News Release

November 12, 2026

TOKYU LAND CORPORATION

Tokyu Land Corporation, Shibuya City and RS Holdings
Sign Strategic Collaboration Agreement

Enhancing Shibuya's Urban Value and International Competitiveness through Collaboration with Domestic and International Companies, Investors and Other Stakeholders

Tokyu Land Corporation ("Tokyu Land") is pleased to announce that it has entered into a strategic collaboration agreement with Shibuya City and RS Holdings Co., Ltd. to enhance the urban value of Shibuya and promote its international development.

Under the Agreement, Tokyu Land will work alongside Shibuya City and RS Holdings to enhance Shibuya's urban value through collaboration with domestic and international companies, investors, and other stakeholders. By combining the tangible aspects of urban development with the more intangible dimensions of the city, including startups, culture, and content, the three parties will collaborate to advance Shibuya's international city strategy.

1. Background and Objectives of the Agreement

*The Greater Shibuya Area is globally recognized as a hub for fashion, music, and content industries, as well as an innovation center with a concentration of startups and IT companies. With its abundant green spaces and a distinctive mix of workplaces, residential areas, and leisure destinations, the area offers a vibrant and diverse urban environment.

To further strengthen these unique advantages and enhance the Area's international competitiveness, Tokyu Fudosan Holdings Corporation has identified the promotion of the Greater Shibuya Area Strategy as one of the key themes in their Medium-Term Management Plan 2030, announced in May 2025.

As the core operating company of the Tokyu Fudosan Holdings Group, Tokyu Land has undertaken a wide range of initiatives across the Greater Shibuya Area. These efforts encompass urban development projects, the creation and promotion of cultural content, startup support, digital-driven urban tourism, cross-sector collaboration across industry, academia, and government, and urban infrastructure development including public spaces, green networks and disaster resilience measures.

Building on these initiatives, Tokyu Land will further leverage this partnership with Shibuya City and RS Holdings to strengthen connections between the Greater Shibuya Area and a diverse network of domestic and international companies, investors and other stakeholders. Furthermore, the company aims to accelerate international collaboration and new business creation by capitalizing on the global appeal and influence of the Greater Shibuya Area.

* Greater Shibuya is an area within a radius of 2.5 km from Shibuya Station as defined in Tokyu Group's strategy to recreate Shibuya.

2. Areas of Collaboration

The Agreement identifies the following areas of collaboration:

1. Supporting the growth of startups in the Greater Shibuya, building networks with domestic and international companies and investors, and facilitating overseas expansion
2. Attracting talent, companies, and capital from Japan and overseas, and creating investment opportunities
3. Promoting the development and international dissemination of an urban model that draws on Shibuya City’s culture, content, urban brand, and urban development initiatives, as well as fostering international exchange and sharing information globally
4. Promoting the content and gaming industries, and exploring new markets and regions overseas to support business development and expansion
5. Creating new businesses in the creative technology sector and fostering collaboration with domestic and international companies, investors, and other stakeholders

＜Tokyu Land Corporation＞

•Business Activities: Comprehensive real estate company that operates an urban development business, a residential business, a wellness business, overseas businesses, etc.
•Headquarters: Shibuya Solasta, 1-21-1 Dogenzaka, Shibuya-ku, Tokyo, Japan
•Founded: December 17, 1953
•Number of Employees: 1,254 (as of April 1, 2025)
•Representative: Hiroaki Hoshino, President & CEO
•URL: https://www.tokyu-land.co.jp/english/

＜ RS Holdings Co., Ltd. ＞

•Business Activities: Management and oversight of group companies and related activities
•Headquarters: 6F Roppongi Hills Crosspoint, 6-3-1 Roppongi, Minato-ku, Tokyo
•Founded: June 2019