

July 19, 2023

To Members of the Press

Nippon Steel Kowa Real Estate Co., Ltd.
NSKRE Hospitality Co., Ltd.

The Brand's First Residential Hotel
&Here TOKYO UENO
Scheduled to Open March 15, 2024 (Fri)
Accepting Bookings from July 14, 2023 (Fri)

Nippon Steel Kowa Real Estate Co., Ltd. (headquartered in Minato-ku, Tokyo; led by President and CEO Masahiro Miwa, hereinafter “the Company”) and NSKRE Hospitality Co., Ltd. (headquartered in Minato-ku, Tokyo; led by President and CEO Munenori Otani) will open “&Here TOKYO UENO” (read “And Here Tokyo Ueno”) on Friday, March 15, 2024. This facility will be the first hotel to open under the &Here brand of residential hotels, which are designed to accommodate longer stays and group lodging needs, including those of inbound travelers to Japan, families from within Japan, and group travelers.

The Company is pleased to announce that the hotel has begun accepting bookings on Friday, July 14, 2023, ahead of the grand opening.



▲ Conceptual rendering of the planned exterior of &Here TOKYO UENO

&Here TOKYO UENO is located in Ueno, a particularly popular destination within Tokyo, which attracts large numbers of inbound visitors. In addition to cultural and leisure facilities such as the Tokyo National Museum and Ueno Zoo, this desirable location offers Japanese cultural experiences sought by visitors from abroad, including Ameyoko, a lively shopping area lined with a wide variety of stores.

The north side of the hotel overlooks a scenic area featuring the natural landscape of Ueno Park (dubbed the Forest Site). This contrasts with the south side, which features rows of time-honored shops offering traditional crafts dating back to the Edo period (dubbed the Culture Site). Guest rooms are designed to reflect the character of their respective areas, offering an exciting choice.



▲Deluxe Family Bunk
A family-type guest room with bunk beds



▲Deluxe Family Takumi
Concept image of a guest room inspired by traditional artisans and workshops in Taito City

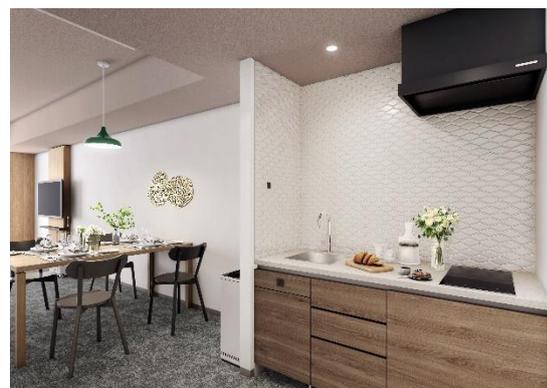


▲Deluxe Family Bungo
Concept image of a guest room inspired by literary masters, rooted in the neighborhood's rich literary heritage

Family-type rooms account for approximately 70% of all guest rooms and will include amenities for long-term stays, including a mini-kitchen, refrigerator, microwave, and dining table, as well as spaces to relax beyond the bed, such as sofa areas and Japanese-style rooms. In addition to the lobby, the first floor is planned to include a hotel lounge and cafe space, as well as a shared office with private booths to accommodate remote work needs. A large public bath facility with an open-air bath overlooking Shinobazu Pond will be located on the top floor (14th floor).



▲Conceptual rendering of the hotel lounge



▲Conceptual rendering of a mini-kitchen in one of the guest rooms



▲ Conceptual rendering of the large public bath facility with an open-air bath



■ Location Highlights

- 1) A desirable location at the southern edge of Shinobazu Pond, with views of the pond and Ueno Park from the guest rooms
- 2) Access to multiple train lines, including the JR Lines and the Tokyo Metro Ginza and Chiyoda Lines
- 3) A flat walk from the stations, enabling easy access for travelers
- 4) Convenient access to both Narita and Haneda Airports from Ueno Station

■ **About &Here (And Here)**

&Here was born from the desire to bring together two key elements of travel – **enjoyment (“enjoy”)** and **relaxation (“relax”)** – and to create a place that **“attracts and connects” (“&”) what** guests value most, including meaningful moments with family, friends, and other important people in their lives.

Three Key Hotel Concepts to Enhance Comfort Throughout Travels

“enjoy + relax = only here” A hotel that ties enjoyment and relaxation together to deliver special stays

- 1) enjoy: Enjoying the town, enjoying the hotel, enjoying trips together
- 2) relax: Relaxing in spacious settings, relaxing together with peace of mind
- 3) only here: Experiences only offered at the hotel, experiences only found in the town

■ Future Plans

The Company has acquired two sites in Tokyo and one site in Osaka, with plans to develop hotels following the opening of the first hotel in Ueno in March 2024.

■ Overview of “&Here TOKYO UENO (And Here Tokyo Ueno),” the Brand’s First Hotel

- Address: 2-11-18 Ueno, Taito-ku, Tokyo
- Access: 7-minute walk from JR Ueno Station; 2-minute walk from Yushima Station on the Tokyo Metro Chiyoda Line
- Number of Guest Rooms: 145
- Design: Tokyu Architects & Engineers Inc.
- Construction: Sekisui House, Ltd. and Asanuma Corporation (construction support)
- Completion: January 2024 (planned)
- Start of Operations: Friday, March 15, 2024 (planned)

■ NSKRE Hospitality Co., Ltd. Profile

- Address: 1-8-1 Akasaka, Minato-ku, Tokyo
- Established: July 1, 2022
- Representative: Munenori Otani

■ “&Here (And Here)” Brand Website

<https://andherehotels.jp/>

Note: The website can also be accessed by scanning the QR code.

Brand Website



■ Official Website for “&Here TOKYO UENO (And Here Tokyo Ueno)”

<https://andherehotels.jp/tokyoueno/>

Note: Stays can be booked through the official website.

Official Website



■ Social Media Links

- Facebook

https://www.facebook.com/people/Andhere_hotels/100089970237359/

- Instagram

https://www.instagram.com/and_here_hotels/

Facebook



Instagram

