Feature Introduction of Operators

Vol. 2 Sawayaka Club Co., Ltd.

http://www.sawayakaclub.jp
**Corporate Profile (as of June 30, 2015)**

- **Company name**: Sawayaka Club Co., Ltd.
- **Established**: December 2004
- **Representative**: Fumiharu Uchiyama, President and Representative Director
- **Paid-in Capital**: 200,800,000 yen
- **Headquarters address**: Uchiyama Dai20 Building, 2-10-10 Kumamoto, Kokurakita-ku, Kitakyushu City
  - Telephone: +81-93-551-5555
  - FAX: +81-93-513-3222
- **No. of employees**: 2,039
- **Business details**: Operation of nursing care facilities for the elderly
  - Fee-based homes for the elderly (with nursing care/residential type)
  - Elderly housing with supportive services
  - Community-based daily life care responding to dementia patients (Group homes)
  - Short-term in-facility daily life care (Short-stay service)
  - Small-scale multi-functional homecare
  - Outpatient nursing care (Day service)
  - Home-visit nursing care (Home help service)
  - In-home nursing care support (Care plan center)
  - Operation of hot spring hotels
  - Operation of facilities for the disabled
  - After school daycare service

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**Structure of the Uchiyama Group**

- **Holding company**: Uchiyama Holdings Co., Ltd. Listed on the first section of the Tokyo Stock Exchange Securities code: 6059
- **Consolidated subsidiary**: Sawayaka Club Co., Ltd. Nursing care business, etc.
- **Consolidated subsidiary**: Bonheure Co., Ltd. Karaoke/restaurant business, etc.
- **Overseas joint company**: Bonheure (Thailand) Co., Ltd. Restaurant business

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**The Uchiyama Group History**

- **June 1971**: Established Uchiyama Building Co., Ltd. in Kitakyushu City, Fukuoka
- **April 1991**: Opened “Croquette Club Kurosaki,” its first karaoke box shop, in Kitakyushu City, Fukuoka
- **June 1994**: Established Kouno Ltd. (current: Bonheure Co., Ltd.) in Kitakyushu City, Fukuoka
- **November 1995**: Opened an izakaya “Shuzenbo Zen,” its first restaurant, in Kitakyushu City, Fukuoka
- **April 2003**: Opened “Sawayaka Parkside Shinkawa,” a facility combining a fee-based home for the elderly with nursing care and a day service center in Kitakyushu City, Fukuoka
- **December 2004**: Established Sawayaka Club Co., Ltd. in Kitakyushu City, Fukuoka
- **October 2006**: Established Uchiyama Holdings Co., Ltd. in Kitakyushu City, Fukuoka as a holding company of Sawayaka Club Co., Ltd. and Bonheure Co., Ltd.
- **July 2008**: Opened “Sawayaka Heart Pier Myoban,” a facility combining a hotel and a residential-type fee-based home for the elderly in Beppu City, Oita
- **November 2009**: Established Sawayaka Amanogawa Co., Ltd. in Hirakata City, Osaka as a subsidiary of Sawayaka Club Co., Ltd.
- **April 2012**: Uchiyama Holdings Co., Ltd. listed its shares on JASDAQ market of Osaka Securities Exchange (current: Tokyo Stock Exchange)
- **December 2012**: Sawayaka Club Co., Ltd. conducted absorption-type merger to Sawayaka Amanogawa Co., Ltd.
- **December 2013**: Uchiyama Holdings Co., Ltd. changed its listing market to the second section of Tokyo Stock Exchange
- **August 2014**: Established Bonheure (Thailand) Co., Ltd. in Thailand as an overseas joint company of Bonheure Co., Ltd.
- **September 2014**: Uchiyama Holdings Co., Ltd. was designated to be listed on the first section of Tokyo Stock Exchange
- **November 2015**: Opened “Ainoie,” an after school daycare service center as support business for disabled children, in Kitakyushu City, Fukuoka
Basic Principles

“Spirit of Love” “Respect Dignity” “Customers First”

Slogan

Co-existence of children, young people and the elderly
Aim to create a society where children, young people and the elderly can all lead a happy life.

Strive for “Japan’s number one service and operation”

Through operations based on our aim of “bringing purpose to life” to residents and users, we would like to be a “facility that is needed.”

Offering an “easy-to-enter and easy-to-leave system” such as “no one-time entrance fees,” from the perspective of residents and their families

Most of our facilities operate under a “no one-time entrance fee” system, and only some facilities require deposits. Furthermore, monthly fees are set at an average level to greatly benefit the residents. Our operating system is established considering the standpoint of residents and their families, and thus is known as an “easy-to-enter and easy-to-leave system.”

Securing significantly high occupancy rates compared to other facilities in the industry against a backdrop of providing high hospitality services based on our aim of “bringing purpose in life.”

