

April 16, 2024

**Aiming to Build a Global Hotel Chain with Roots in Japan,
Seibu Prince Hotels Worldwide Welcomes Hiro Abe as Executive Advisor,
Promoting Global Standardization to Expand the Chain to 250 Hotels**

Seibu Prince Hotels Worldwide Co., Ltd. (Headquarters: 1-16-15 Minamiikebukuro, Toshima-ku, Tokyo; President and Representative Director: Yoshiki Kaneda), a global hotel chain with its roots in Japan, is pleased to welcome Hiro Abe of H.A. Advisors on board as an Executive Advisor, aiming to expand its portfolio to 250 hotels in the future by embracing the perspective of global standardization.

1. About Seibu Prince Hotels Worldwide Inc.

Seibu Prince Hotels Worldwide Inc., a company specializing in hotel management, has launched full-scale operations and is aiming to expand its business to 250 hotels in Japan and overseas through asset-light business management. Against this backdrop, the company was entrusted with the management of Grand Prince Hotel Osaka Bay in Osaka in July 2023 and The Prince Kitano New York in New York, USA in December of the same year. The hotels have been rebranded and reopened under the Seibu Prince brand, accelerating the expansion of its locations in Japan and overseas. Going forward, Seibu Prince Hotels Worldwide will continue its efforts to establish itself as a global hotel chain with its roots in Japan, with the aim of “Transforming Prince Hotels from a Japanese hotel chain to a global hotel chain.”

2. Objective in Appointing an Executive Advisor

As the company in charge of the hotel and leisure business of the Seibu Group, Seibu Prince Hotels Worldwide aims to build a global hotel chain with its roots in Japan, with a view to expanding to 250 hotels in the future. In the aim of strengthening the organization’s expertise and achieving global standardization of various strategies, the company has appointed Hiro Abe as an advisor, drawing on his global insight and experience serving at the headquarters of a global hotel chain as well as his management experience in Japan and the Asian region.

3. Profile: Hiro Abe

Abe graduated from The University of Tokyo in 1985 and began working at Tokyo Gas Co., Ltd. After obtaining his Master of Management for Hospitality from Cornell University in 1993, he served as Director of Marketing and Director of Rooms at Park Hyatt Tokyo, then as corporate Director of Strategic Marketing at the Hyatt headquarters in Chicago from 2002. In 2006, he returned to Japan and took over new hotel development and domestic hotel management as a representative of Hyatt Japan. From 2017, he served as Vice President – Revenue management for Asia Pacific region based in Hong Kong, supporting over 150 Hyatt hotels. After leaving Hyatt in 2020, Abe established H.A. Advisors and worked as an advisor and consultant to major hotel operators and real estate developers. He also serves as a specially appointed professor at Rikkyo University.



■ **Comments from Yoshiki Kaneda, President and Representative Director and of Seibu Prince Hotels Worldwide Inc.**

We are proud to welcome our new Executive Advisor, Mr. Hiro Abe, who has a wealth of experience in management at the headquarters of a global hotel chain and in Japan and the Asian region. In April 2022, we were reborn as a company specializing in hotel operations, and we have been working on hotel development toward expanding to 250 locations in Japan and overseas and on building a system that can function on a global level. Given this, we believe that we can enhance our competitive advantage by leveraging our strength of Japanese hotel chain-style management, in which the headquarters provides support for each location from a variety of facets. We hope to draw on Mr. Abe's experience and expertise in order to accelerate our global hotel development as well as the strategic construction of highly specialized organizations and divisions.

■ **Comments from Hiro Abe, Representative Director, H.A. Advisors**

I am deeply honored to have been appointed as an Executive Advisor for Seibu Prince Hotels Worldwide. Seibu Prince Hotels Worldwide, a leading Japanese hotel company, has set the clear goal of expanding to 250 locations in Japan and overseas. The strategy of pursuing growth by differentiating the company as a global hotel operator with its roots in Japan is a very compelling one that I expect will yield great results. I will humbly strive to do whatever I can to help Seibu Prince Hotels Worldwide to build its brand standards and organization toward global expansion. Seibu Prince Hotels Worldwide is rich in terms of human talent, from the charismatic leaders like President Kaneda to the warm and passionate staff at the hotels, and I look forward to working with the company's many great talents.