



Hankyu Corporation Urban Railway Development

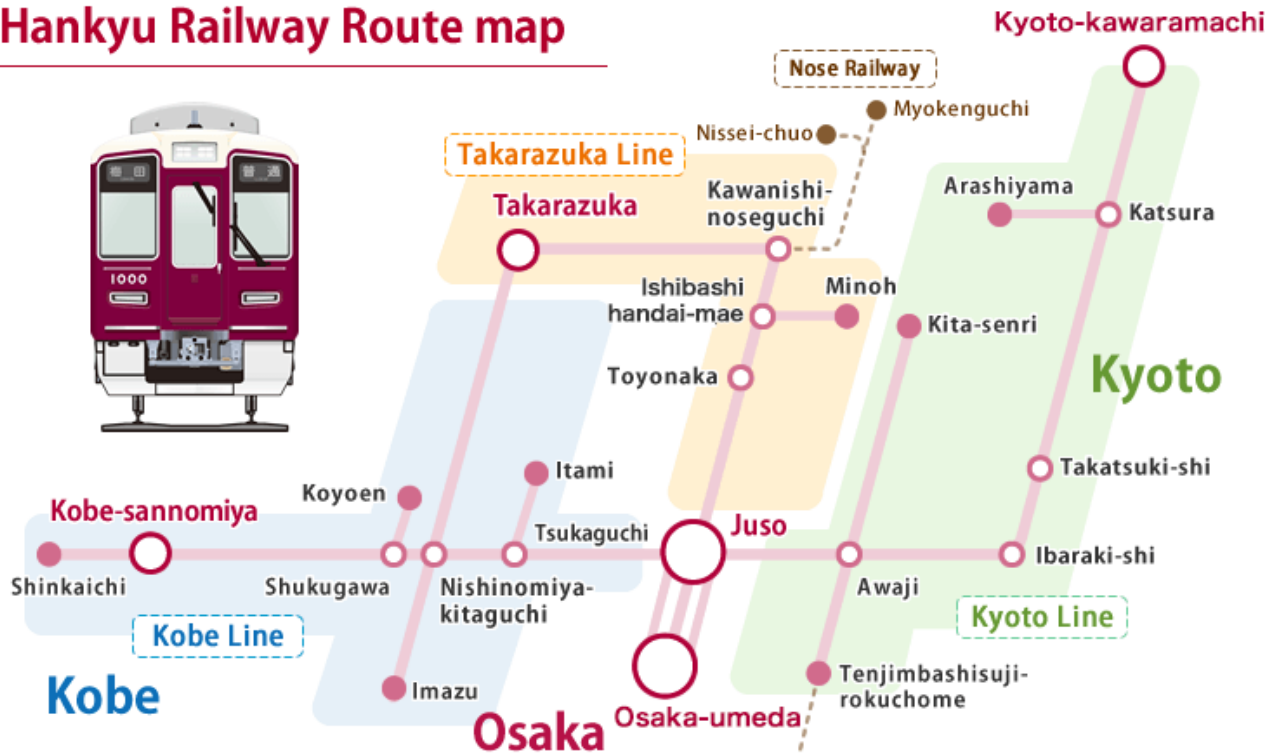
April 11, 2024

Masayoshi Uemura
Hankyu Corporation
Senior Managing Director

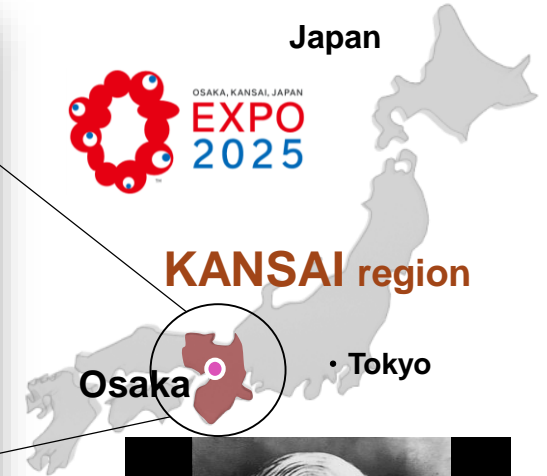
Overview of Hankyu Corporation



Hankyu Railway Route map



FY2019 ※Before COVID



- Total Length **140.8 km**
Kobe Line : 32.3 km Takarazuka Line : 24.5 km Kyoto Line : 47.7 km Others : 36.3 km
- No. of Stations **87 stations**
- No. of Passengers **1.79 million / day**
- Hankyu Line Opening **1910**



Umeda Station opening day
(March 10th, 1910)

History of Hankyu

~ Our Founder Ichizo Kobayashi's Business Model ~



Creating markets for “Suburban Railway Lines” with innovative ideas



1. Housing development



2. Developing leisure facilities



3. Opening the Hankyu Department Store

“Business to benefit the masses first”

1. Housing Development Along the Railway Lines

