

July 23, 2015

For Immediate Release

Tokyo Tatemono Co., Ltd.
Mitsubishi Jisho Residence Co., Ltd.

**—First condo complex within walking distance from Tokyo Station;
Quake-absorbing tower residence—**

Brillia THE TOWER TOKYO YAESU AVENUE

**Following completion of the first round of Phase 1
sales for 28th and 29th floor condos**

Completed sales of 222 units in the second round of Phase 1

Tokyo Tatemono Co., Ltd. and Mitsubishi Jisho Residence Co., Ltd. hereby announce the results of second round of the Phase 1 application period (July 10-21, 2015) for Brillia THE TOWER TOKYO YAESU AVENUE, which is under development at Shinkawa 2-chome, Chuo-ku, Tokyo. A total of 337 applications were received and the number of successful same-day applications were for 222 condos.

About 2,000 couples visited the model room, which we opened in April 2015. In the first round of the Phase 1 application period in June, all 17 units on the upper 28th and 29th floors were sold (selling price range: ¥159.8 million - ¥259.8 million). In the second round of Phase 1 sales a total of 222 units were sold. In the approximate 3 months since the model room was opened, this brings total sales to 239 units, which is over 60% of the total number of condos for sale.

Applicants:

- Age range: 30% of applicants were in their 50s. This was followed by applicants in their 40s and 60s. In contrast with general condo buildings, the age range of applicants is higher.
- About 35% of applicants live in neighboring wards, mainly the Chuo ward, but also the Koto and Minato wards
Around 15% of applicants were from regional areas outside of the Kanto region
- Roughly 40% of applicants were company executives, company presidents, and doctors

Main evaluation points:

- Convenient transportation, located within walking distance from Tokyo and Hachobori stations, and asset value
- Located within walking distance from Ginza and Nihonbashi
- Ample closet space and luxurious fixtures



Summary of the Second Round of Phase 1 Sales

Application period: July 10 – 21, 2015

Condos for sale: 222 units

Total applications: 337

Average acceptance rate: 1.5x

Dedicated floor space: 40.93 m² - 83.58 m² (including storage room: 0.30 m² - 1.33 m²)

Selling price: ¥44.68 million - ¥130.48 million

Selection date: July 21, 2015

Visitors: about 2,000 couples

Maximum acceptance rate for applications: 9x

Floor plan: Studio – 3 bedroom (w/living, dining, and kitchen)

Main price range: ¥99.0 million price range (8 units)

Applicant profile

Age: 50s (about 30% of total applicants), 40s (about 24% of total applicants), 60s and over (about 21% of total applicants)

No. of people per family: 2 people (about 50%), 1 (about 23%)

Occupation: Company workers (about 46%), company executives (about 18%), doctors (about 11%), and company presidents (about 9%)

Currently residing in Chuo ward (about 24%), Minato ward (about 7%), and Koto ward (about 6%)

Property overview

Location: 2-3-1 Shinkawa, Chuo-ku, Tokyo

Transportation access: 16 minute walking distance from JR Tokyo Station, 1 minute walking distance from Hacchobori station, JR Keiyo line, 9 minute walking distance from Kayabacho station, Tokyo Metro Hibiya line and Tozai line

Total number of condos: 387 units

Dedicated floor space: 40.93 m² - 120.08 m² (including storage room: 0.30 m² - 1.34 m²)

Floor plan: 1 – 3 bedroom (w/living room, dining, and kitchen)

No. of floors: 30 floors above ground, and one below

Completion of construction: Early October 2017 (tentative)

Delivery: Late November 2017 (tentative)

Map of location of Brillia Guest Salon and Brillia THE TOWER TOKYO YAESU AVENUE

