



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. By engaging in communication with stakeholders, we provide products and services that enable a wide range of individuals to lead healthy and comfortable lives regardless of their personal attributes. Through these measures, we are contributing to the realization of a healthy and vibrant society with mutual respect for diversity.

Responding to an aging and diversifying population and supporting health.....	76
Improving customer satisfaction and well-being	80

Responding to an Aging and Diversifying Population and Supporting Health

Approach and Policies

The Nomura Real Estate Group constructs buildings and spaces that serve as foundations for the lives and businesses of stakeholders and subsequently provides operation, management, and services over the long-term.

Accordingly, with changes in ages, culture, language, and other structural elements and diversification of stakeholders occurring as a result of low birthrate, aging population, increases in inbound visitors, and the diversification of individual values related to houses and offices, as well as lifestyles and work styles, 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 respond to the aging and diversifying population, support peoples' health and lengthen their healthy lifespan.

Management

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 and Group COO, deliberates on and decides related policies and action plans. The CSR Committee annually sets targets regarding responses to the aging and diversifying population and supporting health, and is monitoring the progress.

Targets

The Group has set the following two targets to respond to the aging and more diverse population and support health.

- Promote barrier free/universal design
- Support health and promote increases in healthy lifespan

Promoting Barrier Free/Universal Design

In addition to complying with laws and regulations such as the Act on Promotion of Smooth Transportation, etc. of Elderly Persons, Disabled Persons, etc., the Group established barrier free/universal design standards to supplement its Design Standards and Quality Manuals, and complies with these standards at all of its developed properties. The Group promotes universal design with the aim of providing products and services that can easily be used by a wide range of individuals irrespective of not only disability, but also differences in age, body, and language.

☐ Compliance with Design and Construction Standards and Quality Manuals

【Seven Principles of Universal Design】

- Equity: Facilities are equally usable by everyone
- Diversity: Facilities can be used in a variety of ways
- Simplicity: Methods of use are easy to understand
- Perceptible information: Information is easily conveyed
- Safety: Facilities do not pose any risks
- Efficiency: Facilities can be easily used with low physical effort
- Operability: Facilities are easy to operate



Examples of Universal Design

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 provides healthcare programs and other services not only to residents but also to the local community, thus 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 2019, a total of 3,288 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

Developing exercise programs for children through an industry-academia collaboration

Through an industry-academia collaboration with Tokyo Gakugei University and NPO Tokyo Gakugei Univ. Children Institute for the Future, Nomura Real Estate Life & Sports launched a joint research project on the effects of children's exercise program and started the development of new education programs from February 2019.

Performance

Promotion Measures

Fiscal 2018 performance against the set targets was as set forth below.

Promoting Barrier Free/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	FY 2018
Development of senior housing with support services (cumulative units completed)	125 units	125 units

Improving customer satisfaction and well-being

Approach and Policies

The Nomura Real Estate Group constructs buildings and spaces that serve as foundations for the lives and businesses of stakeholders and subsequently provides operation, management, and services over the long-term.

In the face of changes in social structures and diversification of individual values related to houses and offices, as well as lifestyles and work styles, communicating with stakeholders and providing products and services that reflect their needs is an important responsibility of the Group.

Based on this awareness, the Group cooperates with suppliers, universities, healthcare institutions, NPOs, and other organizations to raise customer satisfaction and well-being.

Management

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 well-being.

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 and Group COO, deliberates on and decides related policies and action plans. The CSR Committee annually sets targets regarding the improvement of customer satisfaction and well-being, and is monitoring progress.

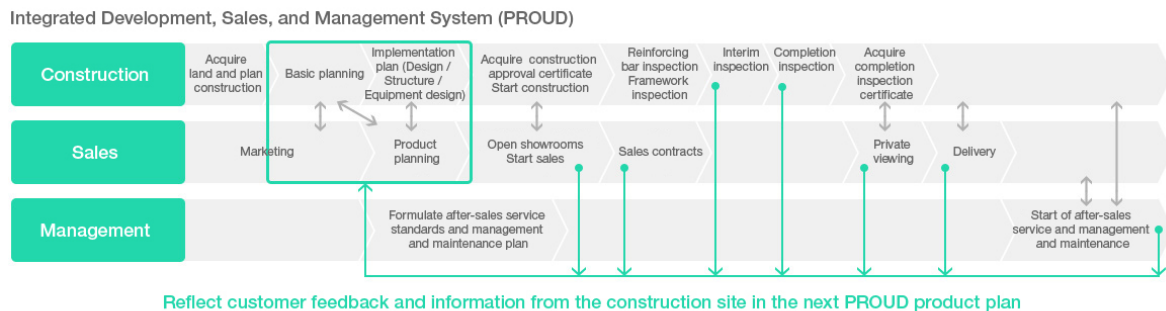
Targets

The Group has set the following two targets to improve customer satisfaction and well-being.

- Improve communication to raise customer satisfaction
- Enhance well-being 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.



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.

Implementation of a Livability Satisfaction Survey

Every year the Group conducts a Livability Satisfaction Survey of PROUD condominium residents one year after they moved in. In fiscal 2018, 1,536 households, which accounted for 24.6% of the households surveyed, responded to the survey. 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 2018, we received opinions and requests relating to kitchens, toilets, balconies, parking facilities, and other facilities in exclusive areas and common areas, and we are investigating improvement measures.

Carrying out Satisfaction Surveys of Tenant Companies

Every year the Group conducts a Tenant Satisfaction Survey relating to the Group's services among tenants of retail facilities owned by the Group. Based on the results of the survey, we consider and implement improvement measures.

In fiscal 2018, we started conducting a satisfaction questionnaire for tenant companies of PMO office buildings at the time of contract renewal starting from October and the comprehensive evaluation result marked 4.1 points on a 5-point scale.

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 2018, the Group received awards for nine projects. This was the 17th consecutive year in which the Group won Good Design Awards.

※ * The Good Design Award: Japan's unique comprehensive design evaluation and commendation system, operated by the Japan Institute of Design Promotion.

【Award-Winning Projects】

- "Makeshift HUB base" * Selected for Best 100
- PROUD TOWER Kibakoen
- PROUD Shinjuku Nakaochiai
- ZUTTOCITY-PROUD CITY Tsukaguchi
- TERRASSE NAYABASHI (PROUD TOWER Sakae)
- PROUD Komagome Tresage
- PROUD Shirokanedai
- The Master's Garden Yokohama Kamiooka
- Roka Koen The Residence



PROUD Shirokanedai

[News Release](#)

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

Performance

Promotion Measures

Fiscal 2018 performance against the set targets was as set forth below.

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

Improve Communication to Raise Customer Satisfaction

In fiscal 2018, the following questionnaires were conducted: *Figures in brackets indicate survey response rates

【Residential Development Business Unit】

- Livability Satisfaction Survey (24.6%)
- After-Service Questionnaire (Condominiums: 71.1%; Detached houses: 44.8%)
- Survey at hand-over event (39.6%)
- Leased Condominium Residents Survey

【Commercial Real Estate Business Unit】

- PMO Tenant Business Satisfaction Survey

【Property & Facility Management Business Unit】

- Condominium Board of Directors Questionnaire
- Fitness Gym Customer Questionnaire

【Property Brokerage Business Unit】

- Contracting Party Satisfaction Survey (62.5%)

Improvements in Well-being

	FY 2016	FY 2017	FY 2018
Number of Good Design Awards Won	3 properties	8 properties	9 properties