- Paradigm shift to the urban development in Japan
- Purchased approx. 825,000 sqm of land
- Created suburban lifestyles for increasing the passenger volumes



1909 : Railway track construction in Ikeda

Now : Night view from Mt.Satsuki in Ikeda

Present Housing business



2. Developing Leisure Facilities in the Suburbs

1910 Minoh Zoo opens (closes in 1916)

1911 Takarazuka New Spa opens

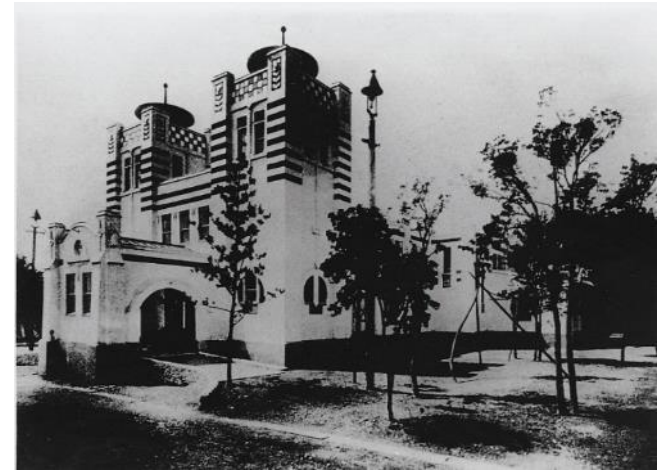
- Grand public bath made of marble
- Hot spring bath for families
- Number of visitors in the first year: 450,000 (1,200 visitors per day)

1912 Takarazuka New Spa "Paradise" opens

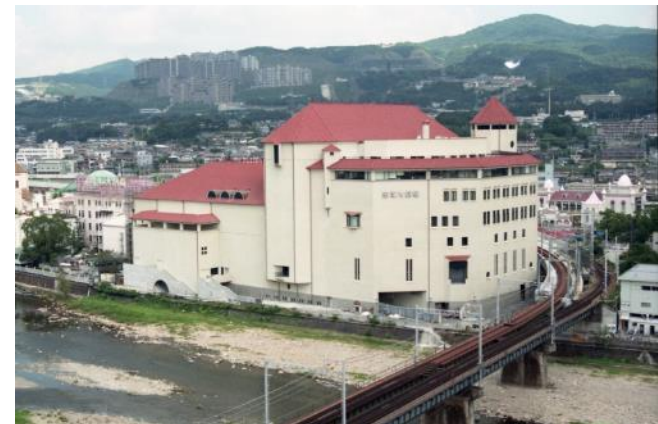
- Indoor swimming pool with amusement facilities

1914 First performance by Takarazuka Girls Revue

- Repurposed the indoor swimming pool



Takarazuka Revue Theater
(1914)



Takarazuka Revue Theater
(Now)

