

Neo Soho Mall in Jakarta to be Renamed “Central Park Mall 2”

Effective November 22, the change will unify the brand with the adjacent Central Park Mall, further enhancing its position as the number one destination in West Jakarta

Hankyu Hanshin Properties Corp. announces that “Neo Soho Mall,” a commercial facility in West Jakarta, Indonesia, will be renamed “Central Park Mall 2,” effective from the 22nd of November 2025. The company holds a majority stake in the mall through its local subsidiary, PT NSM ASSETS INDONESIA.

Our company acquired the large-scale commercial facility “Central Park Mall” in September 2022, followed by the adjacent “Neo Soho Mall” in September 2023. These two properties are interconnected by a skywalk and an underground corridor, boasting a combined gross floor area of approximately 250,000 square meters.

While we have been integrating their operations through joint events and promotions, we are now renaming Neo Soho Mall to “Central Park Mall 2” to more strongly emphasize their unity and maximize synergies.

This rebranding will establish a unified, two-mall destination under the Central Park brand. We will enhance integrated management across tenant leasing, events, and promotions to boost brand equity and visitor appeal, further elevating our status as the premier commercial destination in West Jakarta.

Additionally, “Central Park Mall 2” will continue to develop a wide range of events under its “Urban Family Experience*1” concept. By offering experiences focused on “Playing, Nurturing, and Spending Quality Time,” we remain dedicated to creating a space that offers new value and ensures a comfortable and pleasant stay for everyone.

Through these initiatives, we will not only strengthen the foundation of our leasing business in Indonesia but also drive the expansion of our real estate operations overseas.

*1 The “Urban Family Experience” is a concept crafted for modern urban families, dedicated to creating cherished memories that transcend everyday life. It harmoniously blends three core elements: dynamic spaces for Play that spark joy and discovery; inspiring environments to Nurture creativity and curiosity; and welcoming sanctuaries where families can Spend Quality Time together in comfort and safety.

【OLD】Logo for Neo Soho Mall

**neo
SOHO**
SO WONDRIOUS



【NEW】Logo for Central Park Mall 2

Central Park 2
Everyday is an Extraordinary Life

In conjunction with the name change, we will be updating the facility logo.



Location Map of Greater Jakarta Area
(Yellow lines indicate highways)



Exterior view of the building

■ Overview of Neo Soho Mall (To be renamed “Central Park Mall 2” effective from the 22nd of November 2025)

【 Site Area 】 21,719 m²

【 Total Floor Area】 63,479 m²

【 Number of Floors 】 2 basement levels, 7 above-ground floors, and others

【 Completion 】 2016

【 Number of Tenants 】 Approximately 70 tenants

■ Overview of Central Park Mall

【 Site Area 】 85,697 m²

【 Total Floor Area 】 188,047 m²

【 Number of Floors 】 2 basement levels, 10 above-ground floors, and others

【 Completion 】 2009

【 Number of Tenants 】 Approximately 300 tenants

*Please note that news releases written in Japanese are treated as the official release.

【Attachment】

(For Reference) Overview of Initiatives and Achievements at “Central Park Mall”

Overview of Initiatives and Achievements at “Central Park Mall”

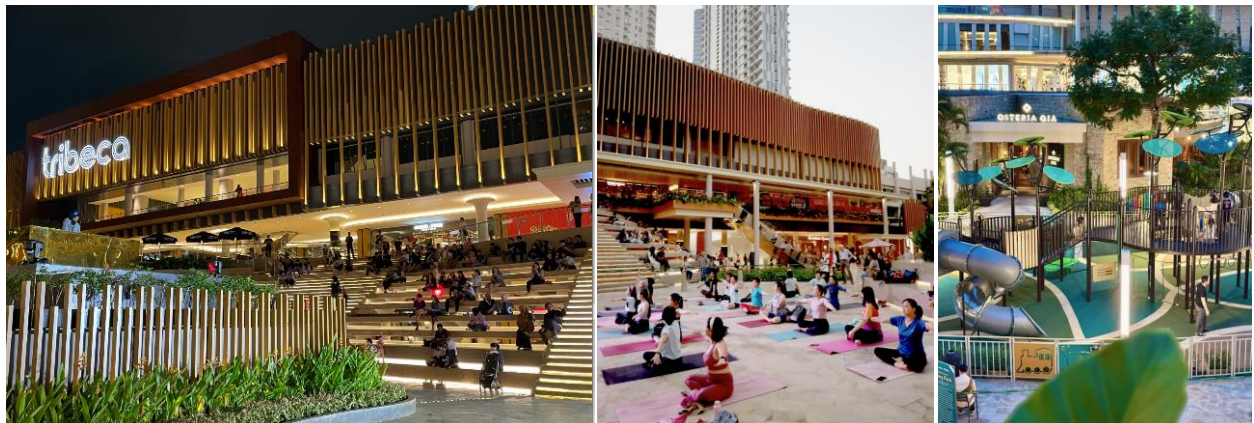
Since acquiring Central Park Mall in September 2022 and Neo Soho Mall in September 2023, Hankyu Hanshin Properties Corp. has managed both facilities in an integrated manner, actively pursuing a range of initiatives to further enhance their value.

