

PRESS RELEASE

FOR IMMEDIATE RELEASE

Tokyu Land Indonesia introduces its Japanese prestigious real estate brand “BRANZ” in Indonesia

The first Japanese real estate developer to export and customize its original brand to Indonesia to ensure the Japanese quality

Jakarta, March 11st 2015 – PT. Tokyu Land Indonesia, the affiliate of one of the largest property and real estate group in Japan, announces and introduces its core of real estate brand “BRANZ” in Indonesia today.

In the past 5 years, the real estate market of Indonesia has been rapidly growing and the large number of residents purchase “brand-new” room to live in and to obtain for their property. Meanwhile, Tokyu Land Holdings, the holding company of Tokyu Land Group, regards Indonesia as one of the priority country to focus in its overseas strategy.

Tokyu Land Corporation, a mother company of PT. Tokyu Land Indonesia, has been operating its real estate development for 40 years from 1975, and is the only Japanese real estate to operate for such period in Indonesia. The year of 2015 is the year of PT. Tokyu Land Indonesia to expand its presence in its mid-term business plan.

"Strong demand for real estate in Indonesia put a fuel on the purchasing activity for both of landed houses and condominiums," said Mr. Shinya Miwa, the President Director of Tokyu Land Indonesia.

The core content of the mid-term business plan of Tokyu Land Indonesia is to introduce its original brand of building of Tokyu Land Holdings named “BRANZ”. This is the first case of the Japanese real estate introduces its original property brand outside of Japan. Tokyu Land Indonesia announced to develop two major projects in Indonesia. The two “BRANZ” are announced as BRANZ BSD and BRANZ Simatupang.

“BRANZ” itself is widely known as prestigious brand of condominium in Japan. The name of “BRANZ” will provide the residence with the identity of “The residence that inspires” The brand is introduced to combine knowledge and experience as a Japanese corporation with Indonesian market demand. BRANZ will pursuit not only the quality but also services such as maintenance and highly level of security as it is provided and highly spoken in Japan.

Introduce our project

BRANZ BSD

Total site area : 5.3ha

Number of houses : about 3000 (1st phase 1200)

Schedule :

Launching August 2015

Ground Breaking June 2015



BRANZ Simatupang

Total site area : 1.5ha

Number of houses : 381

Schedule :

Launching September 2015

Ground Breaking December 2015



PT. Tokyu Land Indonesia opens the webpage to introduce “BRANZ” on the 11th of March at <http://tokyuland-id.com/branz/>

For more information about Tokyu Land Indonesia, please visit <http://tokyuland-id.com/>.

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