

March 20, 2019

To: Media organizations

Hankyu Hanshin Hotels Co., Ltd.

New hotel brand "Hotel Hankyu RESPIRE"

Name Decided for Hotel in Yodobashi Umeda Tower (tentative name)

Scheduled to open in November 2019

Hankyu Hanshin Hotels Co., Ltd. (Head office: Kita-ku, Osaka; President and Representative Director: Kazuhide Fujimoto) has decided the name of its new hotel scheduled to open in Yodobashi Umeda Tower (tentative name), which is being developed by Yodobashi Holdings Co., Ltd. (Head office: Shinjuku, Tokyo; President: Terukazu Fujisawa).

With the inauguration of this new hotel, we will establish an accommodation-focused hotel brand called "Hotel Hankyu RESPIRE." As the first hotel in the brand, this new hotel will be named Hotel Hankyu RESPIRE OSAKA. With the decision made for Osaka to host the World Expo 2025 and expectations for the city to experience further growth as an international tourist city, we will aim to open the hotel in November 2019.¹

1. The hotel was originally scheduled to open in the beginning of 2020, but since the plan is progressing well, we will aim to open the hotel in November 2019.

The new hotel's logo



Exterior of the Yodobashi Umeda Tower (tentative name)

Hotel Hankyu RESPIRE OSAKA Plan Outline

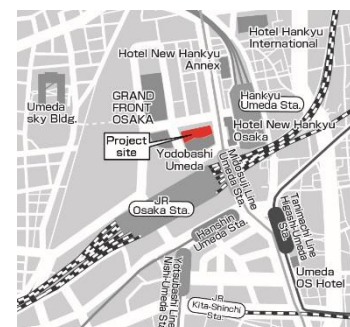
Location: 1-1 Ofuka-cho, Kita-ku, Osaka

Number of guest rooms: 1,032

(Double 414, twin 399, triple 171, quadruple 48)

Open date: November 2019

Ancillary facilities: One banquet hall, one restaurant, fitness room (free for staying guests)



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□ Brand name "Hotel Hankyu RESPIRE"

RESPIRE combines the meanings of the words "rest," as in to take rest, and "inspire," as in to have one's senses stimulated and be filled with vitality. RESPIRE also means "to breathe." Hotel Hankyu RESPIRE aims to offer guests a place where they can rest and be revitalized for tomorrow, giving them the sensation of having taken a deep breath of fresh air.

□ Brand logo



The fan-shaped symbol has the meaning that this is a hotel that has the flexibility to cater for a broad range of guest needs. There is also a capital "R" for "RESPIRE" hidden on the left-hand side of the logo.

The inside section of the symbol is colored "Rest Gray," which represents peaceful and calm rest. The outside section is colored "Inspire Yellow," which represents bursting upward vitality, and so the logo expresses both rest and vitality.

□ Brand concept

Targeting mainly inbound guests coming from outside Japan, we will provide a space with a traditional Japanese style as the key theme. We also aim to be a hotel that is rooted in the region and adopts the local charm to the maximum extent, and to be a valuable hotel which provides all guests with useful information on the area as the base for a trip.

□ Future developments

Among the Hankyu Hanshin Hotels Co., Ltd.'s accommodation-focused hotels, there are hotels under the brand "remm," which are situated in locations targeting mainly guests traveling for business. We will expand the Hotel Hankyu RESPIRE brand of hotels in locations where there is expected to be demand from domestic and inbound tourists.

Features of Hotel Hankyu RESPIRE OSAKA, the brand's first hotel

Despite being situated in the heart of Umeda, Osaka, Hotel Hankyu RESPIRE OSAKA, the brand's first hotel, will be designed in a way so that guests will be made to forget the hustle and bustle of the metropolis and can enjoy their stay without stress. We will also add features inside the hotel so guests can enjoy the charm of Japan and Osaka's unique character.

□ Design theme

The design theme in the guest rooms is "Osaka Japanese Style."

There will be guest rooms with the three color schemes "plum," "countryside," and "Osaka Castle," which express Japanese textures and a characteristic Osaka atmosphere.

□ Main features

(1) Fitness room

Staying guests can use the fitness room for free.

(2) Automatic check-in/check-out

By making a part of the check-in/check-out procedure automatic, guests can complete the procedures without stress, even during busy times.

(3) Services for guests from abroad

Aside from there being free Wi-Fi available, guests can also use Alipay, WeChat Pay, and Shinhan Card for payments.

(4) All rooms are non-smoking

With awareness of the increase in health-consciousness in recent times, and based on the policy to want to continue to be a hotel chosen not only by domestic tourists, but also by inbound tourists, whose numbers are expected to increase, we will make all the rooms non-smoking.

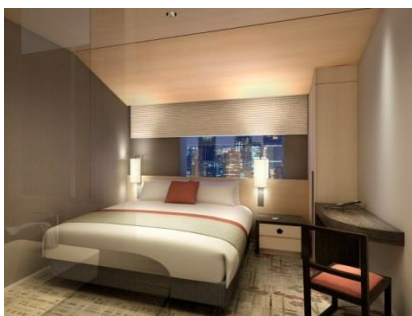
Hotel front desk, lobby, and garden:

The hotel front desk and lobby are located on the 9th floor of the Tower, and the lobby in front of the front desk overlooks a Japanese garden.

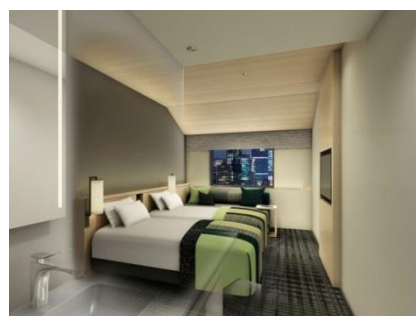


Example of the guest rooms:

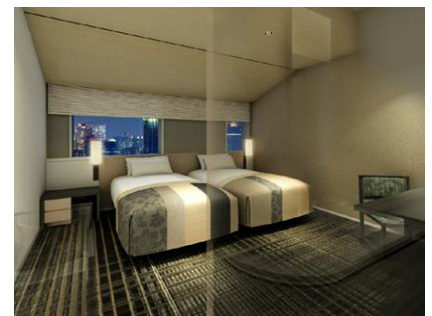
The rooms for accommodation are spacious, measuring from 19 m² to 60 m², and all types of rooms can accommodate at least two guests. There are enough room variations to respond to the needs of a variety of guests as a base for a business or pleasure trip.



Color scheme "Plum"



Color scheme "Countryside"



Color scheme "Osaka Castle"