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PRESS RELEASE

December 10, 2024

Company name: INTRANCE CO., LTD.

Stock exchange listing: Tokyo Growth

Stock code number: 3237

Representative: He Tongxi, President and Chief Executive Officer

Notice Regarding Official Website Renewal of INTRANCE, Co., Ltd.

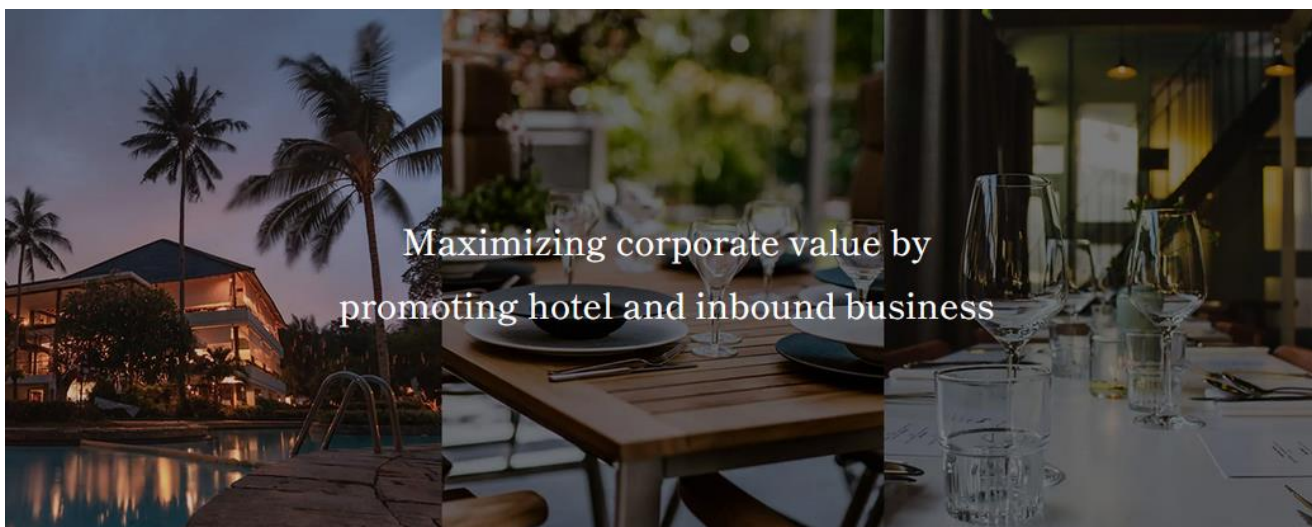
INTRANCE Co., Ltd. (the "INTRANCE") which focuses on the hotel, inbound and real estate businesses, hereby announce that complete renewal of its official website as of December 10, 2024.



The INTRANCE Group aims to expand its business domain and increase its corporate value by accelerating efforts in the hotel management business, a new business domain in addition to the real estate business, which is its founding business.

The INTRANCE Group's business model is to generate stable revenue from the real estate business and to achieve high growth in the hotel management business. The basic strategy is to increase hotel management revenue by promoting "Urban apartment hotel development" and "Regional hotel investment". In addition, the INTRANCE Group is also developing and selling inbound accommodation facilities for tourists.

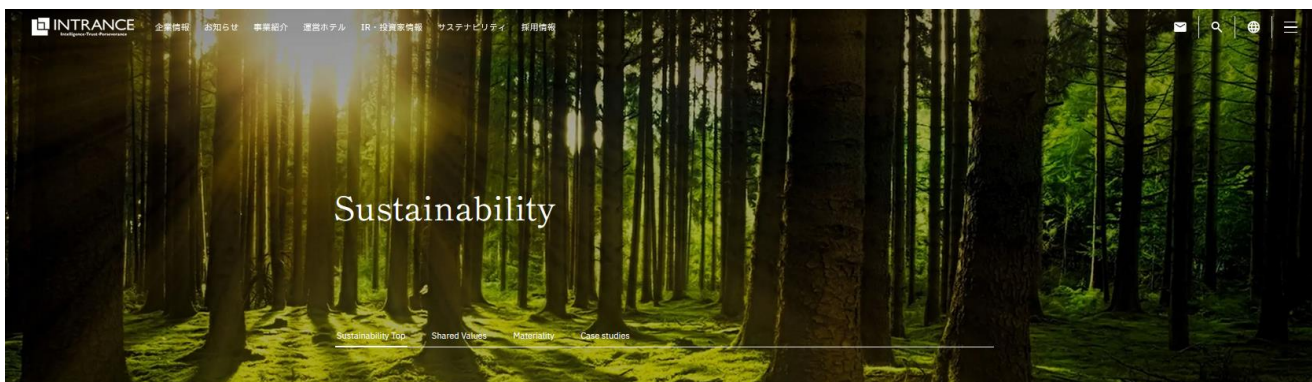
Through the promotion of these activities, the INTRANCE Group has been focusing its business on the hotel and inbound domain over the past few years, and finally the volume of hotel management projects in the future is gradually increasing and the business model is becoming established.



From such circumstances, the INTRANCE Group will continue to focus its business in the hotel and inbound domain. The renewal of the website was carried out in order to “Renew the corporate image,” “Promote understanding of the appeal of the INTRANCE Group,” and “Provide accessibility to information required by shareholders and customers.

In addition, the renewed website is now available in English and Chinese (automatic translation), and the INTRANCE is working to enhance columns, information on sustainability and other topics, etc., to provide more necessary information in the future.

The INTRANCE Group's corporate mission is “to convey the beauty of Japan's nature and culture to the world,” and the INTRANCE will strive to create an easy-to-use website to provide more useful information to our shareholders and customers.



(Company Profile)

Company name: INTRANCE CO., LTD.

Representative: He Tongxi, President and Chief Executive Officer

Establishment: May 1, 1998

Location: 9F Oshita Building, 1-16-5 Dogenzaka, Shibuya-ku, Tokyo 150-0043, Japan

Business activities: Real estate business, Hotel management business, Other businesses

URL : <https://www.intrance.jp/>

(Official SNS)

Facebook : <https://www.facebook.com/intrance.press>

Instagram : <https://www.instagram.com/intrance.press/>

X (Twitter) : https://x.com/intrance_press

TikTok : <https://www.tiktok.com/@intrance.press>

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