

March 2, 2015

For Immediate Release

Tokyo Tatemono Co., Ltd.  
Funenkousha

## **Japan's 1st<sup>\*1</sup> high-rise to be home to both municipal ward office (new Toshima-ku ward office) and private residences**

# **Brillia Tower Ikebukuro**

## **Completion of all 432 residences**

**—Sold 322 condos in seven weeks—**

Tokyo Tatemono Co., Ltd. and Funenkousha hereby announce that construction of Brillia Tower Ikebukuro was completed on March 2, 2015. Brillia Tower Ikebukuro<sup>\*2</sup> is Japan's 1st<sup>\*1</sup> high-rise condo and municipal ward office building. There are a total of 432 residences of which 322 were sold.

<sup>\*1</sup> This is a first nationwide for municipal government offices (based on a survey by the Toshima ward in November 2010)

<sup>\*2</sup> This is the name of the residential portion of the building as the building itself is divided into three sections, ward office, commercial facilities, and residences.

### Building features

- Conveniently located, directly connected to the Higashi Ikebukuro Tokyo Metro subway station and is 8 minutes walking distance from the Ikebukuro station.
- Japan's 1st redevelopment project where a municipal ward office and private residences occupy the same building
- Kengo Kuma, a world renowned architect, supervised the design of the exterior and common areas
- Designed to withstand disasters. First-rate quake-absorbing structure to endure major earthquakes and emergency power generators that can provide power for up to 72 hours.



Computer generated image of the exterior

Since we opened our model room in April 2013 for this project, we have had more than 3,000 couples visited us. The maximum acceptance rate for applications is 18x (with the average at around 2.7x). During the first round of application acceptance from July 13, 2013, we completely sold all of our residential units in the building in a span of around seven weeks.

### Summary of condos for sale

Model room showing: April – August 2013

No. of visitors: more than 3,000 couples

Max. acceptance rate for applications: 18x

Floor space: 31.25m<sup>2</sup> - 161.26m<sup>2</sup>

Number of condos for sales: 322

Total applications: 853

Majority price range: ¥78 million range

\* Prices rounded down to the nearest million

Floor plans: Studio apartment – 3 bedrooms

## Overview of buyer demographics

Age: Mainly in their 40s and 50s (accounted for around 50% of all buyers)

Family: Two people (nearly 40%) and three people (around 25%)

Occupation: Nearly 30% were company workers, around 17% were doctors, and about 15% were company executives

About 39% were originally living in Toshima-ku, while nearly 8% resided in Nerima-ku and roughly 7% were from Itabashi-ku.

## Key buyer demographics

Most are within their 40s and 50s. This is high compared with the average age of people who purchase condos in Japan.

There is a high ratio of company executives, doctors, and people in other well-paying positions. Nearly 40% of buyers paid in cash and about 40% were already residents of Toshima-ku.

## Key points that prompted people to buy condos

- Conveniently located: Directly connected to the Tokyo Metro Higashi Ikebukuro station and 8 minutes walking distance from Ikebukuro station
- Safety: Japan's first redevelopment project where private residences and the Toshima-ku ward office are situated in the same building
- Designed to withstand disasters. First-rate quake-absorbing structure to endure major earthquakes and emergency power generators that can provide power for up to 72 hours.

## Property overview

Address: 2-45-2 Minami Ikebukuro, Toshima-ku, Tokyo

Access: 1 minute walking-distance from Higashi Ikebukuro station on the Tokyo Metro Yurakucho line (directly connected by a corridor to the underground 2nd floor of the building)

8 minutes walking-distance from JR Ikebukuro station

Total number of residences: 432 (of which 322 were sold)

Floor space for condos: 31.25m<sup>2</sup> - 161.26m<sup>2</sup> (majority of condos have a floor space of 70 m<sup>2</sup> - 79 m<sup>2</sup> and 80 m<sup>2</sup> - 89 m<sup>2</sup>)

Floor plans: Studio apartments to 3-bedroom condos (3LDK-living, dining, kitchen) (3LDK floor plans account for nearly 80%)

Selling price: ¥33.98 million – maximum price of ¥209.98 million (most are priced at the ¥78 million range)

\*Prices rounded down to the nearest million

No. of floors/building height: 49 floors above ground and 3 underground (height of around 189m)

\*Residential units are located on the 11th to 49th floors

Construction completion date: March 2, 2015

## Map of location

