

[Translation for reference only]

ENGLISH TRANSLATION OF JAPANESE-LANGUAGE DOCUMENT

This is an English translation of Japanese-language document and is provided for convenience only. In all cases, the Japanese-language original shall take precedence.

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President and CEO

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First Section of the Tokyo Stock Exchange

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Seibu Group broadcasts the Television Commercial in 16 countries and regions
~To aim leading Japan growth “Tourism Nation, NIPPON” ~

Seibu group launches broadcast the Television Commercial targeting overseas customers in 16 countries and regions. This commercial is on the theme beautiful landscape of Japanese four seasons.

Japanese Four Seasons Beauty may attract foreign customers. This Commercial focuses on three seasons of them, “Autumn with colored leaves”, “Winter with snow” and “Spring with cherry blossom” and to be broadcast in turn. To introduce these appeal combined with our sightseeing-related facilities, this commercial invites foreign customers.

Following up government’s strategy to increase foreign customers, called “Inbound”, we will aim to lead Japan growth strategy “Tourism Nation, NIPPON” with our ability to provide many attractions and promoting corporate value improvement. We broadcasted our first Commercial on the theme of Summer for 6 months last year, and continue through this year.

Appendix

1. Contents

(1)Autumn version

Suggesting “colored leaves” as seasonal tradition of Autumn. Our sightseeing-related facilities, journey to “Miyajima” in Hiroshima Pref. World Heritage Site from Grand Prince Hotel Hiroshima, The good old Japanese scenery “Nagatoro” in Saitama Pref. by Seibu Railway Limited Express “Red Arrow”. Both of them are very popular place for “colored leaves”.

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(2) Winter version

Suggesting “Naeba” wonderful snow world and travel by our “White Snow Shuttle” bus connecting directly from Shinagawa Prince Hotel in Tokyo. At Naeba Skiing area, playing with snow, enjoying ski. The customers from less snow Asian area may long for snow, snow world attracts them.

(3) Spring version

Suggesting “Cherry blossom” as a symbol flower of Japan. Recently, it turns to “SAKURA” meaning cherry blossom in Japanese. 19 kinds, 230 trees cherry blossoms in the garden at Grand Prince Hotel Takanawa, “Shiba Sakura” moss pink flower in the Chichibu Hitsujiyama Park by Seibu Railway Limited Express “Red Arrow”. Both different kind cherry blossoms may invite foreign customers.

2. Broadcast in 16 countries and regions

①Brunei ②Cambodia ③China ④Hong Kong ⑤Indonesia ⑥Korea ⑦Macao
⑧Malaysia ⑨Myanmar ⑩Papua New Guinea ⑪Philippines ⑫Saipan／Guam
⑬Singapore ⑭Taiwan ⑮Thailand ⑯Vietnam

3. Broadcast period

(1) Autumn version: June 7, 2015 ~ August 2015
(2) Winter version: September 2015 ~ December 2015
(3) Spring version: January 2016 ~ March 2016

4. Internet URL

<http://www.seibuholdings.co.jp/group/csr/tvcm/>