

September 29, 2024  
Tokyu Land Corporation

**Actress Fumi Nikaido to appear donning a white one-piece dress  
in the city of Shibuya alongside a new character, “Fudosan” the badger!**

**“Fully Committed to the Environment: Tokyu Fudosan’s Declaration”  
version of TV spot to air**

**Also take note of the graphic of Ms. Nikaido and Fudosan’s pitching form, an expression of  
“full commitment to the environment!”**

Tokyu Land Corporation (Headquarters: Shibuya-ku, Tokyo; President and CEO: Hiroaki Hoshino; “Tokyu Land” below) hereby announces that it will begin broadcasting a new TV spot, titled “Fully Committed to the Environment: Tokyu Fudosan’s Declaration” version, on Monday, September 30, 2024.

Featuring actress Fumi Nikaido, who has strong concern about environmental issues, as well as the debut of the badger character “Fudosan” (meaning “Real Estate”), the TV spot will present the form of a city that coexists alongside various creatures and, in doing so, relay Tokyu Fudosan’s intention to go beyond the boundaries of real estate to fully commit itself to the environment.



In an interview following the filming of the TV spot, Ms. Nikaido made the following comments about “Fudosan,” the new character: “He was bigger than I thought. [laughs] He also had adorable clothes on, and is full of compassion and kindness towards his fellow animals. I think he’s a wonderful character.” She also spoke on topics such as her goals upon turning 30 years old, which she did on September 21; her measures for keeping older animals she lives with cool; and things she is fully committed to recently.

Also noteworthy is the graphic featuring Ms. Nikaido and Fudosan the badger with green baseball mitts, which was photographed with the image of pitchers in mind in line with the theme of being “fully committed to the environment,” with the original Japanese phrase for “full commitment” literally meaning “a pitcher throwing a ball as hard as they can.”

Photography of the graphic was conducted with Ms. Nikaido with a baseball mitt on and a ball in her hand. During photography, upon throwing the ball into the mitt she had on, the impactful sound of the ball smacking the mitt reverbed throughout the studio, its loudness startling even the staff who were on hand. Furthermore, Ms. Nikaido, based on her own suggestion, struck a pose of her throwing the ball with one of her legs raised like a pitcher.

## [TV Spot: Overview]

- Title: “Fully Committed to the Environment: Tokyu Fudosan’s Declaration” version (30-second and 15-second edits)
- Performer: Fumi Nikaido
- Broadcast Start Date: Monday, September 30, 2024
- Broadcast Region: Kanto
- Video Links
  - “Fully Committed to the Environment: Tokyu Fudosan’s Declaration” version (30-second edit)  
<https://youtu.be/ROePliJ3Cfk>
  - “Fully Committed to the Environment: Tokyu Fudosan’s Declaration” version (15-second edit)  
<https://youtu.be/NhA1owxABLQ>
- “Tokyu Land: Fully Committed to the Environment” TV spot special site (Will go online on Monday, September 30, 1:00 AM)  
<https://www.tokyu-land.co.jp/company/kankyo-mirai/>

## [Filming Locations]

- Tokyu Plaza Harajuku “Harakado” (Shibuya-ku, Tokyo)
- Forestgate Daikanyama (Shibuya-ku, Tokyo)
- Tokyu Plaza Omotesando “Omokado” (Shibuya-ku, Tokyo)

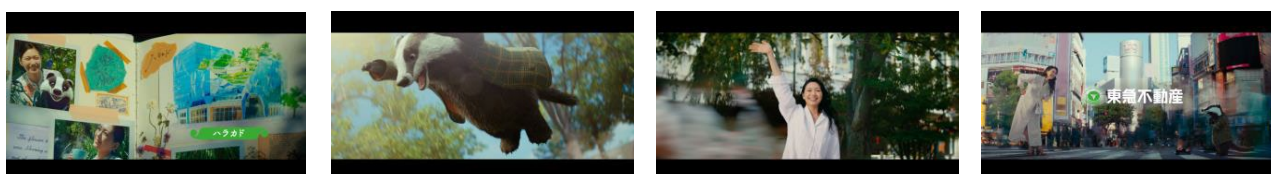
## ■ Story in TV Spot

A single bluebird flies over Ms. Nikaido, who is wearing a white one-piece dress. It glides breezily through the city of Shibuya towards Shibuya’s Omohara no Mori (the rooftop garden at Tokyu Plaza Omotesando “Omokado”). There, stretching, is “Fudosan” the badger. Ms. Nikaido says, “He loves nature. The reason he now lives in Shibuya is...” As she starts giving the reason why, Fudosan pulls out a single scrapbook while saying, “Let me tell you.”



