

Opening of Japan's Largest Maid Cafe, at-home cafe, at Ichigo's AKIBA CULTURES ZONE

As articulated in its *Ichigo 2030* vision, Ichigo believes that real estate serves as critical infrastructure to enhance and enrich people's lives. In line with this vision, Ichigo has been working to brand its AKIBA CULTURES ZONE ("ACZ"), a major retail asset located within a 4-minute walk from Akihabara station, as a global landmark for Japan's anime sub-culture and help promote the further vibrancy of Akihabara.

Infinia Co., Ltd. ("Infinia"), the operator of the at-home cafe chain of maid cafes in Akihabara and Osaka, is opening its largest flagship at-home cafe at ACZ.

Opening Date: Saturday, February 12, 2022 at 10:00 a.m.

Location: AKIBA CULTURES ZONE 5F



About at-home cafe

Infinia's main businesses include the operation of maid cafes, and the manufacture and sale of character goods. Infinia's mission to make people happy via entertainment is aligned with Ichigo's mission, making Infinia an excellent partner to promote both ACZ and Akihabara.

Infinia played a key role in establishing Japan's unique culture of maid cafes, with its at-home cafes attracting over 500,000 guests annually from around the world prior to the Covid pandemic.

Ichigo's Role

Ichigo values its connections with people, companies, communities, and their histories, and will continue to leverage its real estate capabilities to help establish win-win relationships among stakeholders.

Ichigo will work to foster relationships between tenants and help enrich people's lives via the resulting synergies.

AKIBA CULTURES ZONE (ACZ)



Please check ACZ's website for each store's operating hours:

www.akibacultureszone.com/en