



Priority theme

# Health and Well-being

The Nomura Real Estate Group is aware that the declining birth rate, aging population, globalization, and diversification of individual values and lifestyles are important social issues. We engage in communication with stakeholders and provide products and services that enable a wide range of individuals to lead healthy and comfortable lives regardless of personal attributes. Through these measures, we are contributing to the realization of a healthy and vibrant society with mutual respect for diversity.

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CSR | Society | Health and Well-Being

# Responding to an Aging and Diversifying Population and Supporting Health

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## Approach and Policies

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The Nomura Real Estate Group creates the buildings and spaces that serve as foundations supporting the lives and businesses of stakeholders including customers (residents, tenant businesses, facility users) and local communities and subsequently provides operation, management, and services over the long term.

As ages, culture, language, and other structural elements change as a result of the low birthrate, aging population, globalization, and diversification of individual values, and lifestyles and stakeholders become increasingly diverse, providing products and services that facilitate healthy and comfortable living regardless of the varied attributes of users has become an important responsibility of the Group.

Based on this awareness, the Group cooperates with suppliers, universities, healthcare institutions, NPOs, and other organizations to support health and increases in healthy lifespan by responding to the aging and diversifying population through the use of universal designs and engaging in the fitness business.

## Management

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### ■ Management Structure

The officer responsible for each business unit has been put in charge of this issue for the Group, and we are carrying out measures to respond to the aging and diversifying population and support health.

In addition, the CSR Committee, which comprises Nomura Real Estate Holdings and Group company directors and others and is chaired by the Nomura Real Estate Holdings executive vice president, deliberates on and decides related policies and action plans.

Starting in fiscal 2018, targets were set regarding responses to the aging and diversifying population and supporting health, and the Committee is monitoring progress.



## Barrier Free and Quality of Life Guidebook

Nomura Real Estate Group and the Sonoda Lab of Meiji University Graduate School created the Barrier Free and Quality of Life Guidebook under an industry-academia joint research project. The Guidebook is used in condominium design.

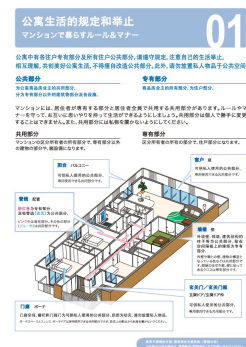
The Guidebook identifies plans for seniors, wheelchair users, and the hearing or visually impaired from examples of custom-built condominium designs and organizes key design points.



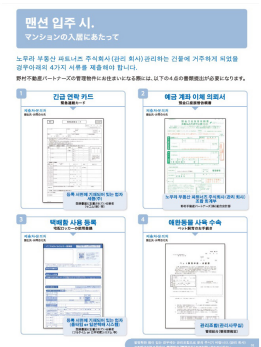
An example of dwelling caring for seniors and wheelchair users

## Resident Manuals for Foreign Residents

The Group distributed English, Chinese, and Korean versions of a Resident Manual for foreign residents to explain rules and etiquette when living in a condominium.



Chinese edition



Korean edition

## Measures to Support Health and Promote Increases in Healthy Lifespan

The Group is responding to the aging population and increase demand for health care services and contributing to the support of good health and increases in healthy lifespans of stakeholders by operating fitness businesses that promote maintenance and improvement of physical function and by developing senior housing with support services.

## Development of Senior Housing with Support Services

The Group is undertaking development of OUKAS senior housing with support services to promote increases in healthy lifespans by seniors and help seniors achieve autonomy in their day-to-day lives. OUKAS Funabashi opened in fiscal 2017. By providing healthcare programs and other services not only to residents, but also to the local community, the facility is playing a role as a hub for health support and multi-generation interaction for the entire community.

### 【Details of OUKAS Services】

- 24-hour monitoring system (confirmation of safety, general and health consultations, emergency response)
- Installation of life rhythm sensors in each residence
- Health checkups and counseling by experts using information and communications technology (ICT)
- Provision of health promotion programs through counseling
- Provision of programs to maintain vital functions and prevent illness
- Provision of health programs for residents and the local community



Health counseling using ICT

### Promoting Increases in Healthy Lifespan through the Fitness Business

At Megalos sports clubs, the Group created “Club 100” based on the concept of “healthy until 100” and offers exercise programs and health seminars. As of the end of June 2018, a total of 3,315 members had registered. Through outsourcing from local governments, the Group also offers exercise programs for individuals aged 65 years or older who are at risk of deterioration of vital functions.



An exercise class operated through outsourcing from a local government

## Performance

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### ■ Promotion Measures

Fiscal 2017 performance against the set targets was as set forth below.

#### Promoting Universal Design

The Group developed real estate in compliance with laws and regulations such as the Act on Promotion of Smooth Transportation, etc. of Elderly Persons, Disabled Persons, etc. as well as Design Standards and Quality Manuals.

#### Support health and promote increases in healthy lifespan

	FY 2017
Development of senior housing with support services (cumulative)	125 units

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# Improving Customer Satisfaction and Comfort

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## Approach and Policies

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The Nomura Real Estate Group constructs buildings and spaces that serve as foundations for the lives and businesses of stakeholders including customers (residents, tenant businesses, facility users) and local communities and subsequently provides operation, management, and services over the long term.

