

## News Release

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October 15, 2019

To all stakeholders

DAIBIRU CORPORATION

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### **Grand Opening of “BiTO AKIBA” on Wednesday, November 20, 2019** New commercial building for shopping, eating, and playing to liven up Akihabara more

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DAIBIRU CORPORATION (Head Office: Kita-ku, Osaka; Representative Director, President Chief Executive Officer: Toshiyuki Sonobe) will have the grand opening of the new commercial building “BiTO AKIBA” (1-18-19, Sotokanda, Chiyoda-ku, Tokyo) on Wednesday, November 20, 2019 in front of JR Akihabara Station.

“BiTO” is a brand in the series of commercial buildings newly launched as part of our new initiatives in the current Medium-term Management Plan, “Design 100” Project Phase-II. “BiTO AKIBA”, which is the first of the series, is also our first development of a dedicated commercial building, and we will utilize the know-how gained through this project for our future developments.

#### ■ Brand Concept



Based on our corporate principle, “Constructing buildings, creating towns, pioneering the new era,” what we aim to achieve is a building with grace befitting the town. People gathering there will generate the bustle and a beautiful town will be created.

The brand name bears the meanings of “Beautiful (*Bi*) City (*To*) = BiTO” and “People (*Hito-Bito*) gathering in the building = BiTO.” The overlapping D-shaped circles (D as DAIBIRU) in the logo design symbolize a gathering of people.

#### ■ About “BiTO AKIBA”

Akihabara is a city of diversity with multiple faces such as a district for electrical goods, a sightseeing spot and an epicenter of subculture. At “BiTO AKIBA” opening in front of Akihabara Station, 14 tenants covering a variety of services including restaurants and retailers are looking forward to serving all visitors.

Visitors can spend joyful time shopping, eating, and playing with their close friends, families, and loved ones at this new landmark, BiTO AKIBA, which stands out well from both Akihabara Station and Chuo Avenue. We believe the new building will further spread the charm of Akihabara, which is attracting attentions from all over the world in recent years.

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### 《Exterior Design: “Multitiered Glass Box”》

Akihabara has been prospering as a hub for transportation, market, and information since the old time of the Edo era. The exterior of BiTO AKIBA is designed as a new landmark of the town. The design resembles a multitiered Japanese accessory box made out of glass, the craftwork from the Edo era, which portrays the unique tenants in Akihabara stacked in layers bringing glamour and energetic feel to the district.

### 《Building Overview》

Name:	BiTO AKIBA
Location:	1-18-19, Sotokanda, Chiyoda-ku, Tokyo
Usage:	Rental commercial facility, entertainment facility, parking lot
Scale:	11 floors above ground, 2 floors below ground, 2 rooftop floors
Structure:	Reinforced concrete construction, Steel construction
Gross floor area:	4,948 m <sup>2</sup> (1,497 tsubo)
Design supervision:	Nikken Sekkei Ltd
Construction:	Kajima Corporation
Completion:	July 8, 2019



Rendered Image

### ■ Renaming of “Akihabara Daibiru Ekimae Plaza Building”

We will rename one of our commercial buildings established in the same town district where “BiTO AKIBA” is located. The name of the commercial building, which has been known familiarly as “Akihabara Daibiru Ekimae Plaza Building” will be changed to “BiTO AKIBA PLAZA” as of November 20, 2019 in conjunction with the introduction of this new brand and the grand opening of “BiTO AKIBA.” We will continue our efforts to contribute to the development of the Akihabara area through these two new “BiTO” buildings in areas in front of Akihabara Station, in addition to our office building “Akihabara Daibiru Building.”