By providing thorough service training so that staff will learn to value the dignity of residents, we pursue building trust relationships. In addition to the basics such as addressing residents with “-sama” (honorific name suffix to show respect), we place importance on providing occasions where residents can feel a purpose in life; including, for instance, holding birthday parties, growing vegetables in a field, cooking, taking overnight trips to hot springs and holding other seasonal events, as well as having residents provide facility tours for visitors.

As a result of these efforts, our nursing care facilities have secured high occupancy rates that surpass the industry average.

Developing various “community-based” nursing care services centering on fee-based homes for the elderly (with nursing care/residential type) in order to respond to a wide range of nursing care needs by families

We select locations with convenient transportation access to allow easy visitation by families and locations with good natural environments to promote the health of residents of our facilities.

With community-based development centering on fee-based homes for the elderly (with nursing care/residential type) as a hub, we develop day services, short stays, helper stations, care plan centers, etc. to respond to the wide range of nursing care needs of families.
Cherish the “Smiles,” “Gratitude” and “Excitement” and enjoy an active life filled with smiles and gratitude.

Sawayaka Club will contribute to communities by responding to people’s expectations and trust with our nationwide network from Hokkaido to Kyushu.

We offer total support for those who require nursing care in the community by utilizing our strong network and teaming up with local medical and welfare services.

Further Expand Sawayaka Network

Fee-based homes for the elderly with nursing care

Fukuoka Prefecture
- Sawayaka Shimojikan
- Sawayaka Mekarikan
- Sawayaka Parkside Shinkawa
  2-13 Shinkawaemachi, Tobata-ku, Kitakyushu City
- Sawayaka Kaikyokan
  1-11-13 Hamamachi, Wakamatsu-ku, Kitakyushu City
- Sawayaka Hanamikan
  3-4-30 Takachihigashi, Wakamatsu-ku, Kitakyushu City
- Sawayaka Meisukan
  5-7-6 Higashiimamizuyu, Yahatanishi-ku, Kitakyushu City
- Sawayaka Lakeside Nakano-ku
  2-19-2 Nakano-ku, Yahatanishi-ku, Kitakyushu City
- Sawayaka Kellukan
  11-15 Naganohigashimachi, Kokuraminami-ku, Kitakyushu City
- Sawayaka Munakatakan
  1-13-2 Inhishima, Munakata City
- Sawayaka Yukuhashi Niban-ku
  3-11-4 Kitashima, Yukuhashi City
- Sawayaka Yukuhashi Nibankan
  3-11-3 Kitashima, Yukuhashi City
- Sawayaka Nakogatakan
  442-1 Oaza Ymanb, Nojiga City
- Sawayaka Tagawakana
  29-3-1 Oaza Itsa, Tagana City
- Sawayaka Tachibankan
  173-15 Yamanagi, Hikata-ku, Fukuoka City
- Sawayaka Riverside Nishiyama-ku
  168-2 Oaza Dejima, Wabucho, Nishiyama City
- Sawayaka Sumiyoshikan
  10-6-20 Karita, Sumiyoshi-ku, Osaka City
- Sawayaka Iwatsukikan
  4-21-30 Kakura, Iwatsuki-ku, Saitama City
- Sawayaka Omiyakan
  1082-1 Uchino Hongo, Nishi-ku, Saitama City
- Sawayaka Suzumenomiya
  2-16-16 Kakamatsumi, Ushinomiya City
- Sawayaka Sanokan
  3261-1 Horigomecho, Sano City
- Sawayaka Kamuekan
  296-1 Oaza Itsa, Tagana City
- Sawayaka Kusumotokan
  300-73 Oaza Hamabe, Ohama-ku, Nishinomi City
- Sawayaka Seaside Toba
  300-73 Oaza Hamabe, Ohama-ku, Toba City
- Sawayaka Nanyokan
  1921 Higashikita-ku, Minato-ku, Nagoya City
- Sawayaka Kasaderaikan
  58-2 Oaza Aza Matsuhashi Kasadera-cho, Minami-ku, Nagoya City
- Sawayaka Kakerukan
  1543-1 Oaza Hata, Moji-ku, Kitakyushu City
- Sawayaka Shimojikan
  1-9-15 Osu-ku, Moji-ku, Kitakyushu City
- Sawayaka Mekarikan
  2-13 Shinkawaemachi, Tobata-ku, Kitakyushu City
- Sawayaka Kaikyokan
  1-11-13 Hamamachi, Wakamatsu-ku, Kitakyushu City
- Sawayaka Hanamikan
  3-4-30 Takachihigashi, Wakamatsu-ku, Kitakyushu City
- Sawayaka Meisukan
  5-7-6 Higashiimamizuyu, Yahatanishi-ku, Kitakyushu City
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Sawaya Prefecture
- Oita Prefecture
  3-16-22 Sakashichi Chuo, Oita City
- Ehime Prefecture
  3-chome, Otsu, 11-77 Touda, Niigama City
- Hyogo Prefecture
  10-20 Karita, Sumiyoshi-ku, Osaka City
- Mie Prefecture
  2-21-7 Shodoshima, Hirokata City
- Aichi Prefecture
  300-73 Oaza Hamabe, Ohama-ku, Toba City
- Chiba Prefecture
  254-1 Kosai-chuo, Chuo-ku, Chiba City
- Niigata Prefecture
  142-28 Namiki-kou, Nara City
- Saitama Prefecture
  4-21-30 Kakura, Iwatsuki-ku, Saitama City
- Saitama Prefecture
  1082-1 Uchino Hongo, Nishi-ku, Saitama City
- Tochigi Prefecture
  3261-1 Horigomecho, Sano City
- Hokkaido Prefecture
  914-1 Teramachi, Kanuma City
- Akita Prefecture
  915-2 Nishimachi, Akita City
Cherish the “Smiles,” “Gratitude” and “Excitement” and enjoy an active life filled with smiles and trust with our nationwide network from Hokkaido to Kyushu.

