



## A new value of "living freely anywhere in the world"

Buy as much as you want to use and add your own home all over the world.  
On the days you don't use it, you can operate it as a hotel owner without waste.

If extraordinary spaces became a part of your daily life, your life would be more enjoyable and free.  
UMITO, which creates a space between the everyday and the extraordinary, proposes a new kind of multi-location life.





## The reason why we continue to construct buildings with spectacular views of the ocean.

Since time immemorial, the ocean has attracted many people.

A front-row location on the ocean is very valuable and hard to find.

That is why UMITO builds the best hotels in the best locations. UMITO, a villa to spend time with the sea.

The unobstructed view promises an extraordinary and blissful time.

Leaving the hustle and bustle of the city behind, relaxing and gazing at the ocean will energize you and give you new ideas.





## Reasons why we take pride in small luxury

We want to deliver a dining experience created by top-class chefs and heartfelt hospitality.

UMITO operates small luxury hotels and restaurants.

Unique time and space create special memories that are deeply engraved in your heart.

By owning UMITO will bring the highest value to your life.

# Scenery that can only be achieved by UMITO

Three reasons why it is difficult for individuals to own a vacation home by the sea

## REASON1

### Land is difficult to obtain

Land along the coast is extremely rare and rarely comes onto the market. Even if they are put up for sale, the current situation is that they are often traded without being disclosed to the general public. Even if the information is available, it is not easy to purchase a prime location on the front row of the ocean due to high prices and fierce competition.

## REASON2

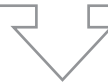
### Construction costs are high

The cost of building a luxurious and special villa is significantly higher than the cost of building a regular home. In addition, it is necessary to take measures against salt damage during construction, which may result in higher construction costs than expected.

## REASON3

### Maintenance and Burden of maintenance costs

Maintaining a vacation home requires a lot of effort. Especially for properties along the coast, measures against salt damage and sand are essential. Furthermore, if a room is left unoccupied for a long period of time, dust and mold will form, so continued maintenance such as regular ventilation and cleaning is required.



With UMITO, you can have a villa in a prime location on the front row of the ocean.

Because we have been developing real estate for many years, we have our own purchasing routes.

Kamakura, Atami, Okinawa, etc. that are hard to find for the general public.

We build villas and small luxury hotels in prime locations on the front row of the ocean in one of Japan's best resort areas.

Leave all the troublesome management, upkeep, and maintenance to UMITO.



## ULTIMATE LUXURY

# Pursuing the ultimate luxury

UMITO, a villa that can be used as a villa or a hotel,  
continues to increase the number of properties with spectacular views of the ocean.

Enjoy a high-quality experience with first-class service that you cannot get in everyday life,  
such as gourmet food and hospitality.

In addition, you can take advantage of the network that allows you to use not only the properties you purchased,  
but all "UMITO" mutually.

Please enjoy the ultimate luxury of spending time with the sea.

Difficult to obtain,  
overlooking the sea  
Spectacular location

Purchase only  
as much as  
you want to use

Unlock access to all  
homes in the UMITO  
network.

No management,  
maintenance,  
cleaning,  
etc. required



# UMITO Q&A

A new base like no other. Free to live and use however you like.  
We will explain how to use "UMITO" and how it works.

## Q.1

### What Is a Share Purchase?

A method of purchasing ownership for only the amount of use you want. If you purchase 10 nights per year, you can own only about 1/36 of the property. Of course, purchasing the whole building (360 nights per year) is also possible.



Number of days used per year

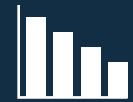
10 nights

From about  
10 million yen

## Q.2

### What are the benefits of owning UMITO?

As an asset, it can be depreciated, sold, and inherited. Unlike the right to use a membership service, you purchase ownership as a real estate asset.



Depreciation



Sale



Inheritance

## Q.3

### What about cleaning and maintenance?

The monthly management fee includes cleaning fees and utility fees, and there are no room charges during your stay. You can always spend your time comfortably and relaxingly.



