

## Sony Lifecare Group to Open the First Newly Built Nursing Care Home in Tokyo in Spring of 2016

Sony Lifecare Inc. (“SLC”), a holding company to oversee the Sony Financial Group’s operations in the nursing care business, today announced that its subsidiary, Lifecare Design Inc. (“Lifecare Design”), would open the SLC Group’s first newly built nursing care home in Setagaya-ku, Tokyo in spring of 2016. Senior Enterprise Corporation, an operating company of nursing care homes, changed its corporate name to Lifecare Design, effective today.

### 1. Overview of the New Nursing Care Home

#### (1) Facility Overview

Name	To be determined
Location	425-11, Soshigaya 3-chome, Setagaya-ku, Tokyo (lot number)
Nearest station	4 minutes’ walk from Soshigaya-Okura Station on the Odakyu Odawara Line
Type	Pay nursing care home [specific facility] (planned)
Operator	Lifecare Design Inc. (Wholly owned subsidiary of Sony Lifecare Inc.)
Lot area	1,408.79 m <sup>2</sup>
Floor space	2,110.5 m <sup>2</sup> (planned)
Residents	48
Room area	Most rooms: 18.0 m <sup>2</sup>
Construction	Reinforced concrete, three floors above ground
Scheduled opening	Spring of 2016

#### (2) Concept of the New Opening

SLC has defined “Life Focus” as its concept for considering new nursing care home direction and the manner of care being offered. SLC aims to provide high-quality services based on “fresh ideas from basic principles.” Our philosophy targeting residents is “Regardless of your age, you can live the sort of life that suits you best.”

### Life Focus

We provide services to ensure that regardless of your age, you can live the sort of life that suits you best. Sony Lifecare makes residents’ lives—up to the present and from here on out—the focus of their services.

When opening new nursing care homes, Lifecare Design will focus on residents' lives of its home-building and operation. Accordingly, SLC intends to propose plans that match individual residents' needs.

This "Life Focus" means that SLC will take residents' requests and needs into consideration wherever possible so that they can make use of their time and space as they choose. Various events and activities will be planned to encourage residents to make full use of their physical abilities. SLC will encourage active lifestyles through the functionality and occupant comfort of individual rooms and the overall building, as well as through a considered balance between public spaces and privacy. From the care perspective, registered nurses will be available 24 hours a day so occupants can feel comfortable making this their last home, even if their level of medical dependence is high. In addition to programs to support autonomy and provide rehabilitation, SLC will also work proactively to offer programs aimed at preventing dementia and various other conditions.

## **2. Name Change**

Senior Enterprise Corporation has changed its corporate name to Lifecare Design Inc.

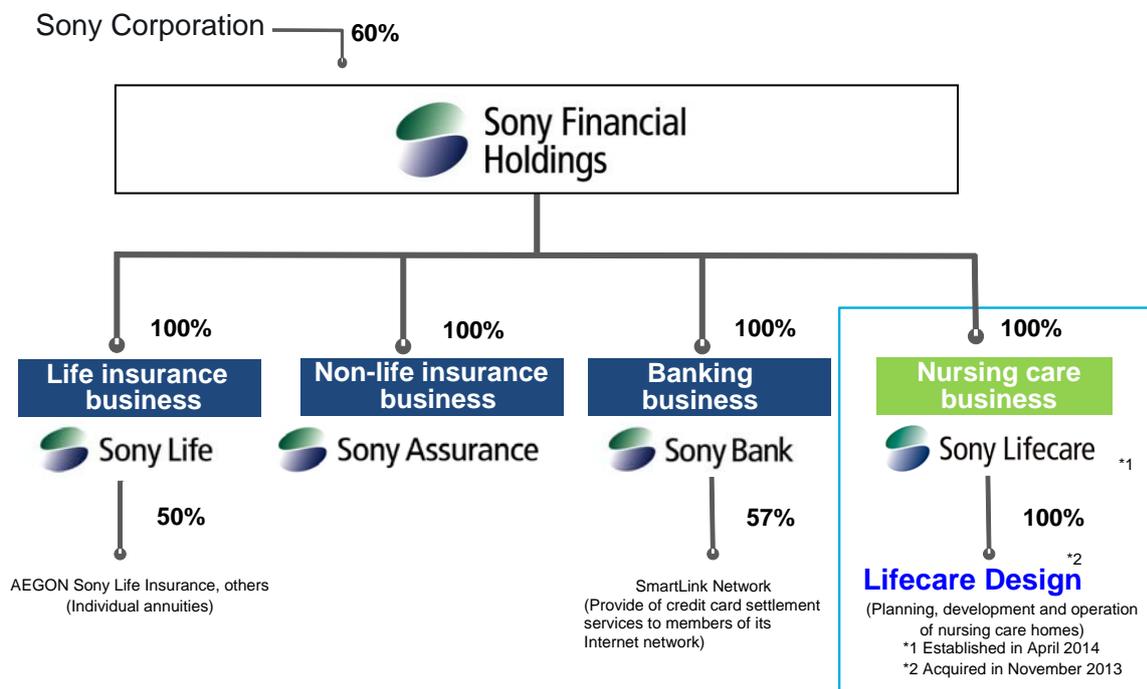
### **New Logo**



Senior Enterprise Corporation, established in October 1999, has managed a nursing care home in Yokohama, Kanagawa Prefecture, characterized by 24-hour care and nursing, hospitable staff and a wealth of events and activities.

Under its new name, Lifecare Design, emphasizing the concept of "Life Focus" (see 1 (2) above) the company will strive to help occupants design and propose overall lifestyles that go beyond physical care. Concentrating on residents' everyday lives, Lifecare Design will aim to provide a new type of care and help them enjoy a new way of living.

## Group Structure



### Overview of Lifecare Design Inc.

Name	Lifecare Design Inc.
Head office	11-11, Shibuya 3-chome, Shibuya-ku, Tokyo, Japan
Representative	Manabu Idei, President and Representative Director
Business	Planning, development and operation of nursing care homes
Established	October 1999
Common stock	¥495 million
Shareholder	Sony Lifecare Inc. 100%
Facility operated	1 (Yokohama, Kanagawa Prefecture)

Note: This is an English-language summary of a Japanese announcement made by Sony Lifecare on October 1, 2014. The summary was prepared by Sony Financial Holdings solely for the convenience of non-Japanese readers.