

October 4, 2017

For Immediate Release

Company Name	Seibu Holdings Inc.
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Securities Code	9024 First Section of the Tokyo Stock Exchange
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Launch of Operation of StayWell Holdings Pty Ltd and Board of Directors

Prince Hotels, Inc. (Head office: Toshima-ku, Tokyo; President: Shigeyoshi Akasaka (Hereinafter “Prince Hotels”)), a consolidated subsidiary of Seibu Holdings Inc. (“The Company” below) has completed procedures for the acquisition of the operations of StayWell Holdings Pty Ltd (“New Company” below), which was announced on July 3, 2017 and started its operation on October 4, 2017. As well, the Company also announces the Board of Directors of the New Company.

Details

The New Company has global network of 35 hotels (20 existing hotels and 15 hotels currently under development) and established two new brands: “POLICY” and “Leisure Inn Plus”. This makes a total of four brands including “Park Regis” and “Leisure Inn” operated by the New Company. Under its newly-established “POLICY” and “Leisure Inn Plus” brands, the New Company will endeavor to approach the millennial generation going forward.

The Company will continue to meet the increasingly diverse needs of hotel guests by the four brands of the New Company in addition to the “Prince Hotel” brand operating overseas.

Prince Hotels responsible for the Hotel and Leisure Business of the Seibu Group will proceed to leverage the global development capability and operational expertise now in its possession through the New Company towards its endeavors to speedily develop hotels in Southeast Asia, Oceania, other parts of Asia, the Middle East and Europe and grow the earnings of its overseas hotel business going forward.

1. Overview of StayWell Holdings Pty Ltd.

(1)	Name	StayWell Holdings Pty Ltd.
(2)	Address	Level 10/80 Clarence Street, Sydney, NSW 2000 Australia
(3)	Main Business Activities	Holding company for hotel development and operation
(4)	Issued Capital	AUD 55 million (Approx. 4.9 billion JPY) *AUD1=JPY88.49 as of September 26, 2017
(5)	Date of Establishment	July 3, 2017
(6)	Shareholder Composition	Prince Hotels, Inc. 100%
(7)	Number of Employees	387 (As of October 4, 2017)
(8)	Number of Hotels	35 (20 existing hotels and 15 hotels currently under development)
(9)	Sales Offices	10 locations in 7 countries
(10)	Board of Director	Stan Brown, Chairman and Director Simon Wan, President and Director Yoshiki Kaneda, Vice-President and Director Victor Katsutoshi Osumi, Director *Victor Katsutoshi Osumi will concurrently hold the post of Executive Managing Officer of Prince Hotels, Inc.

2. Hotel Brands under StayWell Holdings Pty Ltd.

POLICY (new brand)

Policy is a lifestyle brand built on the principle of personalised experiences for the maturing millennial. Socially connected and strong brand advocates, guests will discover fresh experiences reflecting the local area, become socially connected with front of house spaces and adapt to an unexpected culture Policy delivers.

_____ POLICY

Park Regis

Park Regis is an upscale brand, offering quality accommodation while aiming to deliver up-to-date features, innovative technologies, and first-rate service to make every guest's stay a memorable one. Park Regis properties are centrally located in prime positions offering accessibility and convenience to business or act as an ideal base for sightseeing and leisure activities.



PARK REGIS

Leisure Inn Plus (new brand)

Leisure Inn Plus is a uniquely designed brand offering a bang for buck non-traditional hotel experience for the energetic millennial traveller. Abstract room styling is highlighted by feature furnishings, pops of colour and integrated technology millennials desire.



Leisure Inn

Leisure Inn is a midscale brand, offering unbeatable value-for-money accommodation in central locations within Australia and internationally, encapsulating what guests want and deserve from a quality and effortless hotel experience. Presenting well-appointed comfortable rooms, modern facilities, plus friendly and welcoming staff, Leisure Inn is the ideal choice for business and leisure travellers alike.



3. List of Hotels (As of October 4, 2017)

Country	Name of Hotel	Brand	City	Keys
Australia	Park Regis City Centre	Park Regis	Sydney	122
	Park Regis Concierge Apartments	Park Regis	Sydney	55
	Park Regis North Quay	Park Regis	Brisbane	71
	Park Regis City Quays	Park Regis	Cains	67
	Park Regis Piermonde Apartments	Park Regis	Cains	16
	Park Regis Anchorage	Park Regis	Townsville	31
	Park Regis Griffin Suites	Park Regis	Merborne	69
	Leisure Inn Pokolbin Hill	Leisure Inn	Pokolbin	66
	Leisure Inn Spires	Leisure Inn	Leura	50
	Leisure Inn Penny Royal Hotel & Apartments	Leisure Inn	Launceston	81
	Park Regis Subiaco	Park Regis	Perth	168
India	Park Regis Jaipur	Park Regis	Jaipur	72
	Park Regis Goa	Park Regis	North Goa	96
	Leisure Inn Grand Chanakya	Leisure Inn	Jaipur	52
	Leisure Inn West Gurgaon	Leisure Inn	Gurgaon	60
	Leisure Inn Shrey Jodhpur	Leisure Inn	Jodhpur	50
	Park Regis Greater Noida	Park Regis	Greater Noida	138
	Park Regis Sanpra Beach	Park Regis	Visakhapatnam	72
	Park Regis Everland	Park Regis	Ahmedabad	110
	Leisure Inn Apartments Greater Noida	Leisure Inn	Greater Noida	192
	Leisure Inn VSR Apartments, Sector 114	Leisure Inn	Gurgaon	120
	Leisure Inn VSR Apartments Sector 68	Leisure Inn	Gurgaon	86
	Leisure Inn Raipur	Leisure Inn	Raipur	99
	China	Leisure Inn Shenzhen	Leisure Inn	Shenzhen
Singapore	Park Regis Singapore	Park Regis	Singapore	202
Thailand	Park Regis Pranburi	Park Regis	Pranburi	136
Indonesia	Park Regis Kuta	Park Regis	Bali	175
	Park Regis Seminyak	Park Regis	Bali	110
UAE (United Arab Emirates)	Park Regis Kris Kin Hotel	Park Regis	Dubai	384
	Park Regis Boutique	Park Regis	Dubai	21
	Park Regis Business Bay	Park Regis	Dubai	208
	Leisure Inn Jumeirah Beach	Leisure Inn	Dubai	110
KSA (Kingdom of Saudi Arabia)	Park Regis Makkah	Park Regis	Makkah	630
Bahrain	Park Regis Lotus Hotel	Park Regis	Juffair	165
United Kingdom	Park Regis Birmingham	Park Regis	Bairmingham	253

[Existing] 20 hotels in 7 countries (Australia, India, China, Singapore, Indonesia, UAE, United Kingdom)

[Under Development] 15 hotels in 7 countries (Australia, India, Thailand, Indonesia, UAE, Saudi Arabia, Bahrain)

[Total] 35 hotels in 10 countries, 4,424 guest rooms

(Australia, India, China, Singapore, Thailand, Indonesia, UAE, Saudi Arabia, Bahrain, United Kingdom)