



| Company Profile |



We facilitate every stride of commercial facilities with ultimate professionalism in three categories.

01

Consulting



Empirically-proven expertise in commercial development and driving force for projects

02

Planning



Strong network with tenants and property owners  
Presentation of the best store and location

03

Market Research



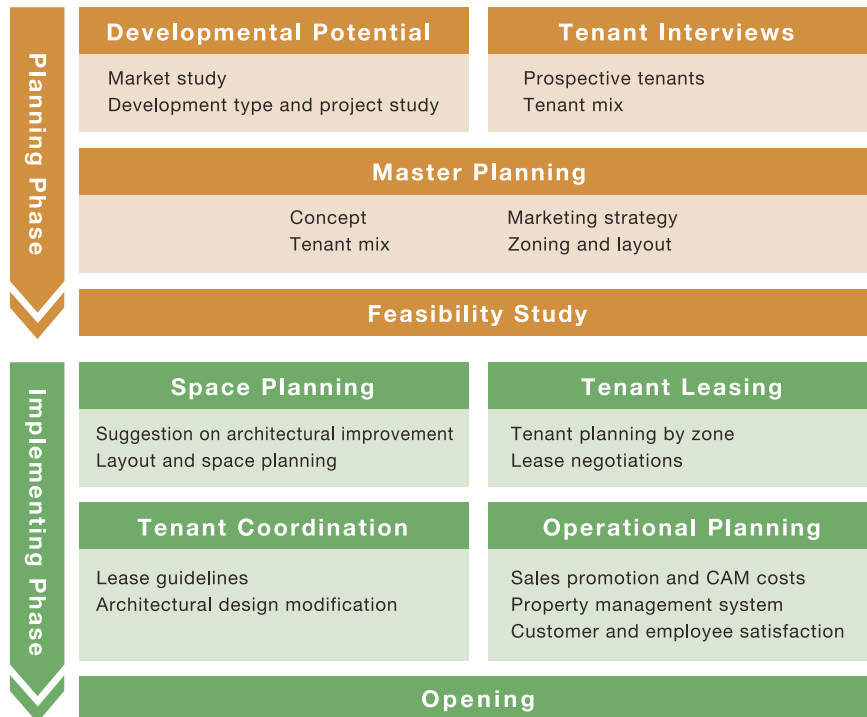
Logical reports drawn up by utilizing abundant market data and keen discernment of commercial facilities

For shopping centers and retail properties,  
BAC-UP has the best solutions.

Based on our past record of consulting achievements for a wide variety of commercial facilities from urban brand stores to suburban shopping centers, we develop a strategy and thereby present a concept and tenant mix to match the locational potential. By implementing a line of operations toward store opening including tenant leasing, we literally “back up” the realization of attractive commercial facilities.

Such extensive commitment to managing the entire production process of commercial development from its conception to opening is our strength. In addition, as commercial development requires special know-how and expertness, our consultants with ample expertise and experiences work with customers in each phase of projects as necessary.

## ● Development and Renovation



## ● Renovation and Improvement

In a shrinking market, it is obvious that the weak lose and the strong win. We therefore propose a variety of improvement plans by analyzing market trends and business operation to support projects.

## ● Redevelopment Projects

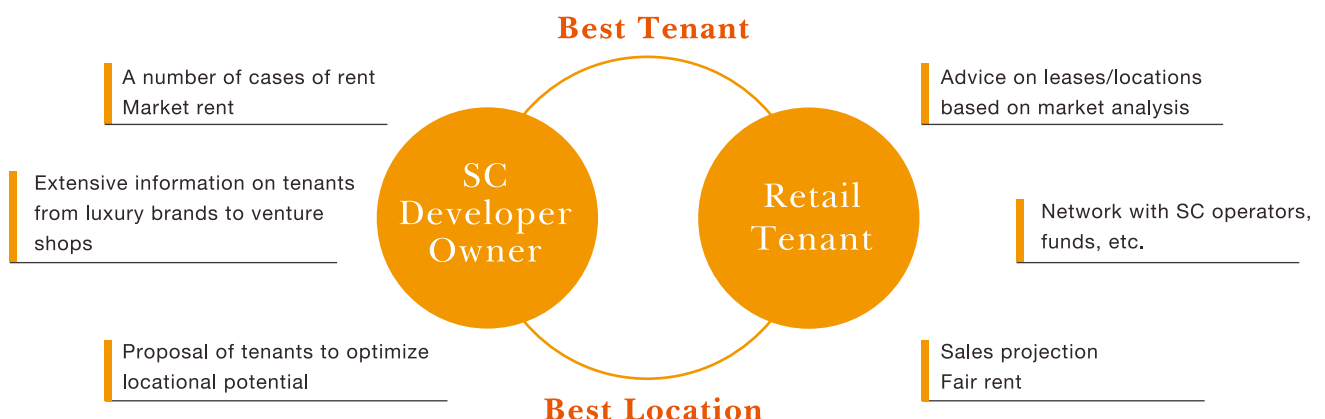
For redevelopment projects whereby commercial areas are to re-prosper and increase foot traffic, we support the entire process of commercial development from discussing competitive commercial projects, to building consensus among right holders, to engaging new tenants, and to planning and implementing commercial property management.

