

April 2, 2025
Royal Holdings Co., Ltd.
Sojitz Corporation

Royal Holdings and Sojitz Partner on Joint Hotel Business
- Launch of New Royal Group Hotel Brand, THE BASEMENT
Hotel Opening on Friday, April 18, 2025 -

Royal Holdings Co., Ltd. (“Royal HD”) and Sojitz Corporation (“Sojitz”) have partnered to launch a new hotel brand, THE BASEMENT, through Royal Group’s hotel management subsidiary, RNT Hotels Co. Ltd. (“RNT Hotels”) The first location of the new hotel brand, THE BASEMENT HOTEL Osaka Honmachi (Nishi-ku, Osaka), will open on Friday, April 18, 2025. The hotel’s official website is now accepting guest reservations. (<https://thebasementhotel.jp/>)

THE BASEMENT



[External facade]



[First floor entrance]

Royal HD and Sojitz signed a capital and business tie-up in February 2021 to establish a strategic partnership. Together, the companies are engaged in overseas expansion of Royal HD’s restaurant business, café management business in Japan, and a platform business providing support for businesses opening restaurants, among other new business that leverage the strengths of both companies and span diverse fields.

Combining Royal HD's hotel business management know-how and Sojitz's expertise in project management and value-add capabilities in real estate, the two companies have established a new hotel brand to meet rising demand from inbound tourism, which is projected to increase in the years ahead. Royal HD and Sojitz will provide high quality dining and hospitality that leverages past hotel business management experience in order to make the brand that can meet the diversifying needs of guests.

Sojitz has invested in a special purpose company through which it will select and hold target hotels, and Royal HD will change the ex-operator to RNT Hotels and carry out renovations to contribute added value to target hotels.

Royal HD and Sojitz will continue to create and deliver new products, services, and value to increase mutual corporate value.

[Royal HD's hotel business]

In Royal Group's Medium-Term Management Plan 2025-2027, the Group's basic policy is presented as "Change to Growth, and Leap" and "Earnings base and further growth" are the keywords that highlight the mission of the Group's hotel business in the company's growth strategy.

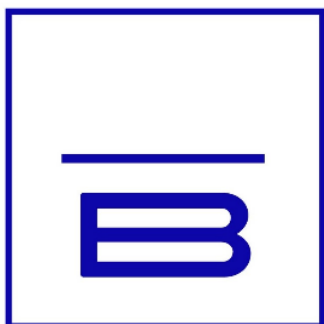
As part of these efforts, Royal HD is conducting investments to further increase value in its existing Richmond Hotel brand. In addition, Royal HD announced a strategic partnership with Minor Hotels to enter the luxury hotel market on January 28, 2025. Royal HD will open the new lifestyle hotel brand, THE BASEMENT, to go beyond business and leisure to meet the wide-ranging needs of its guest by providing diverse experiential value.

Through these initiatives, Royal aims become a hotel group that contributes to the realization of sustainable growth both for local communities and society.

[About THE BASEMENT]

The concept behind the brand is a secret retreat.

Come rest and relax surrounded by good design with carefully chosen fabrics and hues to enliven your senses. Join our secret retreat.



THE BASEMENT's brand logo holds four meanings. It symbolizes comfort, individuality and charm, a supportive base, and adventure and discovery. The empty space above the "B" represents the infinite possibilities that expand above the base. This design represents our hope to create new value for the future together with our guests, members of the regional community, and affiliates of THE BASEMENT.

A place where you can enjoy your trip with a smile the whole time.

[Related Information]

[Hotel Overview – THE BASEMENT HOTEL Osaka Honmachi]

Hotel Name	THE BASEMENT HOTEL Osaka Honmachi
Location	1-11-8 Nishihonmachi, Nishi-ku, Osaka City, Osaka
Access	A 2-minute walk from Honmachi Station on the Osaka Metro Yotsubashi Line
Tel	+81-6-6586-6765
Number of Rooms	119 14 stories above ground with below-ground basement (1F lobby, 2F reception, 2F-13F guest rooms, 14F THE BASEMENT LOUNGE)
Total Floor Area	3300.64 m ² (998 tsubo)
Landowner	Osaka Honmachi Hotel
Building Owner	Osaka Honmachi Hotel

[Company Overview – Royal Holdings Co., Ltd. (as of December 31, 2024)]

Company Name	Royal Holdings Co., Ltd.
Location	3-28-5 Naka, Hakata-ku, Fukuoka-shi, Fukuoka
Representative Director	Masataka Abe, President
Main Business	A pure holding company to supervise and oversee the Group's management
Capitalization	JPY 17.83 billion
Established	April 4, 1950

[Company Overview – RNT Hotels Co. Ltd. (as of December 31, 2024)]

Company Name	RNT Hotels Co. Ltd.
Location	1-34-6 Sakurashinmachi, Setagaya-ku, Tokyo
Representative Director	Kohei Motoyama, President
Main Business	Management and operation of Richmond Hotel brand
Capitalization	JPY 100 million
Established	April 1, 2004

[Related Links]

February 5, 2025 [Royal Holdings and Minor Hotels Announce the Establishment of a Joint Venture and Hotel Business Strategy](#)

January 28, 2025 [Announcement on the Establishment of a Joint Venture for the Hotel Business](#)

Group Company List <https://www.royal-holdings.co.jp/co/group/storedatal/>

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