Takarazuka Revue Theater



3. Opening the Hankyu Department Store

1920 Completion of Hankyu Building

1925 Hankyu Market opens

1929 Completion of Umeda Hankyu Building,
Hankyu Department Store opens



1931 Umeda Hankyu Building



2011 Umeda Hankyu Building

City planning intended by Ichizo Kobayashi

—Origin of ideas—

“If a rail service does not attract passengers and falls into the red, you should generate passengers. To do that, you just need to create sites along the railway lines where people can gather. ”

**Demand-creating
management**

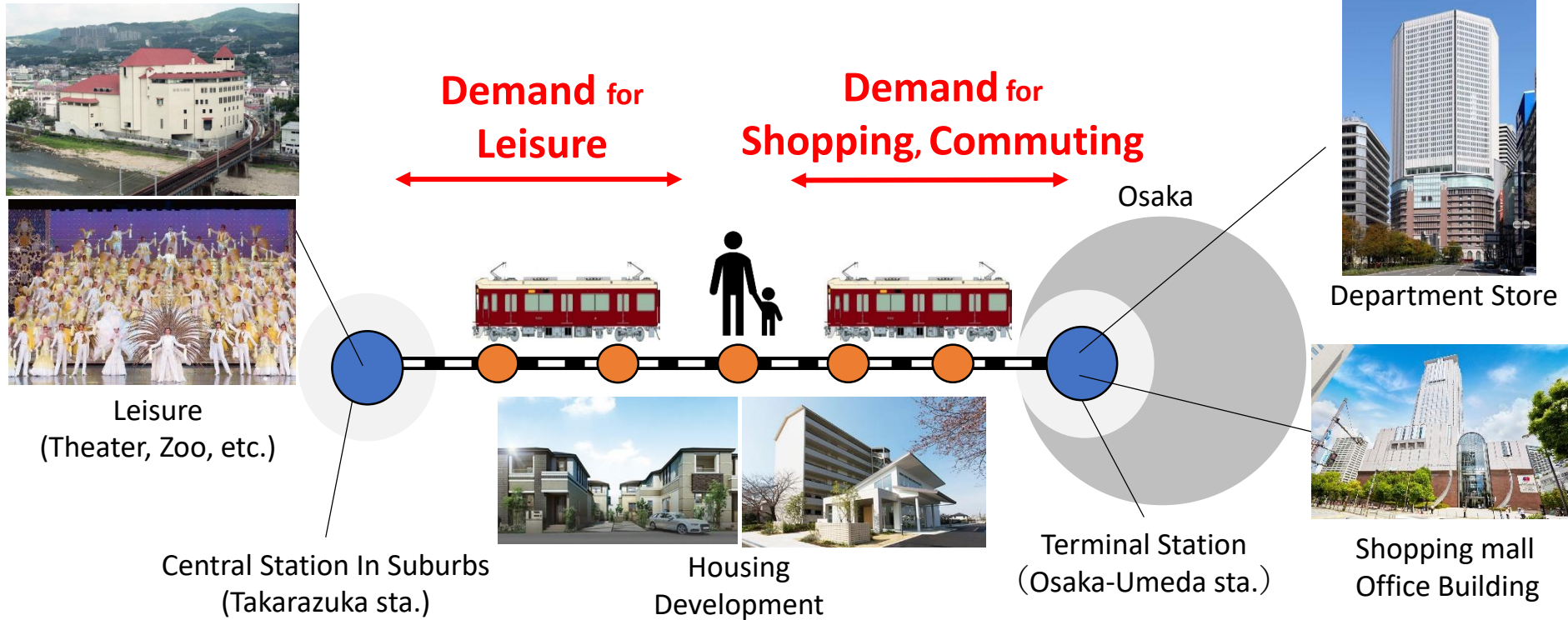
One-of-a-kind strategy



**Demand-driven
management**

Number one strategy

Hankyu Business Model - Railway Development



Urban Development

- ✓ Integrated development of station, bus terminals, department store, shopping mall, etc.

