



## **DAIKYO Rebrands Lions Mansion to THE LIONS after 55 Years since Launch Offering new lifestyle value that enriches the lives of residents**

TOKYO, Japan - April 10, 2023 - DAIKYO INCORPORATED (“DAIKYO”) announced today that its condominium brand Lions Mansion will be rebranded to THE LIONS. A special website for THE LIONS will be launched today.  
URL: <https://lions-mansion.jp/thelions/> (in Japanese)

# THE LIONS

New logo

Since the Lions Mansion Akasaka first debuted in 1968, DAIKYO has supplied the largest number of condominiums in Japan, with a cumulative total of 381,551 units\*, mainly for families. While DAIKYO has led the industry with products tailored to customer needs ahead of its competitors, the business environment surrounding the Lions Mansion condominiums has seen gradual changes as family structures and customer values have constantly become diverse. In response, DAIKYO has rebranded its condominium brand in order to evolve from simply being a company that develops condominiums to a company that creates the value of tomorrow.

The Lions Mansion condominiums have gained recognition as a well-known brand that offers safe, secure, and high-quality housing. THE LIONS brand aims to add sophistication and luxury to these qualities and transform into a brand that takes "lifestyle" one step beyond to one that people desire. With the brand vision "NEXT ONE" as the internal action guidelines and "Life has value" as the brand statement, THE LIONS will create new value in the lives of its customers by providing not only an abundance of physical commodities but also a "good life" for the people who live in its condominiums.

In addition, DAIKYO will launch a new DAIKYO NEXT ONE PROJECT in which all employees will participate in order to build and promote THE LIONS brand. Through lectures by outside experts and other initiatives, DAIKYO will hone employees' understanding of and sensibility toward the values of the residents and materialize designs that will be desired by them and ideas for the lifestyle of tomorrow.

DAIKYO will continue to create pleasant residences that meet the needs of its customers.

\* According to the ranking of the cumulative number of condominiums supplied by each property owner in Japan (as of December 2022), based on DAIKYO research.

## About THE LIONS New Business Brand

### <New Brand Name and Logo>

To further strengthen the competitiveness of our business brand, the brand will be renamed from Lions Mansion to THE LIONS. The new logo expresses "the lifestyle one step beyond, sophistication, and luxury," and features a highly universal and simple design that will hold up for 10, 20, and 30 years, while giving an advanced and modern feel.



# THE LIONS

New logo

### <New Statement and Brand Movie>

The brand statement of THE LIONS is "Life has value." The value of life that customers perceive are diverse, ranging from spending time with family, to the convenience of urban living, to living surrounded by nature. Even in an age of diversifying housing needs and values, the statement expresses the desire to create condominiums where people can truly believe that "life has value" through living at THE LIONS condominiums, and to provide new services related to them. The new statement is expressed in the movie.

#### New Statement

仕立てのいい服を着たときのような  
自由な心が生まれる場所へ

心のこもった料理を食べたときのような  
生きる力が生まれる場所へ

新しいものが好きな人と  
時に磨かれたものが好きな人  
その両方に  
愛される場所でありたい

これまでにないものを一番に実現する  
あなたにとっての一番を追求する

人生は素晴らしい  
生きることには価値がある  
心の底からそう思える日々のために

時代の感性をもった、  
いいものにいいと評える人のためのマンション

きっと、あなたに似合うと思います

人生には価値がある  
**THE LIONS**

THE LIONS, THE LIONS  
LIONS MANSION (LIONS MANSION) LTD. THE LIONS MANSION

### Brand movie



URL: <https://www.youtube.com/watch?v=sjUDtC-6y2I> (in Japanese)

#### ■ About the New DAIKYO NEXT ONE PROJECT

DAIKYO NEXT ONE PROJECT is a project in which DAIKYO, which boasts the industry's largest supply of condominiums, and its employees, who have been taking on new challenges, work together to identify the emerging needs of residents and investigate, create, and communicate ideas that no other housing brand has conceived. This project consists of three steps: (1) input, (2) output, and (3) communication. By repeating these three steps, DAIKYO will deepen its understanding of its target, enhance the perspective of each and every employee, and aim for change throughout the entire company.

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#### 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, 2022)

#### 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, 2021 – March 31, 2022" furnished on Form 6-K.