# Planning

Based on our strong network with tenants in a wide variety of business sectors and retail formats, we present the best shop and tenant mix for property owners.

For tenants, we assist in materializing winning stores by presenting the best location available from our network with property owners, whether street-front stores or shopping centers, and by providing accurately formulated market data.

Furthermore, through utilizing our strength of abundant information resource of retail real estate, we provide advice in consideration of each tenant's characteristics to build win-win relationships between owners and tenants.



We draw out the property's potential, sales and rent analyses, future risks, and substitutability from our discernment of streets and shopping centers as well as a database resource of market and rental information, which we have cultivated through over two hundred research projects each year.

With regard to retained properties, we conduct specialized analyses to support asset management and thereby present issues to cope with and their solutions.

As for development projects, we implement market analyses that developers need such as trade area definition, tenant plan review, and sales and rental revenue projections. For sales projection, we also employ the Huff Model.

While monitoring the progress of projects, we examine their viability from a financial side or as a third party.

External Environment	Location Analysis	Accessibility, train passengers, road traffic, foot traffic, and local characteristics
	Market Analysis	Trade area definition, retail sales, present and future populations, age distribution, and consumption patterns
	Competition Analysis	Supply-demand balance, hierarchy of competition, impact analysis, and future projection
	Rent Research	Asking rent trend on ReReM, reported rent, and market rent
Internal Environment	Facility Analysis	Dimensions, parking, number of floors, store format, facade, and visibility
	Sales Analysis	The Huff Model, similarity comparison, and by-business analysis
	Rent Analysis	Rent-to-sales ratio by business, rent afforded by tenant, market rent, CAM and PM costs
	Substitutability	Potential by business, sales and rent projections, and envisioned tenants
	Future Potential	Upside and downside scenarios, demographic risks, competition risks, and leasing risks

## ● Multi-Client Reports / Data Service

Rental trend reports in the major metropolitan areas
Ginza, Shinjuku, Omotesando, Nagoya Sakae, Osaka Shinsaibashi, etc.
Retail trend reports
Retail and consumption trend report, by-business retail trend report, and digest report in English
Large-scale retailers list and map
Within 10 kilometers from any given location Sales floorspace, opening date, car parking spaces, etc.

## ● ReReM

ReReM provides retail rental data by station or by area. The system is capable of analyzing rental trends from 2008 by computing asking rents in a designated area.

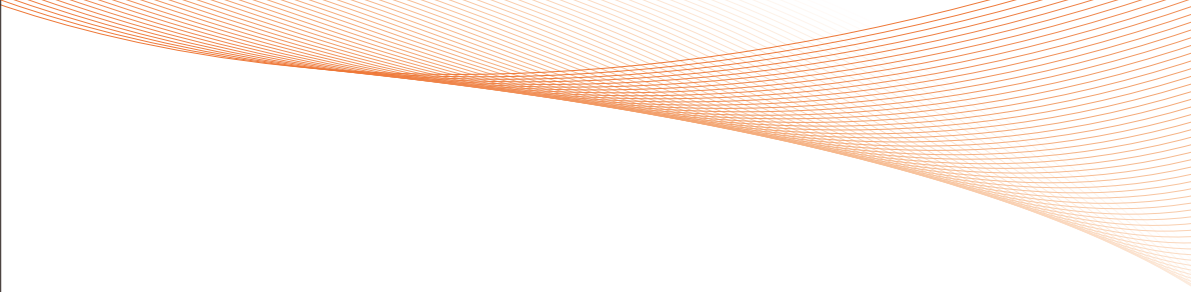


In collaboration with Attractors Labo, BAC Urban Projects has compiled asking rents obtainable on the Internet into ReReM. The database contains as many as over 600 thousand cases of rent.