Suburban Development

- ✓ Increase in the number of people living along the railway line through housing development and the attraction of universities



Establishing a lifestyle that utilizes public transportation

Area Development - Umeda

Real estate of Umeda area owned by the Hankyu group companies [*]



Hankyu
Osaka-Umeda station

8 Stations

-  Hankyu-OSAKA-UMEDA station
-  Hanshin-OSAKA-UMEDA station
-  JR OSAKA station
-  UMEDA subway station
-  HIGASHI-UMEDA subway station
-  NISHI-UMEDA subway station
-  JR KITASHINCHI station
-  JR OSAKA station(Umekita Underground Gate)

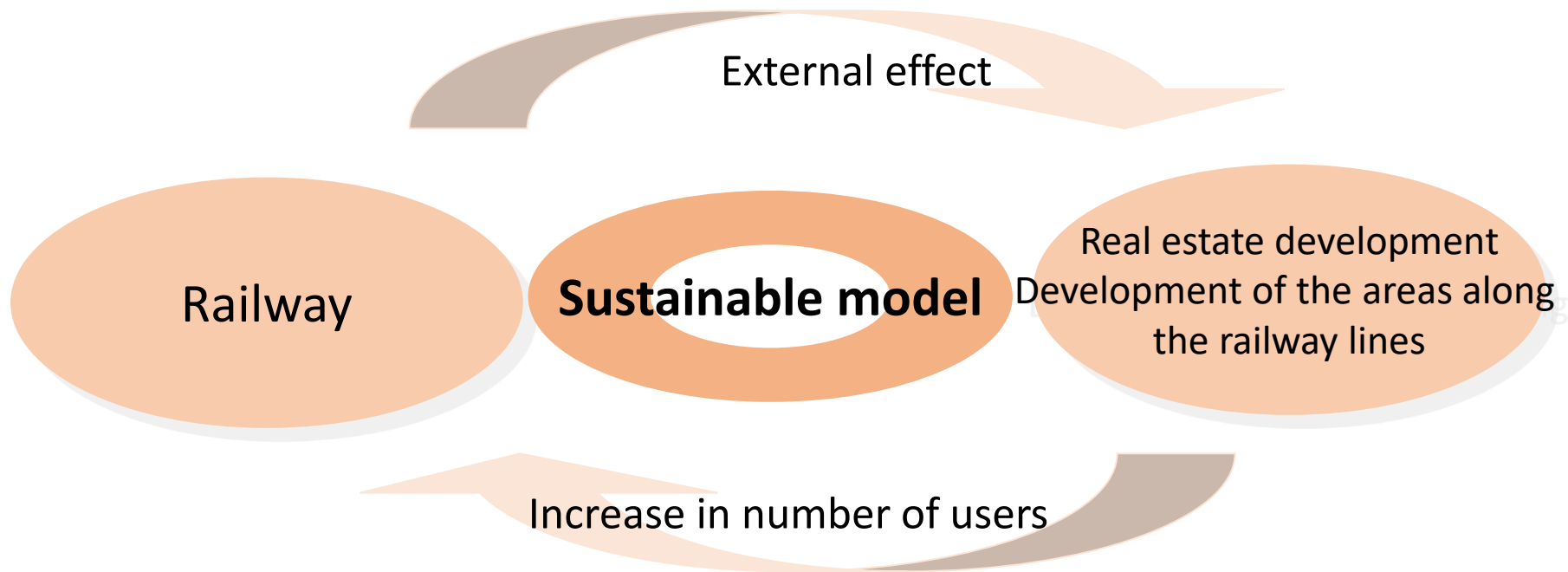
Grand total of leasable area in Umeda Number of tenants in our retail facilities

940,000 m²

1,100

[*] Companies under Hankyu Hanshin Holdings

Hankyu's Sustainable Railway Business Model





Thank you for Listening