Property  
Management



Cleaning

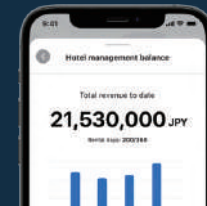
## Q.4

### What happens if I can't use it all?

If you are unable to use all of the available nights, UMITO can rent them out as a hotel and generate revenue. There is no need to go through the hassle of renting out your rooms or managing your hotel reservations.



Rental  
Procedures







# List of Locations for Sale

	UMITO Okinawa Onnason				UMITO Atami bettei				UMITO Kamakura		
	GRANDE FAMILLE	LIEN	COPAIN CHERIE	PATIO	PENT HOUSE	LIEN	AMI	THE CLIFF	Zaimokuza	Koshigoe	Yuigahama
											
Total area	537.20㎡	185.46㎡	129.95㎡	110.25 ㎡	189.17 ㎡	141.29㎡ 140.40㎡	73.55㎡ 64.22㎡	130.86 ㎡	179.77㎡	130.28㎡	407.79㎡
Floor plan	3SLDK	2LDK	1LDK	1LDK	2LDK	2LDK	1R	2LDK	2LDK	2LDK	5LDK
Ownership type	Trust beneficiary rights	Trust beneficiary rights	Trust beneficiary rights	Trust beneficiary rights	Trust beneficiary rights	Trust beneficiary rights	Trust beneficiary rights	Sectional ownership	Ownership	Sectional ownership	Ownership
Rights turation	No fixed term	No fixed term	No fixed term	No fixed term	50 years from the time the property was completed	50 years from the time the property was completed	50 years from the time the property was completed	50 years from the time the property was completed	No fixed term	50 years from the time the property was completed	No fixed term
Total Number of guest Rooms	1room	2room	4room		1room	2room	2room	5room	1room	2room	1room
Maximumnumber of nights	8persons	6persons	4persons	4persons	6persons	6persons	3persons	6persons	4persons	6persons	6persons
Number of nights sold	10nights~	10nights~	10nights~	10nights~	10nights~	10nights~	10nights~	10nights~	Whole building sale	10nights~	Whole building sale
Mutual use destination	UMITO/ NOTAHOTEL	UMITO/ NOTAHOTEL	UMITO/ NOTAHOTEL	UMITO/ NOTAHOTEL	UMITO/ NOTAHOTEL	UMITO/ NOTAHOTEL	UMITO/ NOTAHOTEL	UMITO	UMITO	UMITO	UMITO





## UMITO OKINAWA ONNASON

Like a Private Beach. The Vast Ocean and the Royal Residence of the Ryukyu Kingdom on Your Eyes



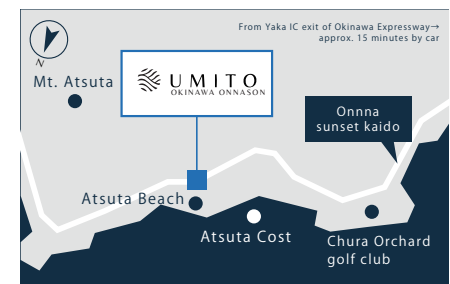


# UMITO OKINAWA ONNASON

A special seat overlooking the great outdoors with some private time

Address 〒904-0402  
1894-1, Yasufuso, Onna Village, Kunigami District, Okinawa Prefecture

