



**Make The World
More Sustainable**



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New Sustainable Real Estate Segment Name

Ichigo is a Japanese sustainable infrastructure company dedicated to making the world more sustainable and committed to growing long-term value for shareholders by contributing to a more sustainable society.

In keeping with its recently announced Ichigo 2030 vision, from the current fiscal year (FY20/3) Ichigo is changing the name of its Value-Add business segment to Sustainable Real Estate in order to put full focus on Ichigo's commitment to preserving and improving real estate as a sustainable infrastructure company.

Ichigo has a long track record in sustainable real estate, which offers an alternative, more sustainable model than the Japanese real estate industry's historic practices of destructive and wasteful demolition and redevelopment. The renaming of its Sustainable Real Estate segment also reflects Ichigo's larger strategy to merge the physical infrastructure of daily life with the networks and data-driven possibilities of the digital world in order to offer more enriching experiences to individuals, communities, and Ichigo's clients, tenants, and other stakeholders.