120	229
Facilities	Restaurant, library, gallery, fitness center, laundry service	Restaurant, bar, lounge, fitness center	Restaurants (Japanese & French), function rooms, lounge, fitness center, laundry service
Website	https://nohga-hotel.com/ueno/en/	https://nohga-hotel.com/akihabara/en/	https://www.hotelniwa.jp/en-us/

* Hotel Niwa Tokyo will reopen on Friday, March 25, 2022. For details, please refer to the following URL.
<https://www.hotelniwa.jp/renewalLP/> (Japanese)

This material is an English translation of Japanese announcement made on October 1, 2021 by Nomura Real Estate Development Co., Ltd. and Nomura Real Estate Hotels Co., Ltd.