Floor Plan 3SLDK / 2LDK / 1LDK







# UMITO VILLA KAMAKURA YUIGAHAMA

A mansion where you can enjoy luxury in a private space

Address 〒248-0013  
5-2-19 Zaimokuza, Kamakura City, Kanagawa Prefecture

Floor Plan 5LDK





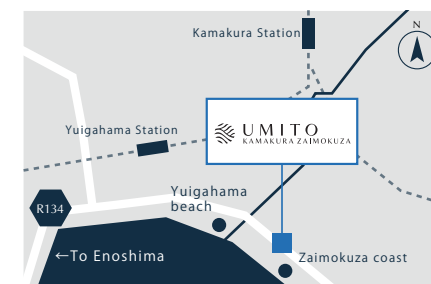


# UMITO VILLA KAMAKURA ZAIMOKUZA

A living base where everything in daily life becomes picturesque

Address 〒248-0013  
5-10-44 Zaimokuza, Kamakura City, Kanagawa Prefecture

Floor Plan 2LDK





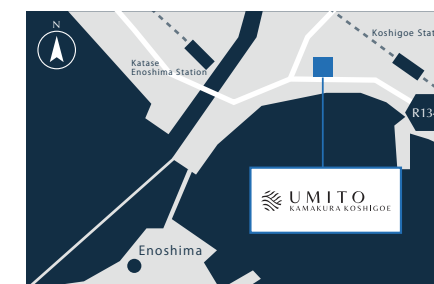


# UMITO KAMAKURA KOSHIGOE

A villa where you can enjoy food in a special seat in Kamakura

Address 〒248-0033  
3-12-16 Koshigoe, Kamakura City, Kanagawa Prefecture

Floor Plan 2LDK





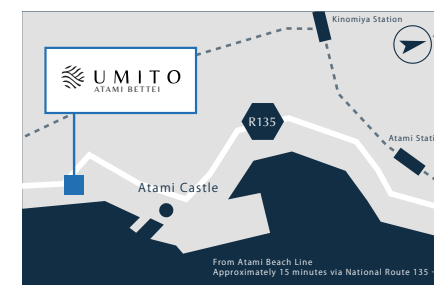


## UMITO ATAMI BETTEI

The luxury of an unparalleled cliffside view,  
where the sea and sky merge without anything to obstruct

Address 〒413-0101  
1027-78, -83 Soga, Kamitaga, Atami City, Shizuoka Prefecture

Floor Plan 1R / 2LDK







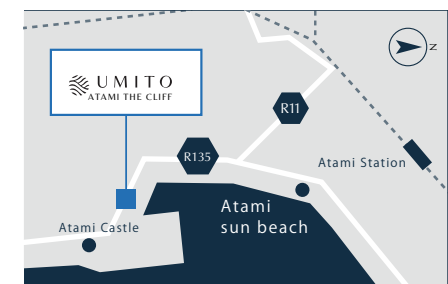
# UMITO ATAMI THE CLIFF

A hidden retreat where you can overlook Sagami Bay from an infinity pool and enjoy fireworks

Address 〒413-0023  
Wadahama Minami, Atami City, Shizuoka Prefecture 1992-23, 1992-42, 1694-1

Floor Plan 2LDK

\*UMITO Wadahama is currently in the planning stage. The property design and specifications are subject to change.





# The ultimate luxury in a small luxury space

A special food experience created by top chefs



## CHEF



Chef Hiroki Ogawa

Trained at a three-star restaurant in France, worked as sous chef at Restaurant Hiramatsu Paris, and served as head chef at Restaurant Hiramatsu Hiroo for eight years.



Chef Satoru Asahina

Chef de Cuisine at La Table de Joel Robuchon, where he won first prize in the sweets and desserts category representing Japan at the Prosper Montaigne International Competition and third prize overall in the world. He was awarded two stars in the Michelin Guide Tokyo.



Chef Naoto Kishimoto

After studying in various places such as La Promenade in the Loire and Faucher in Paris, he opened stores in Minami Aoyama, Hiroo, and Kanda Nishikicho after returning to Japan. Awarded 12 stars in the Michelin Guide.



## UMITO'S LIFE STYLE

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A new lifestyle starting with UMITO  
To own as an asset  
Added value of “luxury”

In addition to owning property as an asset, such as inheritance tax measures and depreciation,

We offer an experience surrounded by spectacular views and first-class hospitality.







## SMALL LUXURY

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A villa that doesn't require maintenance

Always in the best condition  
welcome the owner

You can use it as a vacation home and leave all the troublesome management and maintenance to UMITO.

UMITO will provide unique services of small luxury.



