

For Immediate Release

Company Name	Seibu Holdings Inc.
Representative	Takashi Goto, President and CEO
Securities Code	9024 First Section of the Tokyo Stock Exchange
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### Notice of Acquisition of StayWell Hospitality Group Pty Ltd

Prince Hotels, Inc. (Head office: Toshima-ku, Tokyo; President: Shigeyoshi Akasaka (Hereinafter “Prince Hotels”)), a consolidated subsidiary of Seibu Holdings Inc., has concluded Share and Asset Sales Agreement with StayWell Hospitality Group Pty Ltd (Head office: Sydney, Australia; CEO: Simon Wan (Hereinafter “SWHG”)) to acquire the business operations of SWHG which operates and develops 30 hotels (18 existing hotels and 12 hotels currently under development). Prince Hotels will establish the 100% fully owned Australian subsidiary StayWell Holdings Pty Ltd (Hereinafter the “New Company”), and this New Company will acquire all shares of SWHG's 22 operating subsidiary companies from SWHG. Proceedings are expected to be completed within the next three months. Details are provided below.

#### Details

##### 1. Purpose of business acquisition

This business acquisition is being carried out in order to further the globalization of the Seibu Group's hotel and leisure businesses which serve as a driving force for continued and stronger growth for the group.

This acquisition will add the 30 hotels (18 existing hotels and 12 hotels currently under development) operated and developed by SWHG in 7 countries and 21 cities to the existing Prince Hotels network which serves as the core of our group's hotel and leisure businesses. The new properties will serve as further global development and operation platforms (organizations and personnel) which will allow our group to expand the profit earning opportunities of our international hotel business and carry out faster development of hotels in Southeast Asia, Asia and Oceania, the Middle East, and Europe, and we plan to deploy 100 hotels in 10 years.

The Seibu Group has newly established the “Challenge Target” which is aimed at long term targets and also established our medium term management plan (released May 11, 2017) as a three year road map, of which 2017 will be the first fiscal year. This business acquisition is a part of these initiatives and will serve as an opportunity to establish our status as a global company and grow from being Japan's Prince Hotels to being the world's Prince Hotels.

##### 2. Business acquisition costs

Approximately AUS \$50 million

### 3. StayWell Hospitality Group Pty Ltd overview

(1)	Name	StayWell Hospitality Group Pty Ltd
(2)	Address	Level 10/80 Clarence Street, Sydney, NSW 2000 Australia
(3)	Representative	CEO Simon Wan
(4)	Main Business Activities	Hotel operation
(5)	Issued Capital	Approximately AUS \$11.8 million
(6)	Date of Establishment	June 2006
(7)	Shareholder Composition	Mr. Bal Sohal (SWHG Director) 48.84% Mr. Simon Wan (SWHG CEO) 25.58% Mr. Richard Doyle (SWHG Executive Director) 25.58%
(8)	No. of Employees	387 (As of May 2017)
(9)	No. of Hotels	30 hotels (18 existing hotels, 12 hotels currently under development)
(10)	Hotel Brands	Park Regis (upscale brand, offering quality accommodation, up-to-date features, innovative technologies and first-rate services.) Leisure Inn (midscale brand, offering unbeatable value-for-money accommodation, well-appointed comfortable rooms and modern facilities, )
(11)	Sales offices	10 locations in 7 countries

### 4. Prince Hotels, Inc. overview

(1)	Name	Prince Hotels, Inc.
(2)	Address	3-1-5, Higashi-Ikebukuro, Toshima-ku, Tokyo
(3)	Representative	President Shigeyoshi Akasaka
(4)	Main Business Activities	Hotel and leisure businesses
(5)	Issued Capital	3,600 million yen
(6)	Date of Establishment	June 4, 1956
(7)	No. of Employees	7,666 (As of March 31, 2017)
(8)	Sales	174,100 million yen (FY2016)
(9)	No. of Hotels	49 hotels (42 hotels in Japan, 7 international hotels) *As of July 2017
(10)	Sales Office(Overseas)	9 locations in 7 countries

## [Representative Comments]

### Prince Hotels, Inc. President & Representative Director Shigeyoshi Akasaka



Prince Hotels is enjoying good performance with the recent growth of tourism within Japan. During these favorable conditions we are looking toward the year 2020, Tokyo Olympic and Paralympic Games will be held, and beyond and focusing on international expansion.

