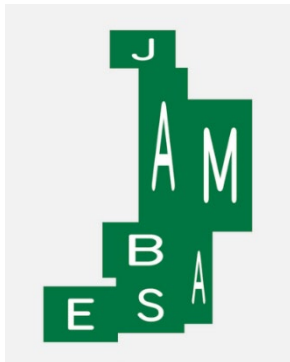




A new base where “Midori (greenery)” and people interact to create innovation launched in front of Osaka Station
Core Function Facility of GRAND GREEN to be Named “JAM BASE”

TOKYO, Japan - September 28, 2023 - The joint venture of nine companies (“JV9”)*¹ in charge of the Umekita Second Zone Development Project named GRAND GREEN OSAKA (“the project”), led by Mitsubishi Estate Co., Ltd., announced that the core function facilities in the project currently under development in front of JR Osaka Station will be collectively called JAM BASE (Japanese website: <https://jam-base.com/jp/>). JAM BASE is scheduled to open in September 2024 at the time of the advance opening*² of GRAND GREEN OSAKA.



Logo of JAM BASE



Members-only social space in a four-story atrium (concept)

JAM BASE is the collective name for the facilities that will serve the core function of the project, which aims to foster ideas and innovation by bringing together diverse people and facilitating exchanges. Based on the concept—“Vividly Jam-Packed, Harmoniously Mixed”—a variety of facilities will be located throughout the area, primarily on the first through ninth floors of the rental building in the North District. Taking advantage of its location in front of the station and the integrated development with UMEKITA PARK, the facility features a variety of uses and functions that are purposely mixed together, with layout and interior design intended to evoke a sense of unity (connection), to facilitate exchanges among diverse groups of people.

The facility name “JAM BASE” comes from the musical term “jam,” which refers to improvised performances, and represents the desire for the unique co-creation that will take place at this facility to be fun and exciting in the same way making music is. The logo of the facility was designed to portray the changing landscape of the facility with the various people who gather there. The logo uses a dynamic identity (a variable logo visual) to express how each individuality mixes with the others and transforms into various forms through collaboration.

*1 One member of JV9, Umekita Kaihatsu Tokutei Mokuteki Kaisha, is an SPC funded by Obayashi Corporation.

*2 [Advance Opening of GRAND GREEN OSAKA Scheduled for September 2024! \(September 25, 2023\)](#) (in Japanese)

■ Name and logo of the facility

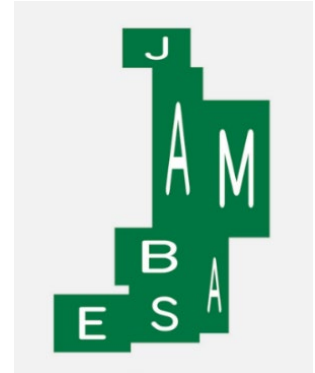
<Name of the facility>

The name “JAM BASE” comes from the musical term “jam,” which refers to improvised performances, and represents the desire for the co-creation that will take place at this facility to be fun and exciting in the same way making music is. The “BASE” is also a reference to the facility’s location. The “BASE” part represents the wish that the facility will be like a base for the workers and visitors, and that it will be a familiar place that all people, global and local, can visit as often as they like and come back to any time.

<Logo>

The logo of the facility was designed to portray the changing landscape of JAM BASE with the various people who gather there. The logo uses a dynamic identity (a variable logo visual) to express how each individuality mixes with the others and transforms into various forms through collaboration.

Video URL: <https://youtu.be/i4COIEWmaCY>



Logo of JAM BASE

■ Role of JAM BASE

This facility will take advantage of Umeda's convenient location as the gateway to Osaka, its great brand strength, and its integrated development with the expansive UMEKITA PARK. These factors will help bring together a variety of players, including students and entrepreneurs, small and medium-sized companies, global companies, universities and research institutions, venture capitalists, and the local community around Umekita, to bring new ideas to life and take on the challenge of implementing and realizing them in society, thereby serving as a portal to the world. To co-create a better society of the future, JAM BASE aims to serve as a starting point for various projects, companies, and human resources to launch themselves onto the global stage.

■ Features of JAM BASE

The concept of the facility is “Vividly Jam-Packed, Harmoniously Mixed.” To realize this concept, the development of the facility focuses on the following three aspects.

- (1) To take advantage of the integrated development with UMEKITA PARK, which will be opened in front of the largest terminal station in western Japan, JR Osaka Station, the facility should be arranged to facilitate exchanges among as many different types of people as possible.
- (2) To create a space with an atrium that spatially connects the upper and lower floors, and visually creates a sense of unity (connection) between different activities on each floor.
- (3) To install various mechanisms^{*3} for random encounters and inspiration, so that the facility itself will be a device for generating innovation.

*3 Bar counter, kitchen space, grand staircase, art, gallery, etc.