In addition to photos of Ms. Nikaido and Fudosan posing congenially together, the scrapbook contains drawings of Tokyu Plaza Harajuku “Harakado,” Forestgate Daikanyama and Tokyu Plaza Omotesando “Omokado.” Fudosan explains, “It’s because more and more buildings that are good for the environment have appeared recently.” He then exclaims, “Oh, no! Look at the time! I’m late again!” as he hurriedly takes the escalator down from the rooftop.

Spotting Fudosan, Ms. Nikaido gives him a wave with a happy look on her face, and the two reunite in the city of Shibuya.



## ■ Anecdotes Surrounding Photography

Photography of the graphic was conducted with Ms. Nikaido with a baseball mitt on and a ball in her hand. During photography, upon throwing the ball into the mitt she had on, the impactful sound of the ball smacking the mitt reverbed throughout the studio, its loudness startling even the staff who were on hand. Furthermore, Ms. Nikaido, based on her own suggestion, struck a pose of her throwing the ball with one of her legs raised like a pitcher. Upon laying her eyes on the actual Fudosan the badger for the first time, she exclaimed with a smile, “How cute! But he looks a bit on the strong side.” In doing so, she provided a glimpse of her innocent side as someone who adores animals.

## ■ Profile of Featured Performers



### Fumi Nikaido

Born in Okinawa, Japan in 1994. Made big-screen debut with “Gama no Abura” (2009). Continued to perform in other works that include the films “Himizu” (2012), “River’s Edge” (2019), “Tonde Saitama” (2019) and “Tsuki” (2023) and the TV dramas “Yell” (2020) and “Eye Love You” (2023). Is also an active photographer.

Has been performing in the Hollywood-produced TV drama “SHOGUN” as a member of its main cast since the work started streaming on February 27, 2024.



## Fudosan

This badger is a bit of a scatterbrain but is considerate and gentlemanly.

Is very knowledgeable about nature, buildings and their history.

Both Fumi and Fudosan love nature.

The two of them regularly stroll around the city of Shibuya in search of nature, enjoying the new discoveries they come across.

## ■ Special Website

With this website, Tokyu Land will communicate information on its activities under “Tokyu Land: Fully Committed to the Environment.” Specifically, the company will post an introduction of information on its new TV spots and the new character that they feature, Fudosan the badger, as well as images of richly-green buildings in Shibuya and the company’s renewable energy power generation initiatives.

・ “Tokyu Land: Fully Committed to the Environment” TV spot special site (Will go online on Monday, September 30, 1:00 AM)

<https://www.tokyu-land.co.jp/company/kankyo-mirai/>

## ■ Initiatives for Environmental Advancement

On the environmental advancement special website of Tokyu Fudosan Holdings Corporation, Tokyu Land’s holding company, initiatives for environmental advancement by Tokyu Land and other Group companies are introduced in an easy-to-understand manner using numerical data, illustrations and images. Additionally, “GREEN PIONEER NEWS,” which is regularly updated with interview articles concerning the environment, gets to the bottom of the Group’s challenge to open the door to a future beyond current environmental issues.

<https://www.tokyu-fudosan-hd.co.jp/kankyo/>

With “WE ARE GREEN” as its slogan, Tokyu Fudosan Holdings Corporation aims to be a corporate group that realizes a future where anyone can be themselves and shine brightly, one that continues to create value. As the Tokyu Fudosan Holdings Group’s core enterprise, Tokyu Land Corporation is implementing a renewable energy business intended to achieve a decarbonized society. In addition to developing 113 solar, wind and biomass power station projects across Japan with a total rated capacity of 1,806MW (as of August 31, 2024), including those currently in development, the company is also turning its attention to the social issues of biodiversity and a recycling-oriented society as it continues to strive for a sustainable society.