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Notice Concerning Definition of New Mission Statement by Asset Management Company

We inform you that Japan Hotel REIT Advisors Co., Ltd. (hereinafter called “JHRA”), which Japan Hotel REIT Investment Corporation (hereinafter called “JHR”) entrusts the asset management, redefined its mission statement as follows.

1. New mission statement

Connecting hotels, people, and the future

We explore the possibility of hotels.

We create new value and lead hotels to a bright future.

We will be the pivot to connect people with various perspectives
and a pioneer for the future of hotel industry.

We connect hotels, people, and a bright future.

2. Background of redefinition of mission statement by JHRA

JHR was formed through the merger of two J-REIT’s specialized in hotel investment in April 2012, and it celebrated its 10th anniversary on April 1 of this year. JHRA has endeavored to development of JHR through expansion of asset size of JHR, improvement of the quality of JHR’s portfolio, as well as earning the trust from stakeholders and contribution to local communities.

At we mark our 10th anniversary of formation of JHR, JHRA has redefined its mission statement through the review of its significance of existence amid major changes in the global environment.

JHRA considers its significance of existence is to become the pivot to connect hotels, people, and the bright future, and will continue to challenge the creation of new value for the further development of JHR as well as bright future of hotel industry and local communities.



Please refer to the following website for details.

- * Website of Japan Hotel REIT Advisors Co., Ltd.: <https://www.jhra.co.jp/en/>
“Mission Statement”: <https://www.jhra.co.jp/en/philosophy/>
- * Website of Japan Hotel REIT Investment Corporation: <https://www.jhrth.co.jp/en>
“JHRA Profile”: <https://www.jhrth.co.jp/en/about/asset.html>