

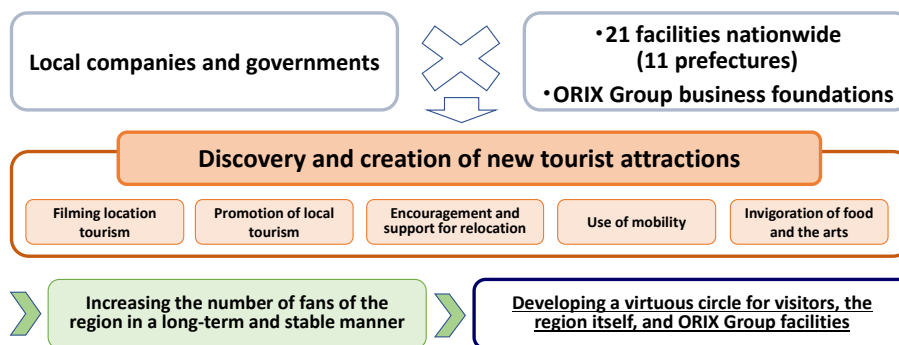


## Creating new tourist attractions through regional collaborations and Group synergies

### The Regional Co-creation Project

~Representatives appointed at 21 facilities; filming location promotions to begin in three regions~

TOKYO, Japan - May 11, 2021 - ORIX Real Estate Corporation (“ORIX Real Estate”) and ORIX Hotel Management Corporation (“ORIX Hotel Management”) announced that they have launched the Regional Co-creation Project, which seeks to improve the long-term brand value of their facilities and the regions they are located in by discovering and promoting new local attractions. Twenty-one facilities operated by the two companies, including onsen hotels, hotels, training facilities, and aquariums in 11 prefectures nationwide, will take part in the project.



Concept diagram for the Regional Co-creation Project

ORIX Real Estate and ORIX Hotel Management will collaborate with local companies and governments, utilize ORIX Group business foundations to discover and create new tourist attractions, improve the convenience of local tourism, and communicate new information about the region itself; in this way, the project seeks to increase the number of fans of the region in a long-term and stable manner, and so develop a virtuous circle for visitors, the region itself, and ORIX Group facilities.

In line with the launch of the project, the two companies have appointed Regional Co-creation Representatives for each of their participating facilities. In order to revitalize the regions, the representatives will be tasked with planning and promoting tourist and accommodation plans that make use of the latest technologies, as well as events and new experiences that leverage the attractions and unique characteristics of their respective regions.

As a first step, ORIX Location Service, which promotes the use of various regions as filming locations, is being launched today in Aizuwakamatsu City, Kyoto City, and Beppu City. With the goal of regional promotion through film and television, the service will work together with local governments to propose the use of ORIX Group facilities, local tourist spots, and other attractive regional facilities by television and film production companies. In Aizuwakamatsu City, for example, ORIX Real Estate and ORIX Hotel Management will collaborate with the city-run Film Commission Aizuwakamatsu to actively encourage the use of the entire Aizu area in film and television. Through the service, the two companies intend to work together with local governments and increase the scope of the project.

ORIX Real Estate and ORIX Hotel Management will through diverse ideas and collaborations with local communities, stimulate growth in demand for tourism, and thereby contribute to the revitalization of regional economies.

## 1. Overview of the Regional Co-creation Project

The Regional Co-creation Project will be implemented at 21 facilities operated by the ORIX Group, including onsen hotels, hotels, training facilities, and aquariums in 11 prefectures nationwide. ORIX Real Estate and ORIX Hotel Management will collaborate with local companies and governments and utilize ORIX Group resources to discover and create new tourist attractions; by communicating such new attractions, the project also aims to increase the number of fans both of the region and of ORIX Group facilities in a long-term and stable manner, revitalize the region, and so develop a virtuous circle for visitors, the region itself, and ORIX Group facilities.

## 2. About the Regional Co-creation Representatives at ORIX Group facilities

ORIX Real Estate and ORIX Hotel Management have appointed Regional Co-creation Representatives for each of their participating facilities. These representatives are tasked with strengthening initiatives with local companies and governments, discovering dormant tourist attractions in their respective regions, working together with local companies to develop new products, and actively engaging in other public relations activities. In addition, by cooperating with ORIX Auto Corporation, which operates car rental and car sharing businesses, and with the ORIX Buffaloes baseball team, the representatives will implement plans to create new events and tourist and accommodation plans.

