

March 15, 2023

To the media and press

Tokyu Land Corporation

Tokyu Land forms a business alliance with Anicom Insurance, a major pet insurer, to support individuals who reside with their pets

Commenced field trials from the aspects of both physical and non-physical infrastructure; will accelerate initiatives in pet cohabitation-model business

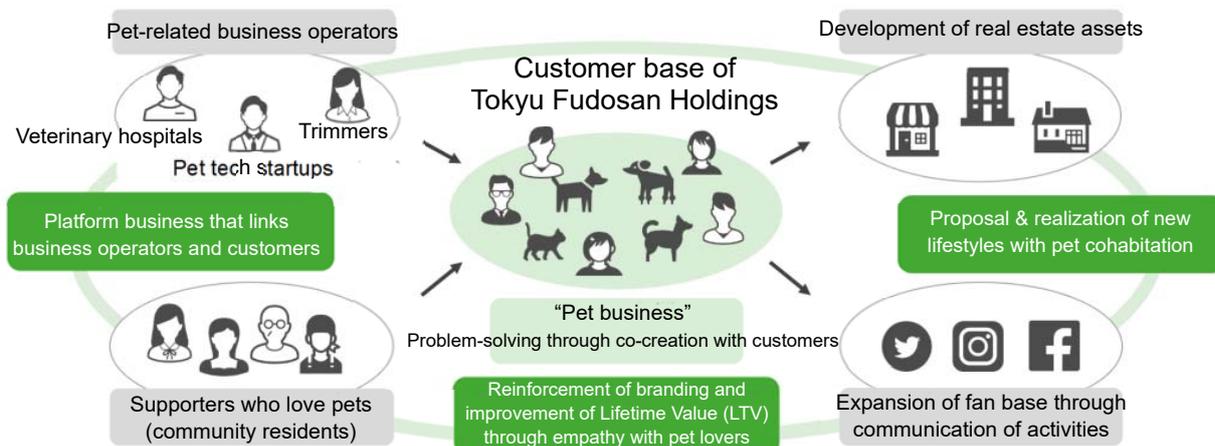
Tokyu Land Corporation (Headquarters: Shibuya-ku, Tokyo; President and CEO: Masashi Okada; “Tokyu Land” below) announces that it has formed a business alliance with Anicom Insurance, Inc. (Headquarters: Shinjuku-ku, Tokyo; Representative Director and President: Shingo Noda; “Anicom” below) to accelerate initiatives for its “pet cohabitation-model business” to support individuals who reside with their pets. In addition to promoting the introduction of commodities and provision of value aimed at mutual customers of Tokyu Land and Anicom, both companies will pursue areas such as the joint examination and development of various properties such as condominiums that pets can coinhabit with tenants and otherwise promote a pet cohabitation-model lifestyle that leverages the strengths of both companies.

In addition, to support individuals who reside with their pets, for physical infrastructure, rooms exclusively for pet owners will be supplied at the “COMFORIA Takashimadaira” urban rental residence offered by Tokyu Land and products and services for pets will become available online for a limited time only exclusively for members of “BRANZ WEB,” a members-only organization for customers who have entered a lease for a new condominium with Tokyu Land. Through this and other elements of physical infrastructure, Tokyu Land will aim to improve the QOL for pet cohabitation-model lifestyles.

World that pet business strives to achieve

Deploying platforms that leverage the customer base of Tokyu Fudosan Holdings and aiming to improve QOL for pet cohabitation-model lifestyles

World realized through pet cohabitation-model lifestyle ecosystem



■ Background of Provision

In the aftermath of COVID-19, the elements and value that people seek from their residence has changed significantly. As the time people spend at home has increased and their propensity to seek well-being in their living arrangement has intensified, demand for pets has also shown growth. The overall size of the pet-related market in fiscal 2021 was ¥1.7187 trillion yen. Spending amounts in that market have increased year after year, turning it into a growth market anticipated to reach ¥1.837 trillion by fiscal 2024*. Over time, Tokyu Fudosan Holdings has supplied environments that people coinhabit with their pets, such as properties where pets are allowed at the “COMFORIA Shibaura Bauhaus” urban rental residence and accommodations at the Tokyu Harvest Club where guests can stay with their pets. With the initiatives announced herein, Tokyu Fudosan Holdings will realize living arrangements centered on well-being through a more meticulous level of support provided by developing residences as physical infrastructure services that make it easier to reside with pets as well as by supplying a combination of non-physical infrastructure services.