## GIFT

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For myself,  
for someone precious

There are a wide range of ways to use UMITO, which is located in prime locations across the country.

Use as a great gift for your friends or loved ones to match their available styles.



# Exclusive Benefits to UMITO Owners

To enrich the lives of UMITO owners  
This is a system that allows interaction within the community.

## BENEFITS 1

Akasaka club lounge  
is available



As a bonus for owners  
"UMITO The Lounge Akasaka"  
is available for free.

## BENEFITS 2

UMITO Owners  
concierge service



We can also make travel arrangements and  
provide restaurant information.  
Please enjoy the benefits of being an owner  
even when not using UMITO.

## BENEFITS 3

Regular information  
exchange meetings



A social gathering where you can also invite  
your friends.  
Please make the most of the expanding  
UMITO owner community.



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# Make Full Use of All Purchased Nights Without Waste

It is possible to use the property as a corporate welfare facility or to gift the owned rooms to friends or family.

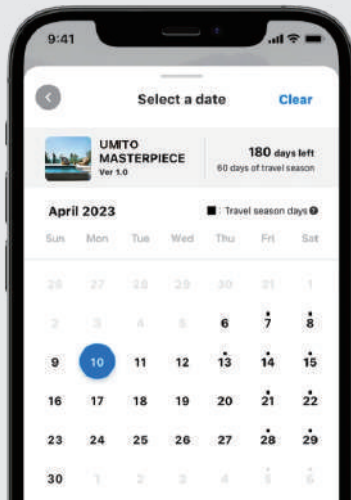
Additionally, you can access rooms you do not own.

Unused days can be monetized as a hotel owner to generate revenue.

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## Introducing an Exclusive System for Owners

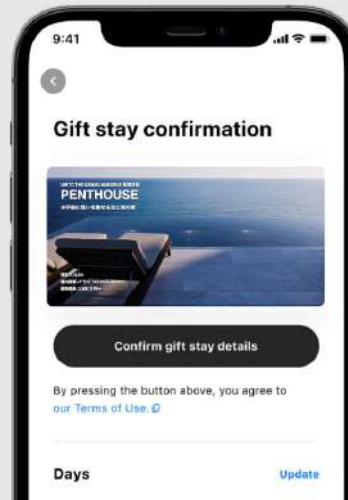
Stay at the Purchased UMITO or Other UMITO Locations



Reservations can be made up to 12 months in advance.

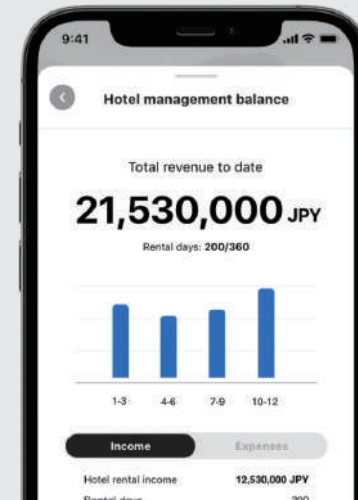
Available dates are set every 6 months, allowing you to choose your preferred dates.

Give a Gift to Someone Special



Key handover and same-day chat support can all be managed via the web or a dedicated LINE account.

Recover Revenue for Unused Days



You can check your earnings directly on your smartphone, with no hassle in management. On days you don't use, bookings are automatically made as a hotel.


\*The image is for illustrative purposes only.