# Major Results

<p><b>MACHINOMA OMORI</b></p> <p>Oct 2018</p> <p>Located along the residential street in the suburb of Ota-ku, Tokyo, Machinoma Omori is an Urban NSC consisting of approximately 40 tenants such as a supermarket, a drugstore, restaurants, a communication space, and a nursery school. BAC Urban Projects contributed in market research implementation, interviews and providing leasing services.</p>  <p>●Urban NSC 3-1-38 Omorinishi, Ota-ku, Tokyo Retail floorspace: approx. 9,000 m<sup>2</sup> Number of tenants : 40</p>	<p><b>YAOCO Kitamoto Chuo</b></p> <p>Oct 2018</p> <p>Reclamation project of the site after GMS closure. A commercial facility with a food SM as a core tenant, was developed at the site of the "Aeon Kitamoto", which closed in June 2017. BAC Urban Project provided the total support from the negotiation with the ex-tenants, to the scheme planning. We also conducted comprehensive consulting services to the new tenants on leasing, interviews, and opening.</p>  <p>●Suburban commercial complex 4-45-2 Chuo, Kitamoto City, Saitama Retail floorspace: approx. 2,056 m<sup>2</sup> Number of tenants : 3</p>	<p><b>TORIE Keio Chofu</b></p> <p>Sep 2017</p> <p>Commercial facility developed above the railway station of Chofu, Keio Railway. Consisting of a cinema and electronics stores, it has become a new landmark in the city. BAC Urban Project contributed by providing comprehensive consulting services from concept making and marketing.</p>  <p>●Urban commercial complex 4-4-22 Fuda, Chofu City, Tokyo Retail floorspace: approx. 20,000 m<sup>2</sup> (Total of A to C Building) Number of tenants : 70</p>	<p><b>Cocoon City (Cocoon 2)</b></p> <p>Apr 2015</p> <p>A large-scale SC (second term) opened in April 2015 in front of Saitama Shintoshin Station. With squares and gardens placed in the facility, visitors can enjoy shopping in the same way as taking a walk in a park. BAC Urban Project provided comprehensive consulting services from the concept making to the opening of "Cocoon 2", which is the main complex of the Cocoon City. In addition, we have supported on leasing of the external facility facing the square of Cocoon2.</p>  <p>●Urban NSC 4-263-1 Kishiki-cho, Omiya-ku, Saitama City, Saitama Retail floorspace: approx. 35,000 m<sup>2</sup> (only COCOON 2) Number of tenants: 164 (only COCOON 2)</p>
<p><b>Zegna Ginza Bldg</b></p> <p>Sep 2014</p> <p>A commercial and office complex facing Chuo-dori in Ginza 2-chome. BAC Urban Projects conducted marketing research and tenant leasing on the upper floors. We have introduced beauty services (beauty salon, hair salon) and bridal related facilities (restaurant for wedding, dress shop).</p>  <p>2-6-16 Ginza, Chuo-ku, Tokyo Retail floorspace: approx. 1,200 m<sup>2</sup> (9-13F) Number of tenants : 5</p>	<p><b>BUONO TOWN AKEBONO</b></p> <p>Feb 2013</p> <p>"BUONO TOWN AKEBONO" located on Route 16 of Naka-ku, Yokohama-City, Kanagawa is a shopping center consisting of a supermarket, an electronics store and a drug store. BAC Urban Project provided a comprehensive consulting service including marketing, planning, leasing and management.</p>  <p>●Urban NSC 3-34 Akebono-cho, Naka-ku, Yokohama City, Kanagawa Retail floorspace: approx. 4,209 m<sup>2</sup> Number of tenants : 3</p>	<p><b>TERRACE MALL SHONAN</b></p> <p>Nov 2011</p> <p>Terrace Mall Shonan is the largest regional SC in the Shonan area, located by the JR Tsujido Station with a GFA of 170 thousand sq. meters over four floors. Mainly targeting trend-sensitive customers in a wide age range, a total of 281 tenants have been engaged. BAC Urban Projects implemented the total production including marketing research and planning.</p>  <p>●Suburban commercial complex 1-3-1 Tsujido-kandai, Fujisawa City, Kanagawa Retail floorspace : approx. 63,000 m<sup>2</sup> Number of tenants : 281</p>	<p><b>KALSA HIRATSUKA TAMURA</b></p> <p>Jul 2011</p> <p>Located on National Route 129 in the suburb of Hiratsuka City, Kanagawa Prefecture, KALSA Hiratsuka Tamura is a power- center-type NSC consisting of a food-centric supermarket, a DIY center, a sporting equipment retailer, and other tenants over three floors above ground.</p>  <p>●Suburban commercial complex 3-5 Tamura, Hiratsuka City, Kanagawa Retail floorspace : 10,807 m<sup>2</sup> Number of tenants : 4 (excluding subtenants)</p>