### Regional Co-creation Representative for each facility

Facility type	Prefecture	Facility	Regional Co-creation Representative	Contact telephone number
Onsen Hotel	Hokkaido	Hakodate Yunokawa HOTEL BANSO	Ken Yokono	0138-57-5061
	Fukushima	Aizu Higashiyama ONYADO TOHO	Kei Watanabe	0242-26-4141
	Kanagawa	Hakone Ashinoko HANAORI	Yoshio Miyazaki	0460-83-8739
	Kanagawa	Hakone Gora KARAKU	Shinichi Suzuki	0460-83-8860
	Toyama	Kurobe Unazuki YAMANOHA	Hiroaki Hasegawa	0765-62-1041
	Shizuoka	HOTEL MICURAS	Ayako Yamanobe	0557-86-1111
	Oita	Beppu Beppu SUGINOI HOTEL	Toshiaki Ito	0977-24-1141
Hotel	Hokkaido	CROSS HOTEL SAPPORO	Ayumi Matsuda	011-272-0010
	Tokyo	Hotel JAL City Haneda Tokyo	Nobuharu Takahashi	03-5735-2525
	Tokyo	HUNDRED STAY Tokyo Shinjuku	Takao Jibiki	03-6890-9100
	Kyoto	CROSS HOTEL KYOTOCross Hotel Kyoto	Haruna Asakura	075-231-8831
	Osaka	CROSS HOTEL OSAKA	Atsuko Ueno	06-6213-8281
	Osaka	HOTEL UNIVERSAL PORT / HOTEL UNIVERSAL PORT VITA	Koji Kobayashi	06-6460-8000
Training facility	Tokyo	Seminar House Cross Wave Fuchu	Kazuki Ohno	042-340-4800
	Chiba	Seminar House Cross Wave Funabashi	Suguru Wada	047-436-0111
	Chiba	Seminar House Cross Wave Makuhari	Kazunori Ikemoto	043-298-1161
	Osaka	Seminar House Cross Wave Umeda	Hiroko Takeshita	06-6312-3200
Aquarium	Tokyo	SUMIDA AQUARIUM	Shinji Maesaki	03-5619-1284
	Kyoto	KYOTO AQUARIUM	Tetsuya Okazaki	075-354-3116

Restaurant	Yamaguchi	Shimonoseki Shunpanro Main Restaurant	Yasuhiro Takuno	083-223-7181
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### 3. About ORIX Location Service

ORIX Location Service was launched in 2007 to enable real estate owned, managed, or operated by the ORIX Group to be used as filming locations for films, television, and commercials. Through the service, television programs, films, and promotional videos have previously been recorded in Mark Springs, a residential area completed in 2003 that features both detached housing and condominiums, and at the Cross Wave Fuchu training facility.

With the launch of the Regional Co-creation Project, ORIX Real Estate and ORIX Hotel Management will work together with local governments to expand the scope of the ORIX Location Service from Group-operated facilities to multiple other filming sites, including local tourist spots. Locanavi! is a filming location search website operated by Chiikikassei Planning, which is engaged in regional revitalization activities; the two companies intend to utilize the website to actively develop its ORIX Location Service.

#### Major films and television programs

Facility	Films and television programs
Mark Springs	<i>At Home Dad</i> , <i>Oniyome Nikki</i> (Wife from Hell Diaries), and other television dramas
Seminar House Cross Wave Fuchu	<i>Bayside Shakedown: The Final</i> , <i>SPEC: Close</i> , and other films
West Park Tower Ikebukuro	<i>Shinzanmono</i> (Newcomer), and other television dramas

#### Overview of the Locanavi! location service website

Locanavi! website: <https://locanavi.com/> (in Japanese)  
 Locanavi! webpages for various ORIX Group facilities (in Japanese):  
 Aizu Higashiyama ONYADO TOHO: <https://locanavi.com/facility/aizu-toho/>  
 Cross Hotel KYOTO: <https://locanavi.com/facility/cross-kyoto/>  
 Beppu SUGINOI HOTEL: <https://locanavi.com/facility/beppu-suginoi/>  
 Website operator: Chiikikassei Planning



[Locanavi! webpage \(image\)](#)

#### 4. Overview of ORIX Hotel Management Corporation

Address: 2-3-1 Hamamatsu-cho, Minato-ku, Tokyo  
Established: January, 1997 (company name changed from Blue Wave Corporation on April 1, 2020)  
Representative: Takaaki Nitani  
Description of business: Operation of Japanese-style inns, hotels, and training facilities  
Shareholder: ORIX Real Estate Corporation (100%)  
Website: <https://www.orix-realestate.co.jp/hotelmanagement/en/>

#### Contact Information:

Investor Relations and Sustainability Department  
ORIX Corporation  
Tel: +81-3-3435-3121

#### About ORIX:

ORIX Corporation (TSE: 8591; NYSE: IX) is a financial services group which provides innovative products and services to its customers by constantly pursuing new businesses.

Established in 1964, from its start in the leasing business, ORIX has advanced into neighboring fields and at present has expanded into lending, investment, life insurance, banking, asset management, automobile related, real estate and environment and energy related businesses. Since entering Hong Kong in 1971, ORIX has spread its businesses globally by establishing locations in 34 countries and regions across the world.

Going forward, ORIX intends to utilize its strengths and expertise, which generate new value, to establish an independent ORIX business model that continues to evolve perpetually. In this way, ORIX will engage in business activities that instill vitality in its companies and workforce, and thereby contribute to society. For more details, please visit our website: <https://www.orix.co.jp/grp/en/>  
(As of September 30, 2020)

#### Caution Concerning Forward Looking Statements:

These documents May contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results that differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under "Risk Factors" in the Company's annual report on Form 20-F filed with the United States Securities and Exchange Commission and under "(4) Risk Factors" of the "1. Summary of Consolidated Financial Results" of the "Consolidated Financial Results April 1, 2019 – March 31, 2020."