

October 16, 2017  
First Brothers Co., Ltd.  
TSE First Section, Stock code: 3454

### **First Brothers Concludes a Licensing Agreement with Ron Herman**

On September 15, 2017, First Brothers Co., Ltd. concluded a licensing agreement with Sazaby League, Ltd. for the “RHC House by Ron Herman California” brand in the vacation rental business. A description of this agreement follows.

First Brothers Co., Ltd. has actively pursued projects in the Shonan area based on the concept of “a place where you can experience fine living.”

To First Brothers, “fine living” means a place that provides the setting for the unforgettable memories of life—not of the extraordinary, but of the types of experiences that make a normal day more special. It was from our desire to make such days a reality that we launched the business of providing “fine living” under the “Alley” brand, that extends beyond the existing boundaries of investment.

First Brothers recently launched a guest house under the “RHC HOUSE by Ron Herman California” brand as one room in Weekend House Alley, one of our projects. This guest house embodies the world view of Ron Herman, which is managed by Little League Company, an internal company of Sazaby League, Ltd.

Weekend House Alley is a complex facility in Shonan that features many popular stores. The RHC Ron Herman Shichirigahama branch will also open there on October 28, 2017.

RHC HOUSE by Ron Herman California will occupy approximately 200 m<sup>2</sup> on the third floor, the top floor of Weekend House Ally, and will offer the most luxurious views and apartments.

The synergy of the Ron Herman world view with a panoramic view of the ocean expanding beyond the window pane will enable all who visit to experience the memorable sensation of “fine living.”

In the future, First Brothers Co., Ltd. will continue to create places that will create many stories that span generations and places that will enable visitors to spend their precious time in Japan, and share these with everyone.

\* See the Weekend House Alley website (<http://www.weekendhousealley.com/>) for further details on how to use the RHC HOUSE by Ron Herman California system.

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