In the future, the Tokyu Fudosan Holdings Group will examine the establishment of a business model and the improvement of customer experience value for its pet business that leverages its customer base through the wide range of business wings that constitutes the strength of the Group.

*Source: “Implemented survey on pet business,” Yano Research Institute,
https://www.yano.co.jp/press-release/show/press_id/3053 (Japanese language only)

■ Initiative 1: Business alliance with Anicom

Through a business alliance with major pet insurance provider Anicom, the Tokyu Fudosan Holdings Group will jointly tackle the realization of secure living arrangements centered on well-being together with pets.

- (1) Introduction of commodities and provision of value aimed at mutual customers of Tokyu Land and Anicom
- (2) Utilization of Anicom insurance and other Anicom Group services at Tokyu Land properties
- (3) Joint examination and development of various properties by both companies starting with pet cohabitation-model condominiums and other endeavors.

■ Initiative 2: Commencement of field trials from dual aspects of physical and non-physical infrastructure

(1) Field trials for physical infrastructure services: Provision of rooms exclusively for pet owners

The provision of residential units exclusively for pet owners commenced in January 2023 at the “COMFORIA Takashimadaira” urban rental residence offered by Tokyu Land. Terms of use were revised to allow large dogs to be kept and for up to three pets to coinhabit those units. In addition to scratch-resistant flooring being employed, a coin-operated laundromat where dog leashes and pet goods can be washed was installed. These are some of the ways in which the residence further enriches residing together with a pet as a member of the family. Additionally, as part of a DX to facilitate the greater efficiency of operations at the management company, measures for providing precautions and rules to be followed in residing in properties that allow pets to residents in the form of a pet etiquette video are also being conducted.

News Release



COMFORIA Takashimadaira



Residential units allowing large dogs to be kept



Residential units allowing cats (up to 3) to be kept

(2) Field trials for non-physical infrastructure services: Provision of services online

For field trials for non-physical infrastructure services, pet food and other products and services that are necessary when residing with pets became available online for a limited time only exclusively for members of “BRANZ WEB,” a members-only organization for customers that have entered a lease for a new condominium with Tokyu Land. With competition in the pet industry intensifying, through cooperation with pet service providers that are supported by customers who love their pets, services with a high degree of customer satisfaction will be offered.



Residences where both people and their pets are always happy

“BRANZ WEB” members-only website

■ Business Alliance Partner



Company Name: Anicom Insurance, Inc.

Representative Director: Shingo Noda

Location: Sumitomo Fudosan Shinjuku Grand Tower 39th Floor, 8-17-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo

Business Activities: Non-life insurance business (pet insurance)

News Release

■ Business Partner



Role: Ideation, concretization of business models and overall coordination aimed at implementation of Proof of Concept (PoC) for new businesses

Company Name: IGNITION POINT Inc.

Representative Director: Takafumi Suemune

Location: Shibuya Property Tower 8th Floor, 1-32-12 Higashi, Shibuya-ku, Tokyo

Business Activities:

- Consulting business: Provision of consulting services centered on new businesses and DX
- Innovation business: New business creation in cooperation with corporations, academia and government
- Investment business: Investment in startups and growth support for investment destinations

■ Service Provider



Role: Advice from veterinary standpoint and planning and production of veterinary-quality products and convenient services

Company Name: QAL Startups Co., Ltd.

Representative Director: Mitsuru Takamatsu

Location: Galanphoto Bldg., 1-24-13 Morino, Machida-shi, Tokyo

Business Activities:

- Startup studio specializing in pet business development with veterinary medicine as the starting point
- Joint business development with partner companies
- Independent in-house development of products and services
- Research and consulting



FAMILYNET JAPAN

Role: Planning and production of non-physical infrastructure services and operational assistance

Company Name: FAMILYNET JAPAN CORPORATION

Representative Director: Ken Kurokawa

Location: Atago Green Hills Mori Tower 29th Floor, 2-5-1 Atago, Minato-ku, Tokyo

Business Activities:

- Internet connection services for housing complexes
- Sale, purchase and brokering of electricity and energy
- Energy monitoring and energy information utilization services
- Payment agency services, etc.

リノべる株式会社

Role: Planning, design/supervision and construction

Company Name: Renoveru Co., Ltd.

Representative Director: Tomohiro Yamashita

Location: Tatsumura Aoyama Bldg., 5-4-35 Minami-Aoyama, Minato-ku, Tokyo

Business Activities:

- Renovation platform business utilizing technology (All-inclusive renovation of condominiums/detached houses for individuals; planning, design/construction and operation of entire-building renovations, shops, offices and commercial facilities for corporations; and renovation DX platform for partner enterprises)