#### **Connection with Customers**

# Strengthening connections with the customer and improving customer satisfaction

#### Launch of the Nomura Real Estate Group Customer Club

The Group has launched the Nomura Real Estate Group Customer Club\*, an evolution of the PROUD Owners Club for owners and residents of housing developed by Nomura Real Estate. The Customer Club is also for those who use the services of Nomura Real Estate Urban Net Co., Ltd., Nomura Real Estate Partners Co., Ltd., or Nomura Real Estate Reform Co., Ltd.

To make daily life a higher-quality, less stressful experience, we provide members with a diversity of housing-related support to address the everyday problems they face, and offer special treatment as well as a range of services aimed at accommodating changing lifestyles. Utilizing the comprehensive capabilities of the Group, we remain close to the customer and help them achieve a better lifestyle into the future.



The Nomura Real Estate Group Customer Club website

<sup>\*</sup> The Nomura Real Estate Group Customer Club is jointly administrated by four companies:

Nomura Real Estate Development, Nomura Real Estate Urban Net Co., Ltd., Nomura Real Estate Partners Co., Ltd., and Nomura Real Estate Reform Co., Ltd.

#### "Smile" Seminars and "Smile" Online

Nomura Real Estate Partners hosts "Smile" Seminars on security, interiors, and other home living topics. It also produces "Smile" Online, a quarterly magazine with useful information for condominium life. Through these initiatives, Nomura Living Support endeavors to further promote communication with the residents of managed properties.

In addition, Nomura Living Support regularly surveys condominium association officers to further improve customer satisfaction and operational quality.



"Smile" Seminars

#### Special Talk

Every year since 2001, Nomura Real Estate Development has held Special Talk sessions for its corporate customers.

Aimed at enhancing customer satisfaction, these sessions have featured renowned instructors from various industries speaking on politics, economics, international affairs, and other topics essential to forming medium- to long-term business outlooks.

## Selected as Top Condominium Management Company for the Sixth Consecutive Year in Survey of Condominium Residents

Nomura Real Estate Partners has been selected as the number one condominium management company for six consecutive years in a customer satisfaction survey\* conducted by SumaiSurfin (Home Surfing), in part because of high satisfaction with our lifestyle services, which include services for private areas.

\* This satisfaction survey, conducted by SumaiSurfin, a website catering to condominium shoppers operated by Style Act Co., Ltd., targets those who have already purchased a condominium.

### Enhancing Customer Services through Satisfaction Surveys

Nomura Real Estate Urban Net strives to enhance owner satisfaction with a rigorous focus on the customer. To that end, we implement customer satisfaction surveys. Opinions and requests from customers are shared internally via, for example, the corporate intranet, and supervisors conduct satisfaction review interviews with employees as efforts to ensure continual improvement of customer satisfaction.