<p><b>THE NEW CHITOSE AIRPORT PTB COMMERCIAL FACILITIES</b></p> <p>Jul 2011</p> <p>BAC Urban Projects implemented consultation for the launch/renovation of the commercial facilities within international and domestic passenger terminals of the New Chitose Airport which boasts the third largest number of passengers in Japan. The international terminal was inaugurated in March 2010, followed by the domestic terminal in July 2011 for its first-phase opening.</p>  <p>Bibi, Chitose City, Hokkaido Retail floorspace : 25,000 m<sup>2</sup> Number of tenants : approx. 180</p>	<p><b>COPPICE KICHIOJOI</b></p> <p>Oct 2010</p> <p>Located two minutes walk from the JR Kichijoji Station, Coppice Kichijoji is a commercial complex with 109 tenants, which was developed to utilize the former site of the Isetan Kichijoji Store.</p>  <p>●Urban commercial complex 1-11-5 Kichijoji-honcho, Musashino City, Tokyo Retail floorspace : 20,491 m<sup>2</sup> Number of tenants : 109</p>	<p><b>MORUE NAKAJIMA</b></p> <p>April 2007</p> <p>Morue Nakajima is the largest commercial facility in the Nishi-iburi region, located in the Nakajima area of downtown Muroran City. The shopping center was developed to revitalize the central commerce as well as utilize the former factory site retained by the SC owner. It consists of a supermarket-anchored full-scale mall and large-scale specialty tenants such as clothing stores, a sporting equipment retailer and a home appliance store.</p>  <p>●Urban power SC Nakajima-honcho, Muroran City, Hokkaido Retail floorspace : 28,674.71 m<sup>2</sup> Number of tenants : 26</p>	<p><b>ZARA GINZA STORE</b></p> <p>Mar 2003</p> <p>This development project was to utilize the former site of Toshiba Ginza Seven Building on Chuo-dori Avenue for a 10-year interim period. Under a single-tenant lease, ZARA is entitled to occupy five floors above ground equipped with an almost customized façade.</p>  <p>●Development for single-tenant lease with a fashion brand Ginza 7-chome, Chuo-ku, Tokyo Retail floorspace : 1,750 m<sup>2</sup> (including non-sales space) Number of tenants : 1</p>



Company Name	BAC Urban Projects Co., Ltd.
Office Location	OZAWA BUILDING, 1-6-6 Jinnan Shibuya-ku, Tokyo 150-0041, Japan Tel: +81-(0)3-5728-3538 (main) Fax: +81-(0)3-5728-3607 URL: <a href="http://www.bac-up.co.jp">http://www.bac-up.co.jp</a>
History	1972 Brain Assist Corporation was founded. 1979 Brain Assist Corporation was renamed BAC. 1988 BAC separated its general planning division to found BAC Urban Projects.
Capital	JPY 50 million
Management	Masaru Yanagita, Chairman Tatsuya Yagi, President Makoto Yoshida, Executive Director Junya Kubo, Executive Director Yasuhiro Umeda, Corporate Auditor
Number of Employees	17(including contract employees, as of 2019)
Business Outline	Managing development of commercial facilities Appraisal and analysis of retail real estate Tenant leasing
Business Registrations	Real estate transaction business (Tokyo Metropolitan Government) General real estate investment advisory business (MLIT)
License Holders	Certified real estate transaction specialists ..... 5 Certified building administrative managers ..... 2 JCSC certified shopping center ..... 2 Certified shopping center manager ..... 1 Certified retail real estate professional ..... 1