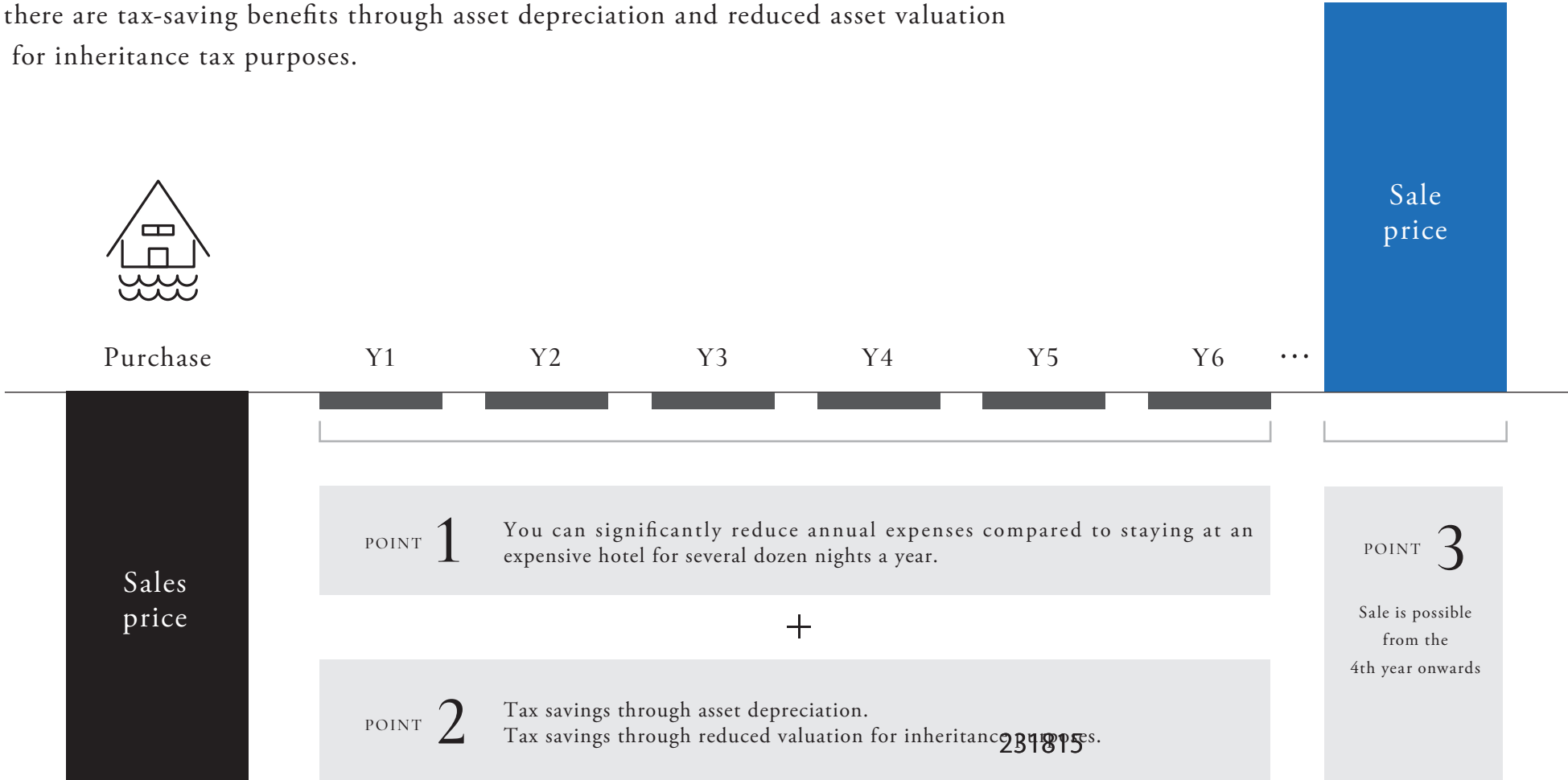
## Comparison with Similar Services

- Similar to a membership-based resort, it is possible to purchase in small increments as needed, with mutual usage available.
- Similar to a hotel condominium, you can rent out the property as a hotel when not in use, generating revenue.

	 UMITO	Membership resort Time share	Hotel Condominium	Villa
Buy only what you need	●	●	×	×
Reciprocal Use	●	●	×	×
Monetization through Hotel Rental	●	×	●	×

# Tax savings through asset depreciation

Depreciation, Sale, and Inheritance are also possible.  
By spending less annually than staying at an expensive hotel for 10 nights,  
there are tax-saving benefits through asset depreciation and reduced asset valuation  
for inheritance tax purposes.