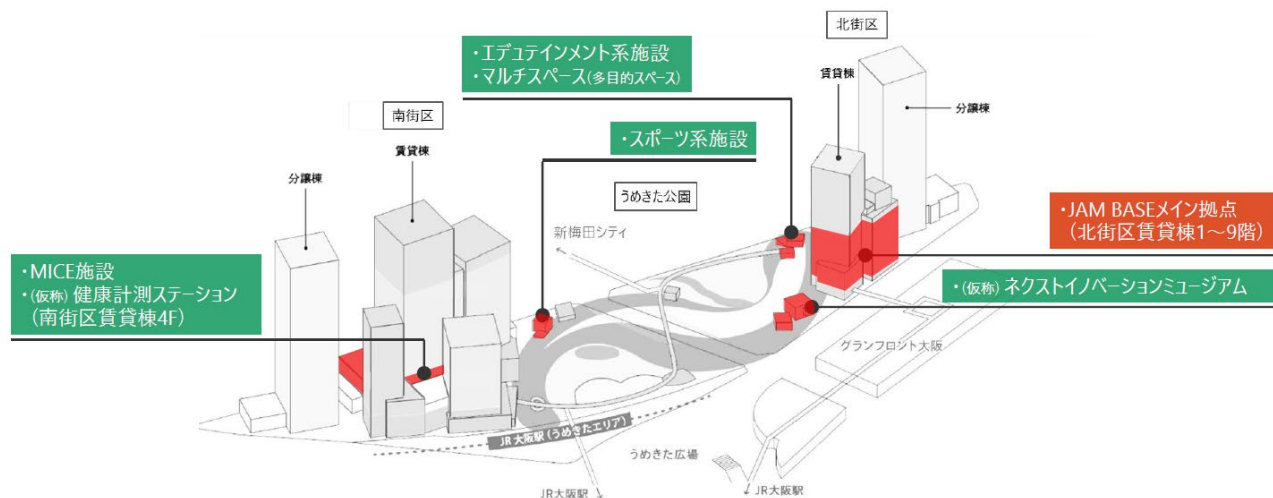
JAM BASE aims to facilitate a variety of innovations by taking advantage of the friendliness and closeness of people, the spirit of challenge, and the openness to accept new things with curiosity, which are characteristics of Osaka.



Concept for mechanisms that enable random encounters and inspiration

■ Layout of JAM BASE

The first to ninth floors of the rental building in the North District will serve as the main base, from which various facilities will be located throughout the area (red area in the illustration). JAM BASE activities will be implemented at each of these locations to establish points of contact with a variety of citizens (consumers).



<First to ninth floors of the North District rental building>

The design valuing the balance between order and disorder creates a space rich in variety. Centered around the salon on the fourth floor, different uses and functions are intentionally mixed together to encourage the intersection of diverse people's activities, and to encourage encounters and exchanges that are essential for creating innovation.



Atrium space where visitors can feel the activity and liveliness of each floor (Central part of the facility on the third through ninth floors)



Grand staircase (third floor) that can also be used for events



Co-working space that can be leased on an individual basis (JAM-DESK/sixth floor)



Members-only social space with a four-story atrium (Syn-SALON/fourth floor)



Kitchen space (eighth floor) that encourages interaction between residents



Fully furnished offices with a wide range of variations (JAM-STUDIO / second through ninth floors)



Open rooftop gardens (third, fifth, sixth, eighth, and ninth floors)



Common spaces that can be used in a variety of ways (third through ninth floors)

<Facilities in the park>



Next Innovation Museum (tentative name)



Sports facilities

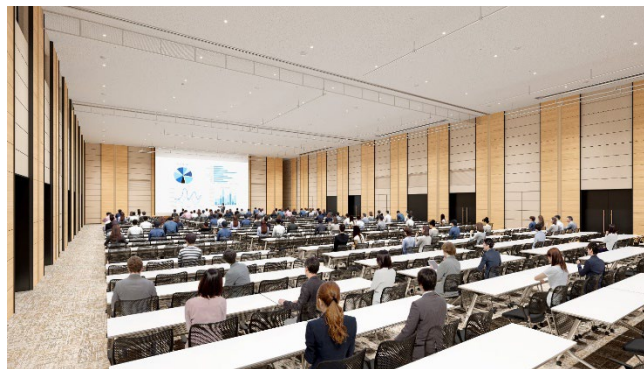


Multi-use space



Edutainment facilities

<South District rental building, fourth floor>



MICE facilities

■ **Examples of JAM BASE tenant partners (in alphabetical order)**

JAM BASE is currently accepting applications from prospective tenant partners who are looking to create innovations. The current tenants are as follows:

Tenant partners	URL
Congrès Inc.	https://www.congre.com/news/20230221-20957/ (in Japanese)
favy inc.	https://blog.favy.co.jp/24371/ (in Japanese)
Osaka University	https://www.osaka-u.ac.jp/ja/guide/public-relations/press_release/23/09/20230928_01 (in Japanese)
Ritsumeikan University	https://www.ritsumei.ac.jp/profile/pressrelease_detail/?id=903 (in Japanese)
Safie Inc.	https://safie.co.jp/news/2158/ (in Japanese)
SAKURA internet Inc.	https://www.sakura.ad.jp/corporate/information/newsreleases/2023/09/28/1968213739/ (in Japanese)
Smartvalue Co., Ltd.	https://www.smartvalue.ad.jp/news/6949/
TOTAL MEDIA DEVELOPMENT INSTITUTE CO., LTD.	To be announced
TOTAL MEDIA DEVELOPMENT INSTITUTE CO., LTD./ Takuya Nomura Office, Inc.	To be announced

■ **Operating company of JAM BASE**

The facility will be managed and operated by the Co-Creation Generator (CCG), which is a general incorporated association comprised of JV9 led by ORIX Real Estate Corporation.

In addition, the Umekita Future Innovation Organization (U-FINO), consisting of Osaka Prefecture, Osaka City, the Kansai Economic Federation, and the Osaka Chamber of Commerce and Industry, as well as Hankyu Corporation and other JV9 members, will be responsible for innovation support through a public-private partnership, and will operate the facility together with CCG.

*4 [Establishing Management Corporations for Core Functions and Accelerating Preparations Toward Advance Opening in Summer 2024 \(September 29, 2022\)](#) (in Japanese)

[Reference]

- U-FINO website: <https://u-fino.com/en/>

- GRAND GREEN OSAKA website: <https://umekita2.jp/en/>

*5 The contents of this press release are subject to change based on future considerations or decisions.

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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 March 31, 2023)

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, 2022 – March 31, 2023” furnished on Form 6-K.