Drawing upon extensive expertise cultivated through the operation of major commercial facilities in Japan—such as Grand Front Osaka Shops & Restaurants and Hankyu Nishinomiya Gardens—the company has closely collaborated with local management partners in Indonesia, skillfully adapting its knowledge to local needs and cultural contexts. Below is an outline of key initiatives and their outcomes.

■Significant Value Enhancement of “Tribeca Park & Tribeca Dining” at Central Park Mall

Central Park Mall boasts “Tribeca Park,” a rare one-hectare open space in Jakarta, which serves as a key landmark within the facility. To address challenges with visibility and visitor circulation in the adjacent “Tribeca Dining” area, the mall implemented a comprehensive value enhancement initiative. This project included substantial renovations such as a newly constructed grand staircase and a complete renewal of the tenant mix.

At the grand reopening in September, 15 new tenants began full operations. The grand staircase has already become a popular photo spot and vibrant center for social activity, providing guests with a welcoming environment. Furthermore, the addition of playground equipment in Tribeca Park has created a more family-friendly atmosphere, significantly increasing the overall appeal of the facility.



Scenes of the lively Tribeca Park, bustling both day and night (left, center), and the newly installed playground equipment (right)



Location Map of Tribeca Park and Tribeca Dining

■Strategic Tenant Attraction and Strengthening Partnerships with Japanese Companies

Leveraging our strong relationships in Japan, we successfully attracted Indonesia's first NITORI store, which opened in July 2024. The store has been well received by local customers and has significantly enhanced the appeal of the facility. In addition to ongoing discussions with Japanese tenants from various sectors, including restaurants and entertainment facilities, we are actively strengthening promotional activities in collaboration with Japanese companies. Notable initiatives include a large-scale Christmas event with the globally popular "Pokémon" (scheduled for December 2024) and a collaborative event with TOHO's iconic movie character "Godzilla" held in June this year, both of which garnered significant attention.

■Leveraging Synergies with the Hankyu Hanshin Holdings Group

We are proactively strengthening our sales and marketing efforts to uncover new synergies in Indonesia alongside the Hankyu Hanshin Holdings Group and Hankyu Hanshin Department Stores, Inc. A key initiative was our joint participation in the "HSBC/ANA Travel Fair★1" at Central Park Mall, where we promoted our commercial facilities in Osaka's Umeda area to drive inbound visitor traffic.



Indonesia's first NITORI store (left), the Christmas event in collaboration with "Pokémon" (center), and the partnership event with "Godzilla" (right)



Scenes from the travel fair held at Central Park

(★1) A travel promotion event co-hosted by HSBC Bank and All Nippon Airways (ANA), featuring the sale of airline tickets to Japan and related offers.

■Initiatives for Social Contribution and Sustainability (Partnership with SOLAR CHAPTER)

As part of our commitment to sustainability through the operation of both facilities, we have participated in a support project led by the NPO SOLAR CHAPTER, aimed at alleviating water stress in regions facing severe shortages of water resources.

Since 2023, this initiative has focused on East Nusa Tenggara, a region facing significant challenges from climate change and economic hardship. The project aims to improve the quality of life for residents through the installation of solar-powered water supply systems. By hosting various events at Central Park Mall and Neo Soho Mall★², we have engaged our customers and stakeholders, raising funds to support this cause. In 2024, these efforts generated approximately IDR 28 million (approx. JPY 2.6 million), which funded the construction of a new water system in Tunabesi. This year, we have extended our support to the Oenenu area, and we will continue to advance our social and sustainability goals through such impactful partnerships.

(★2) The facility will be renamed “Central Park Mall 2” effective from the 22nd of November 2025.



QR codes were installed throughout the facility to encourage donations.



Children of Tunabesi



Location Map of Oenenu and Tunabesi