# Reasons why UMITO is chosen for welfare benefits

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## 01 Own a prime location right in front of the sea

UMITO operates small luxury hotels in some of Japan's top resort destinations, including Okinawa, Kamakura, and Atami, all located right by the ocean. Spending time by the sea, listening to the sound of the waves, is said to relax both the body and mind, promoting health. The color blue has a calming effect on emotions, while the warm orange hues of the sunrise and sunset help foster a positive outlook. Additionally, gazing at the shimmering water surface is believed to have a soothing effect. Many employees and their families have shared that they feel they can reset their emotions, and there are even reports of enhanced child development and creativity.

## 02 You can purchase as many nights as you want to use.

The flexibility and options for vacation homes and residences are expanding. However, company-owned resorts and welfare facilities often come with the burden of maintenance, management, and fixed costs. As lifestyle changes progress, the aging of buildings and shifting employee preferences have led to a decline in demand for these properties. Additionally, it has been found that most people who own vacation homes use them only 2-3 nights per month. UMITO offers a system where you can purchase only as many nights as you need, starting from just 10 nights per year. With the recent surge in hotel prices, many companies are now utilizing UMITO properties as bases for employee training, business trips, and remote work, which has generated significant attention.

## 03 UMITO nationwide can be used

UMITO allows you to stay not only at the hotel or vacation home you have purchased, but also at UMITO properties you do not own. In addition to locations throughout Japan, future plans include making properties around the world available for mutual use. This opens up new possibilities, such as deciding where to spend your vacation each year, fostering fresh ideas and providing a significant boost of energy to your daily work.

## 04 You can also rent it out if you are not staying overnight.

When a corporation owns a property as a welfare facility, traditional products incur annual management fees and running costs regardless of use, resulting in unnecessary expenses. However, with UMITO, unused periods can be rented out to generate rental income, which can be used to cover annual management costs and other expenses. This eliminates waste and offers effective tax benefits, including depreciation, sales, and inheritance

# UMITO's ever-growing number of locations are all yours.

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## OKINAWA



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## ATAMI



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## KAMAKURA





# UMITO's ever-growing number of locations are all yours.

## KAMAKURA



## KAGOSHIMA



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## OKINAWA



\*This schedule is subject to change as it is still being planned.

# A network with mutual usage capabilities and scalability.

At UMITO, you can not only stay in the villas you purchase, but also enjoy staying at UMITO properties that you do not own. Since you can use bases all over Japan and around the world, you can enjoy a stay that suits your lifestyle, whether it's for travel, business, or leisure.

Kamakura	UMITO VILLA Kamakura Yuigahama UMITO Kamakura Koshigoe UMITO VILLA Kamakura Zaimokuza UMITO VILLA Kamakura Inamuragasaki
Yokosuka	UMITO VILLA Akiya
Hakone	UMITOHakone Ashinoko
Atami	UMITO Atami bettei UMITO Atami THE CLIFF
Hyogo	UMITO Awajishima
Kagoshima	UMITO Amamioshima Kaminoko beach UMITO Amamioshima Shiraura UMITO Akaogi
Okinawa	UMITO Okinawa Onnason UMITO Sesokojima UMITO Miyakojima Sanctum UMITO Miyakojima sunset beach

