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*[Provisional Translation Only]*
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# Rebranding and Reopening of Valie Hotel Hiroshima

Ichigo Hotel has completed the rebranding of the Valie Hotel Hiroshima, whose acquisition was announced on July 17, 2019 in the release "Hotel Acquisition (Valie Hotel Hiroshima)," and the hotel will reopen tomorrow, September 18, 2019.

## 1. Hotel Overview

The Valie Hotel Hiroshima is a 15-minute walk from JR Hiroshima Station, the largest train station in the Chugoku region of western Japan, and a three-minute walk from Jogakuin-mae Station on the Hiroden Tram line. It is located in downtown Hiroshima in an area with government buildings and offices, and offers convenient access to the Hatchobori area with offices, retail stores, and restaurants, as well as tourist spots such as the Hiroshima Peace Memorial. The central location enables the hotel to capture stable business demand as well as leisure demand.

After the acquisition of the hotel, Ichigo Hotel redesigned and renovated the lobby, guestrooms, and guestroom bathrooms, and improved Wi-Fi quality. Ichigo Hotel will also be converting single-bed guestrooms into double rooms, thus increasing the guest capacity of all rooms to at least two guests.

The hotel operator will began paying rent to Ichigo Hotel from tomorrow's reopening.

## 2. Earnings Outlook

The impact of the rebranding and reopening costs on Ichigo Hotel's January 2020 and July 2020 fiscal period earnings has already been reflected in the forecasts announced in Ichigo Hotel's September 12, 2019 release "July 2019 Period Earnings."

Valie Hotel Hiroshima

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|---|---|
| Location | 7-25 Kamihatchobori, Naka-ku, Hiroshima |
| Access | 15-minute walk from JR Hiroshima Station and three-minute walk from Jogakuin-mae Station on the Hiroden Tram Line |

Exterior



Lobby




Double Room

