



## ORIX HOTELS & RESORTS

### New Brand Launched: CROSS Life

TOKYO, Japan - March 4, 2022 - ORIX Hotel Management Corporation (“ORIX Hotel Management”) announced today that it has launched CROSS Life, a casual lifestyle brand as a sister brand to its CROSS HOTEL original brand for ORIX HOTELS & RESORTS.



Conceptual image for CROSS Life HAKATA  
TENJIN Lobby



Conceptual image for CROSS Life HAKATA YANAGIBASHI Restaurant

CROSS HOTEL is a brand that started with CROSS HOTEL SAPPORO in 2007, followed by hotels in Japan’s major cities of Osaka and Kyoto. They have been used by numerous guests, both from Japan and overseas, as bases for their business and leisure. While valuing the “close ties with local communities” concept that has been behind the CROSS HOTEL brand since its inception, these hotels have showcased the attractions of each region and offered new experiences.

CROSS Life inherits the DNA of the CROSS HOTEL brand, aiming to be a place that is warm and welcoming, more familiar, for visiting guests. In addition, CROSS Life will provide spaces and services for guests to have experiences unique to that area, enjoy their own lifestyles, and spend an enriched time with the hotel as a base.

CROSS Life HAKATA TENJIN and CROSS Life HAKATA YANAGIBASHI will open this autumn as the first CROSS Life brand hotels. Located along Watanabe St. in the Tenjin area, close to entertainment and business districts, they can be used as bases for both tourism and business.

ORIX Hotel Management will provide spaces and services to allow guests to relax, as well as showcase the attractions of the area.

■ ORIX HOTELS & RESORTS official website <https://www.orixhotelsandresorts.com/> (in Japanese)

\*Part of the website has been updated with this news release, and can be viewed as of Saturday, March 5.

\*Details of the brand concept and overviews of the hotels will be announced at a later date.

## 1. About the ORIX HOTELS & RESORTS business brand

ORIX HOTELS & RESORTS is the business brand for onsen hotels and hotels run by ORIX Hotel Management. From casual to luxury, the brand covers a wide range in both onsen hotels and hotels, providing visiting guests with experiences to match their various life stages in order to be “a location to which customers wish to return.” Starting with the Hakone Gora KARAKU onsen hotel that opened in 2020, ORIX HOTELS & RESORTS currently has 13 onsen hotels and hotels throughout Japan, from Hokkaido in the north to Oita in the south. One of them, Beppu SUGINOI HOTEL is undergoing a major renovation which is scheduled for completion in 2025.

## 2. About ORIX Hotel Management

ORIX Hotel Management is an operating company for the ORIX Group, and operates a wide variety of onsen hotels, hotels, and training facilities across Japan. Thirteen of these facilities fall under the ORIX HOTELS & RESORTS business brand, and these are operated based on the brand concept of “a location to which customers wish to return.” ORIX Hotel Management also draws on its expertise in management of onsen hotels, hotels, and training facilities to support to facilities operated by other companies.

### Company Profile

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/>

## 3. Overview of the Business Brand ORIX HOTELS & RESORTS

ORIX HOTELS & RESORTS is an onsen hotel and hotel operating business brand. It is responsible for 13 ORIX Hotel Management Corporation facilities whose operation has not been entrusted to other companies.

The brand concept is “a location to which customers wish to return.” ORIX HOTELS & RESORTS seeks to become a brand that caters in a refreshing manner to the diverse needs of its customers and even, at times, satisfies desires they did not know they had. <https://www.orixhotelsandresorts.com/>(in Japanese)

\* Some of the services currently provided to facility users may differ from those in normal times. The content of services may also be changed in accordance with requests from the central and local governments. For details, please look at the official website of each facility.

### (1) List of accommodation facilities



**(2) Overview of the brand's business categories**

ORIX HOTELS & RESORTS divides the facilities it operates into four different categories. It proposes trips suited to a variety of different usage scenarios, such as when traveling alone, with friends or family, and the purpose and style of travel.

**Brand Categories**



<b>Hot Spring Ryokans</b>	Hakodate Yunokawa HOTEL BANSO Hakone Ashinoko HANAORI Atami OHTSUKI HOTEL WAFUUKAN Kurobe Unazuki YAMANOHA	Aizu Higashiyama ONYADO TOHO Hakone Gora KARAKU HOTEL MICRAS
<b>Hot Spring Resorts</b>	Beppu SUGINOI HOTEL	
<b>City Travel</b>	CROSS HOTEL SAPPORO CROSS HOTEL KYOTO CROSS HOTEL OSAKA	
<b>Parkside Hotels</b>	HOTEL UNIVERSAL PORT HOTEL UNIVERSAL PORT VITA	

**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 28 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, 2021)

**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, 2020 – March 31, 2021.”