

FOR IMMEDIATE RELEASE

Company Name: Polaris Holdings Co., Ltd.
Representative: Atsuo Umeki, Representative Director
Stock Listing: Tokyo Stock Exchange, Standard Section
Stock Code: 3010
Inquiries: Satoshi Hosono, Director and CFO (TEL: 03-5822-3010)

Polaris Executes a New Management Agreement for Hotel in Kyoto City

Polaris Holdings Co., Ltd. (hereinafter the “Company”) announced today that Fino Hotels Co., Ltd., a subsidiary of the Company, executed a hotel management agreement (hereinafter the "Hotel Management Agreement") and will commence the management of the hotel” KAYA Kyoto Nijo Castle, BW Signature Collection by Best Western” (hereinafter the "Hotel") in Nakagyo-ku, Kyoto-shi, Kyoto from the end of April 2023.

1. Reasons for the execution of the Hotel Management Contract

Polaris Group has been rapidly expanding its hotel management platform in Japan and overseas during the COVID-19 pandemic by maximizing the relationship with its sponsor, the Star Asia Group. This time, A third-party hotel owner has highly valued our hotel management performance, and the Company has been now chosen to manage the Hotel located in Kyoto City.

The Hotel is conveniently located in the Nijo area and, within walking distance of some of Kyoto's most popular tourist attractions, including the Nijo Castle and the Kyoto Imperial Palace. Both attractions are recognized as World Heritage sites, making the area a popular destination for both domestic and international leisure travelers. The Hotel's 57 guest rooms, have an average room size of approximately 30 square meters, which is spacious enough to accommodate a variety of guest compositions. The interior design and furnishings of the guest rooms and common areas express Kyoto's unique atmosphere, characteristics, and history. The hotel is equipped with a restaurant and a fitness center, which will further enhance the Company’s portfolio of properties to help meet a variety of accommodation demand.

The Hotel will be operated under the "BW Signature Collection by Best Western", brand, which focuses on providing a unique travel and tourist-oriented experience while highlighting the local destination.

The “Best Western” brand is the world’s largest-class hotel chain with more than 4,200 hotels in 110 countries and regions worldwide. In Kyoto, which is particularly popular among inbound travelers, the Company group will leverage the strengths of the Best Western brand, including its top global recognition and sales network, to maximize revenues and profits by capturing the surging demand from inbound guests.

The Hotel will be managed under a fee-based management contract, and the Company intends to further continue its strategy to further create economies of scale from Company's businesses, grow earnings, improve ROE and maximize shareholder value.

2. Outline of the Hotel

(i) H o t e l N a m e	KAYA Kyoto Nijo Castle, BW Signature Collection by Best Western
(ii) L o c a t i o n	50, Daimonji-cho, Marutamachi-Sagaru Aburanokouji-Dori, Nakagyo-ku, Kyoto-shi, Kyoto 604-0071, Japan
(iii) P r o p e r t y S u m m a r y	Four-stories
(iv) N u m b e r o f r o o m s	57 rooms

3. Outline of the Counterparty

(i) N a m e	Consent for disclosure has not been obtained from the Counterparty and will not be disclosed.	
(ii) R e l a t i o n s h i p b e t w e e n t h e C o m p a n y a n d t h e C o u n t e r p a r t y	Capital relationship	There are no relationships to be specifically noted.
	Human relationship	There are no relationships to be specifically noted.
	Business relationship	There are no relationships to be specifically noted.
	R e l a t e d p a r t y	The counterparty does not fall under the category of related party.

4. Outline of Fino Hotels Co., Ltd.

(i) N a m e	Fino Hotels Co., Ltd.
(ii) L o c a t i o n	1-12-3, Iwamotocho, Chiyoda-ku, Tokyo 101-0032, Japan
(iii) T i t l e a n d n a m e o f t h e r e p r e s e n t a t i v e	Shigeru Takakura, President and Representative Director
(iv) B u s i n e s s	Hotel operation
(v) C a p i t a l s t o c k	10 million yen

5. Schedule

(i) D a t e o f e x e c u t i o n o f t h e H o t e l M a n a g e m e n t A g r e e m e n t	April 12, 2023
(ii) S t a r t o f O p e r a t i o n	April 27, 2023(planned)

6. Outlook

The impact of the execution of the Hotel Management Agreement on the current fiscal year's business performance will be announced promptly when it becomes possible to disclose the business forecast for the fiscal year ending March 31, 2024.

NOTE: This is an English translation summary of the Company's announcement in Japanese. No assurances or warranties are given for completeness or accuracy of this English translation summary.