## ① Kanagawa



UMITO KAMAKURA YUIGAHAMA

Area:Kamakura

Sale



UMITO KAMAKURA KOSHIGOE

Area:Kamakura

Sale



UMITO KAMAKURA ZAIMOKUZA

Area:Kamakura

Sale



UMITO KAMAKURA INAMURAGASAKI

Area:Kamakura

Land Acquired/Planning



UMITO KAMAKURA AKIYA

Area:Yokosuka

Land Acquired/Planning

## ② Sizuoka



UMITO ATAMI BETTEI

Area:Atami

Sale



UMITO ATAMI THE CLIFF

Area:Atami

Sale

## ③ Kanagawa



UMITO HAKONE ASHINOKO

Area:Hakone

Land Acquired/Planning

## ⑤ Kagoshima



UMITO AMAMI OSHIMA KAMINOKO BEACH

Area:Amami Oshima

Land Acquired/Planning



UMITO AMAMI OSHIMA SHIROURA

Area:Amami Oshima

Land Acquired/Planning



UMITO AMAMI OSHIMA AKAOGI

Area:Amami Oshima

Land Acquired/Planning

## ④ Hyogo

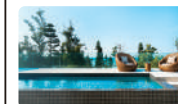
coming soon

UMITO AWAJISHIMA

Area:Awajishima

Land Acquired/Planning

## ⑥ Okinawa



UMITO PLAGE The Atta Okinawa

Area:Onnason

Sale



UMITO SESOKOJIMA

Area:Sesokojima

Land Acquired/Planning

## ⑦ Okinawa



UMITO MIYAKOJIMA SANCTUM

Area:Miyakojima

Land Acquired/Planning



UMITO MIYAKOJIMA SUNSET BEACH

Area:Miyakojima

Planning

\*This is currently under planning and may be subject to change.





Additionally, UMITO's exchange network extends beyond Japan, expanding to various countries around the world.

In pursuit of the ultimate in luxury, UMITO is expanding to countries around the world. Unused extra nights can be exchanged for hotel stays abroad.



The St. Regis  
Bora Bora Resort

Tahiti Bora Bora

<https://www.skygate.co.jp/hotel/detail?hotelCode=40119>



Emirates Palace  
Mandarin Oriental

United Arab  
Emirates Abu Dhabi

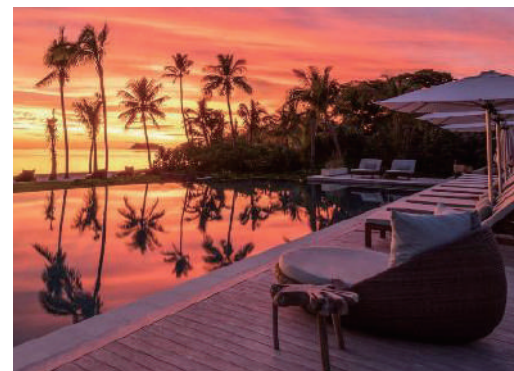
<https://www.skygate.co.jp/hotel/detail?hotelCode=35707>



The Ritz-Carlton  
Maldives

Maldives Fari Islands

<https://www.skygate.co.jp/hotel/detail?hotelCode=3089249>



Six Senses Fiji

Malolo Island,  
Republic of Fiji

<https://www.skygate.co.jp/hotel/detail?hotelCode=2138674>

# Voices from UMITO Owners

## VOICE 01

I was honestly surprised that such an exceptional hotel was created.

 Owner Mr. Yone, UMITO Okinawa Onna Village, UMITO Atami Villa, UMITO

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Each UMITO I purchased has its own purpose. First, UMITO Okinawa Onna Village is a way to give a stay to my employees, family members, and those who have helped me. As an owner, I can show my appreciation whenever I want, so I became the first UMITO owner to give back.

Next, we purchased the UMITO Atami villa for quiet privacy and family. It is a place where I can unwind and reset, whether I feel stuck or need some alone time to find peace and clarity.

As for UMITO Kamakura Koshigoe, it is an investment in the future growth of my business. The expansive view of Sagami Bay stimulates different ideas and opens up new possibilities from different perspectives. It also serves to strengthen the foundation of my endeavors by aligning well with my goals.

These three UMITOs reflect my unique vision and determination and are the driving force that keeps me going. This purchase is not only for me, but for my colleagues, business partners, family, and myself, a valuable decision that will enhance my life journey. I will continue to be a faithful supporter of UMITO and will support them every step of the way.

## VOICE 02

'I've never seen a view like this.'  
Showing filial piety to my mother,  
who tends to be a recluse.

 UMITO Okinawa Onnson, Owner: Mr. Hoshikawa

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During my stay at UMITO Okinawa Onna Village, I was deeply impressed by the beautiful ocean and stunning architecture. This inspired me to purchase a hotel of my own.

