

**KOSÉ Transfers Headquarters to NIHONBASHI FRONT  
-Plans to Strengthen Human Resources Training in Line With its  
Medium-Term Management Plan-**

KOSÉ Corporation (Headquarters: Chuo-ku, Tokyo, Japan; President: Kazutoshi Kobayashi) gives notice of the transfer of its headquarters to the newly completed NIHONBASHI FRONT building in 3-chome, Nihonbashi, Chuo-ku, Tokyo on August 18. KOSÉ intends for the new working environment to revolutionize the way employees work in line with one of its medium-term management goals of “upgrading the Group’s overall strengths by cultivating capable human resources.”

KOSÉ has based its operations in Nihonbashi ever since it established its headquarters in 3-chome, Nihonbashi, Chuo-ku, Tokyo in March 1965. Recently, however, its headquarter offices have been scattered across three locations due to business expansion, a rising number of employees, and the temporary transfer of operations to another location during the rebuilding of the headquarters building. Approximately 600 employees will now transfer to NIHONBASHI FRONT, and all headquarter functions, including administration and marketing, will be consolidated to one location. The new working environment should promote new working methods, including smoother communication between employees and more cross-divisional project cooperation, allowing the Company to produce new value.

This transfer to new headquarters completes the redevelopment of the Company’s three main ‘bases’ in Tokyo which also include the “KOSÉ Research Laboratory” (Sakae-cho, Kita-ku) completed in 2004, and the “KOSÉ Oji Training Center” (Oji, Kita-ku) completed in April 2008. KOSÉ aims to bolster its overall strengths under this new environment where all three bases can collaborate more closely: the research laboratory which “creates things,” the training center which “creates human resources,” and the headquarters which “creates value.”

**Building Overview**

Name: NIHONBASHI FRONT  
Location: 6-2, 3-chome, Nihonbashi, Chuo-ku, Tokyo  
Completion: June 2008  
Scale: Eleven stories, one basement floor  
Area: Land: 2,652.87 sq.m.  
Building: 2,485.95 sq.m.  
Floor space: 29,265.34 sq.m.  
Construction: Takenaka Corporation  
Design and supervision: Mitsubishi Jisho Sekkei Inc.

**KOSÉ Office Overview**

Occupies four aboveground floors: 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> floors  
Occupied floor space: 7,857.16 sq.m.  
\*Floor space increase of 1.4



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## Project Slogan

**All + change = challenge    “All for change” = challenge**

## Concept: Revolution of Working Style

### **WORK STYLE = POSITIVATION**

\* Positivation = Positive + innovation

1. Interact:                    Bring about evolution through the daily interaction of diverse people, things, and information.
2. Create together:        Create new value by combining the strengths of each and every employee, and by stimulating and cooperating with one another.
3. Cultivate:                Draw out the distinctiveness of each and every employee to cultivate and maximize their potential.

## Concept: New Office

### **WORK SPACE = MARCHÉ**

Achieve an open and lively office environment where people, things, and information are exchanged as in a colorful, open-air fresh fruit market.

1. Office space to show and attract  
Offices were designed with lots of glass and as few walls as possible to create an open environment where employees can see each other at work.
  2. Office space to promote exchange of people and information  
Offices were designed with open meeting and information areas to promote active information exchange.
  3. Office space to interact with “things”  
Offices were designed with display and testing areas to allow all employees, regardless of occupation and division, to interact with the Company's products.
  4. Office space to stimulate employees' sensibilities  
Offices were designed with concentration areas for employees to focus, as well as relaxation areas, to meet a diverse range of working styles from which employees can freely choose.
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