

[Translation for Reference]

ENGLISH TRANSLATION OF DOCUMENT IN JAPANESE

This is an English translation of an original document in Japanese and is only provided for convenience. In all cases, the original one takes precedence.



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Company Name	Seibu Holdings Inc.
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New Member Service Program for International Visitors to Japan
"SEIBU PRINCE CLUB emi" beginning summer 2016

The Seibu Group operates the "SEIBU PRINCE CLUB" member service program for residents of Japan which allows members to present a membership card at group facilities to receive discounts and earn points by using the membership, and the group is proud to announce that from summer 2016 it will begin operating the new "SEIBU PRINCE CLUB emi" member service program for foreign visitors to Japan.

The "[SEIBU PRINCE CLUB emi](#)" dedicated website will be available starting today and will list information on member services in addition to listing information on special deals and services as they become available.

The Seibu Group operates a number of facilities throughout the country which will appeal to foreign visitors and is working to improve the business value of the entire group by further strengthening cooperation and integration between the group companies in order to attract greater numbers of foreign users under a group-wide slogan of "aiming to become the corporate group at the center of Tourism-oriented Japan".

The number of foreign visitors to Japan in 2015 exceeded 19 million, with Seibu Group consolidated subsidiary Prince Hotels, Inc. providing accommodation to 1,010,000 foreign guests (actual statistics and number of guests for January to November period) during the year, and will now be offering foreign guests staying at Prince Hotels special deals and services at Seibu Group facilities throughout Japan.

[Service Name]

The "emi" in the name "SEIBU PRINCE CLUB emi" comes from the Japanese word for smile which is "hohoemi" and expresses the Seibu Group's sincere hope that the experiences of international visitors at Seibu Group facilities in Japan will make them smile and also cause them to smile after returning to their home countries when they see the card and remember their enjoyable encounters and the beautiful scenery of their visit to Japan.

[Card Design]

The red section on the left side of the card has "SEIBU PRINCE CLUB emi" printed on it and is meant to express the future as a bright light coming from a doorway. A "cherry blossom" motif was used for the flower petals which flutter about with the light from the door as a representative symbol of Japan and express a comfortable breeze. The design is also given a more Japanese feel by incorporating elements



of "kimono" fabric and coloring.

The card expresses the Seibu Group's sincere desire to provide our customers with the highest standard of Japanese *omotenashi* hospitality and memories to make them smile.

SEIBU PRINCE CLUB emi card

[Dedicated Website]

<https://club.seibugroup.jp/emi/>

END