I also had the opportunity to stay at UMITO series' "UMITO VOYAGE ATAMI" with my family, and my mother was truly moved, saying, "I have never seen such a beautiful view." The hotel staff provided excellent service, and I was delighted to be able to create the perfect family trip and fulfill my wish of showing appreciation to my mother.

While owning a seaside villa is usually expensive, UMITO's flexible system, which allows you to purchase only the amount you need, makes it much more affordable. Additionally, if you don't use the property, it can generate income, making it a great investment. Being able to gift stays to family members and business partners has been incredibly well-received, and I'm glad it brings joy to those around me.

## VOICE 03

A Starry Sky Unseen in the City,  
Enjoyed Together with My Children

 UMITO Okinawa Onnson, Owner: Ms. Miki Fukuda

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Due to the impact of COVID-19 and the post-pandemic yen depreciation, I found myself more attracted to domestic travel rather than overseas trips. Okinawa, in particular, is a great destination to visit with children.

The increasing number of hotels that offer reciprocal usage was also a significant factor in my decision to purchase, as I can generate income by renting out the property on days when it's not in use.

My children are always thrilled to be able to swim in the room's pool whenever they want.

The satisfaction of enjoying a delicious breakfast and dinner in the comfort of our own room is incredibly high. Additionally, the hotel is conveniently located near restaurants and a convenience store.

At night, we were able to enjoy a starry sky like no other, something we can't experience in the city, and my children loved it.

## VOICE 04

"I think it's time to go."  
I can go to Okinawa with this feeling

 UMITO Okinawa Onnson, Owner: Mr. Atsushi Okawa

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As my children have grown a bit older and are at an age where they can enjoy sightseeing, not just camping, I started thinking that our travels would increasingly involve taking trains or flights. It was around this time that I learned about UMITO, and this led me to make the purchase.

Since buying, Okinawa feels much closer. It's now a sensation that I can go whenever I want. Before the purchase, planning a trip to Okinawa felt like a big, well-thought-out travel plan, but now I can think, "Maybe it's time to go soon" without the pressure of elaborate preparation.

Being a small luxury hotel, the entire building exuded the unique atmosphere of Okinawa. The room had large windows, and despite keeping the name "UMITO," there was a sense of openness that made it feel like the outside and the sea were seamlessly connected.



## SUPPORT

UMITO takes the hassle out of home buying,  
from start to finish.  
Your buying journey, made simple.

The procedure is easy and can be done online.

## 4 STEP

1



From UMITO's website  
Apply online

2



After about 1 week,  
We will notify you of the  
screening / qualification results.

3



An online detailed explanation  
will be conducted  
with a specialist staff  
after the qualification.

4



The contract is complete  
with the payment of the  
initial deposit.

Consultation with expert staff and explanations via web meetings are also available.

On-site briefing sessions are held regularly.

You can easily ask questions and make inquiries via WhatsApp. We also share the latest UMITO information through mailing list.



Is there anything you're unsure about regarding UMITO?

By registering for the official Whats App account, you can easily ask questions and make inquiries via chat. We also share the latest UMITO information through Whats App.



You can easily ask questions and make inquiries through private chat on WhatsApp.



### Company Profile

Company Name	UMITO Co., Ltd. (company name changed on October 1, 2024)
Representative	Teppei Hori, CEO
Address	〒102-0094 4-6-3 Roppongi, Minato-ku, Tokyo 106-0032, HORIJUKU PLACE THE TOKYO
Capital	¥790M (JPY)
Established	April 16, 2019
Employee	Approximately 104 people (including subsidiaries and part-time workers)
Permits and licenses	Real estate transaction business, small real estate specified joint venture, hotel business, Tokyo governor registered travel business

Business content	Real Estate Sharing Economy Service Real Estate Production Service "Attorney Teppei Hori's Real Estate Investment School"
Affiliated companies	HORIJUKU Agency Co., Ltd. UMITO Hospitality Co., Ltd.