As social structures change and individual values and lifestyles diversify, communicating with stakeholders and providing products and services that reflect their opinions is an important responsibility of the Group. We believe that this will lead not only to higher customer satisfaction, but also the provision of socially and environmentally sustainable products and services. Based on this awareness, the Group cooperates with suppliers, universities, healthcare institutions, NPOs, and other organizations to raise customer satisfaction and comfort.

## Management

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### ■ Management Structure

The officers responsible for each business unit have been put in charge of these issues for the Group and carry out measures to raise customer satisfaction and comfort.

In addition, the CSR Committee, which comprises Nomura Real Estate Holdings and Group company directors and others and is chaired by the Nomura Real Estate Holdings executive vice president, deliberates on and decides related policies and action plans.

Starting in fiscal 2018, targets were set regarding improvement of customer satisfaction and comfort, and the Committee is monitoring progress.

## Targets

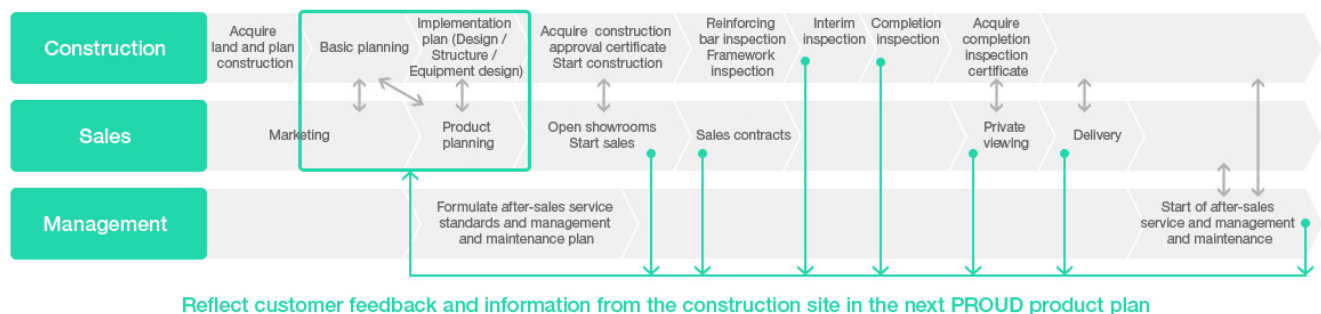
The Group has set the following two targets to improve customer satisfaction and comfort.

- Improve communication to raise customer satisfaction
- Enhance comfort of customers

## Integrated Development, Sales, and Management System

In an effort to provide high-quality products and services and raise customer satisfaction, the Group has integrated development, sales, and management and provides integrated services including land acquisition, architectural design, marketing and sales, and post-occupancy management and after-services. The opinions of customers are reflected in business improvements and product planning.

Integrated Development, Sales, and Management System (PROUD)



## Communication for raising customer satisfaction

The Group communicates with customers through questionnaires and interviews. The results of questionnaires are used in business improvements and the next generation of products and services.



## Livability Satisfaction Survey

The Group conducted a Livability Satisfaction Survey of PROUD condominium residents one year after they moved in. In fiscal 2017, approximately 2,000 households responded to the survey, and more than 80% of customers indicated that they were “extremely satisfied” or “satisfied.”

### Results of Livability Satisfaction Survey Reflected in Products and Services

The Group investigated improvement measures based on the opinions and requests expressed in the Livability Satisfaction Survey, and some opinions and requests relating to design were reflected in Design and Construction Standards and Quality Manuals.

In fiscal 2017, we received opinions and requests relating to elevators, parking facilities, garbage collection areas, and other common areas, and we investigated improvement measures.

### Measures Towards Good Design Award

The Group undertakes measures towards Good Design Award with the aim of providing socially and environmentally sustainable products and services.

The Good Design Awards presented by the Japan Institute of Design Promotion are evaluated from the perspective of whether a design can enrich lives and society.

In fiscal 2017, the Group received awards for eight projects. This was the 16th consecutive year in which the Group won Good Design Awards.

#### 【Award-Winning Projects】

- Mi-Liful\* Selected for Best 100
- PROUD CITY Asagaya
- PROUD CITY Kaga Gakuen-dori
- PROUD Chiyoda-Awajicho
- Lighting plan guidelines
- Condominium library that grows with residents
- PROUD FLAT Nakaochiai
- BAYZ TOWER & GARDEN



PROUD CITY Asagaya

## Design Review Contest

Every six months, the Group invites outside architects and conducts a Design Review, an in-house contest that recognizes residences with excellent plans and designs from among the detached and lease residences completed during that period.

### 【Evaluation Points】

- Plan and design
- Responses to social and environmental issues
- Community development
- Contribution to the local community



Lighting of detached houses  
designed according to the Lighting  
Plan Guidelines

## Performance

### Promotion Measures

Fiscal 2017 performance against the set targets was as set forth below.

\* Unless otherwise indicated, the scope of reporting is the Group.

### Improve Communication to Raise Customer Satisfaction

#### 【Questionnaires Conducted in Fiscal 2017】

##### • Residential Development Business Unit

Livability Satisfaction Survey  
After-Service Questionnaire

##### • Leasing Business Unit

Tenant Business Satisfaction Survey  
Leased Condominium Residents Survey

##### • Property & Facility Management Business Unit

Condominium Board of Directors Questionnaire  
Fitness Gym Customer Questionnaire

##### • Brokerage Business Unit

Contracting Party Satisfaction Survey

### Improvements in Comfort

	FY 2017
Number of Good Design Awards Won	8 projects