In order to expand overseas, we believe that it is important to not only expand strategic bases but also to cultivate internationally minded personnel. SWHG operates hotels in 7 countries and has many talented personnel who understand the regional characteristics of each country where SWHG operates. As a family of Prince Hotels, the business with SWHG will bring us significant beneficial opportunities and international elements. I believe that this is the great step for Prince Hotels to make rapid progress in the global market.

### StayWell Hospitality Group Pty Ltd CEO Simon Wan



SWHG is delighted to be part of the Prince Hotel family, a well-respected Hotel Group locally in Japan and internationally, and to spearhead Prince Hotels' global expansion plan. I am confident that SWHG will meet its growth and financial performance targets with the support and resources of the Prince Hotels group.

Mr. Wan has been an international hotelier for more than 30 years and worked for a number of large international hotel groups such as Holiday Inn, Hyatt, Southern Pacific Hotel Corporation, Park Plaza and Accor. He established StayWell Hospitality Group in 2006. Currently Simon is the CEO and Managing Director of StayWell Hospitality Group.

Simon, a seasoned hotelier, has built a portfolio of 30 properties in 7 countries from StayWell Hospitality Group's Sydney based office. He is a successful entrepreneur and business builder with deep international commercial expertise.

## 5. New Company Directors

Stan Brown, Simon Wan, Victor Katsutoshi Osumi

\* Stan Brown, Executive Vice President and Victor Katsutoshi Osumi, Chief Sales Officer and Chief Development Officer will continue to hold two posts at Prince Hotels in Japan and at the new company in Sydney.

\* In addition to the above executives, representative personnel are also assigned to be stationed in Sydney.

## 6. Schedule

(1) Conclusion of share transfer agreement July 3, 2017

(2) New Operation will commence Early October 2017

END

## <Reference Materials>

(1) StayWell Hospitality Group Pty Ltd developed hotel brands

### Park Regis

Upscale brand, offering quality accommodation, up-to-date features, innovative technologies and first-rate services.



### Leisure Inn

Midscale brand, offering unbeatable value-for-money accommodation, well-appointed comfortable rooms and modern facilities.



(2) Hotel list

Country	Hotel name	Brand	City	No. of rooms
Australia	Park Regis City Centre	Park Regis	Sydney	122
	Park Regis Concierge Apartments	Park Regis	Sydney	58
	Leisure Inn Pokolbin Hill	Leisure Inn	Hunter Valley	66
	Leisure Inn Spires	Leisure Inn	The City of Blue Mountains	46
	Park Regis North Quay	Park Regis	Brisbane	89
	Park Regis City Quays	Park Regis	Cairns	70
	Park Regis Piermonde Apartments	Park Regis	Cairns	16
	Park Regis Anchorage	Park Regis	Townsville	35
	Leisure Inn Penny Royal Hotel & Apartments	Leisure Inn	Launceston	81
	Park Regis Griffin Suites	Park Regis	Melbourne	73
Park Regis Subiaco	Park Regis	Perth	168	
India	Leisure Inn Grand Chanakya	Leisure Inn	Jaipur	52
	Leisure Inn West Gurgaon	Leisure Inn	Gurgaon	60
	Park Regis Jaipur	Park Regis	Jaipur	72
	Park Regis Goa	Park Regis	North Goa	70
	Leisure Inn Bhaskara Hyderabad	Leisure Inn	Hyderabad	83
	Leisure Inn Shrey	Leisure Inn	Jodhpur	51
	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	
Singapore	Park Regis Singapore	Park Regis	Singapore	202
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	386
	Park Regis Boutique Jumeirah	Park Regis	Dubai	21
	Park Regis Business Bay	Park Regis	Dubai	208
	Leisure Inn Jumeirah Beach	Leisure Inn	Dubai	110
Saudi Arabia	Park Regis Makkah(Tower A & B)	Park Regis	Mecca	622
United Kingdom	Park Regis Birmingham	Park Regis	Birmingham	253

[Existing] 18 hotels in 6 countries (Australia, India, Singapore, Indonesia, UAE, United Kingdom)

[Under Development] 12 hotels in 5 countries (Australia, India, Indonesia, UAE, Saudi Arabia)

[Total] 30 hotels in 7 countries, 3,796 guest rooms (Australia, India, Singapore, Indonesia, UAE, Saudi Arabia, United Kingdom)



Park Regis City Centre (Sydney)



Leisure Inn Pokolbin Hill  
(Hunter Valley)

