

## Fitness Club Management Company Blue Earth Joins Senko Group

### Improving the living support business

Senko Group Holdings Co., Ltd. ("Senko GHD") acquired all shares of Blue Earth Co., Ltd. (Head office: Kofu City, Yamanashi Prefecture; President: Michiharu Takai; "Blue Earth") and two affiliated companies, which cover the management company of fitness clubs and other facilities, on September 1, 2017, incorporating them into the Senko Group.

Blue Earth manages eleven facilities mainly located in Yamanashi Prefecture as well as in Tokyo and Shizuoka prefectures, including the general fitness club "Blue Earth" and small-scale fitness gym "MY-BODY." The company is also contracted for the management of three fitness clubs and pools operated by municipal governments, bringing the total number of managed facilities to 14 with approximately 10,000 members, making it one of the largest companies in Yamanashi Prefecture. It also manages private nursing homes and orthopedic clinics.

The incorporation of Blue Earth with the Senko Group provides an opportunity for more offices to be opened in regions where the Senko Group did not operate in the past, allowing for greater expansion of the corporate brand.

Senko GHD has established the Living Support Business Promotion Division, and as a corporate group which supports people in their daily lives is entering new business domains beyond the logistics and commerce business domains. In October 2016, KEIHANNA helper station Co., Ltd. (Head office: Nara City; President: Yoshinobu Kubo) joined the Senko Group to mark a major expansion into the nursing care business.

As Japan is gradually becoming an aging society, the health care segment covering areas such as nursing, medical and health is also increasing. Together with nursing, this move into the fitness domain allows the Senko Group to provide venues for promoting healthy lifestyle opportunities to a broader age group, and the Senko Group will expand its presence in the living support business domain as part of its health care services.

#### <Company overview>

Company Name	BLUE EARTH Co., Ltd.	Be Fitness Co., Ltd.	BLUE EARTH JAPAN Co., Ltd.
Head Office Address	1040-1 Osato Town Kofu City Yamanashi Prefecture 400-0053 JAPAN	1825 Yokkaichiba Isawa Town Fuefuki City Yamanashi Prefecture 406-0032 JAPAN	1040-1 Osato Town Kofu City Yamanashi Prefecture 400-0053 JAPAN
Representative	Representative Director: Michiharu Takai	Representative Director: Michiharu Takai	Representative Director: Michiharu Takai
Capital	35 million yen	36 million yen	10 million yen
Established	February 1989	May 1981	May 1998

End.