Sawayaka Club will contribute to communities by responding to people’s expectations and trust with our nationwide network from Hokkaido to Kyushu.

Fukuoka Prefecture
Further Expand Sawayaka Club operates local medical and welfare services. (as of November 1, 2015)

Hyogo Prefecture
Osaka Prefecture
Sawayaka Club operates 137 offices across Japan.

Aichi Prefecture
Mie Prefecture
Ehime Prefecture
Saidama Prefecture
Chiba Prefecture
Tochigi Prefecture

Sawaya Meikaribankan
Sawaya Obatakesanbankan
Sawaya Obatakeichibankan
Sawaya Fukuwakukan
Sawaya Hanaminibankan
Sawaya Hononokan
Sawaya Kiyotakan
Sawaya Megurikan
Sawaya Kiyotakan
Sawaya Nokatakan

Oita Prefecture

Sawaya Group Home Nasumachi
Iikura, Fukuoka City, Fukuoka Prefecture, Fukuoka Prefecture (Sawayaka Club Main Office)

Sawaya Group Home Muroran
Muroran City, Hokkaido (Sawayaka Club Main Office)

Sawaya Group Home Nasumachi
3967-21 Oaza Terako Otsu, Nasumachi, Nasugun

Sawaya Group Home Ikura
Ikura, Fukuoka City, Fukuoka Prefecture (Sawayaka Club Main Office)

Small-scale multi-functional homecare
Sawaya Otsumikan
1175-6 Otsumi, Moji-ku, Kitakyushu City, Fukuoka Prefecture

Sawaya sakai Sanso
11-16 Nakanobamachi, Tobata-ku, Kitakyushu City, Fukuoka Prefecture

Sawaya sakai Sanso
5-11-17 Kaminokita-ku, Kitakyushu City, Fukuoka Prefecture

Sawaya Group Home Hikari
11-16 Nakanobamachi, Tobata-ku, Kitakyushu City, Fukuoka Prefecture

Sawaya Rehabilitation Day Service Seiyoukan
2-11-13 Seno, Yahatanishi-ku, Kitakyushu City, Fukuoka Prefecture

Sawaya Group Home Seiyou
2-11-13 Seno, Yahatanishi-ku, Kitakyushu City, Fukuoka Prefecture

Sawaya Group Home Nakabaru
3-9-18 Nakabaru, Tobata-ku, Kitakyushu City, Fukuoka Prefecture

Sawaya Group Home Naka
3-1-13 Naka, Tobata-ku, Kitakyushu City, Fukuoka Prefecture

Sawaya Group Home Teiyo
1-9-2 Okuda, Moji-ku, Kitakyushu City

Sawaya Group Home Iikura
3967-21 Oaza Terako Otsu, Nasumachi, Nasugun

Sawaya Group Home Iikura
Iikura, Fukuoka City, Fukuoka Prefecture, Fukuoka Prefecture (Sawayaka Club Main Office)

Sawaya Group Home Muroran
Muroran City, Hokkaido (Sawayaka Club Main Office)

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People’s smiles and joy are the driving force of my life and business

Fumiharu Uchiyama
President and Representative Director

I was four years old when World War II ended. After the war was a period of poverty with everything burnt to the ground and nothing to eat or wear. I used to ask occupation American soldiers to “give me chocolate” as snacks. When I shared them with neighbors’ children and my siblings instead of eating them all by myself, their faces would light up with big smiles.

Giving people something without expecting a reward will surely make them happy, and that, in return, gives me the power to take action – The smiles I saw on their faces inspired the basis of my life of wanting people to be happy and of myself as a business manager.

Uchiyama Holdings Co., Ltd., which has Sawayaka Club Co., Ltd. as its affiliate, mainly develops business in nursing care, karaoke and restaurants. Currently, consolidated sales stands at around 25 billion yen. Having listed on the first section of the Tokyo Stock Exchange in September 2014, our future vision includes a focus on opening new shops in the Tokyo metropolitan area, particularly in central Tokyo.

Having said this, however, the start of my career as a business man was not under fortunate or ideal circumstances. Just as I turned 20, my father, who was running a rice shop, suddenly fell ill and I had to take over the business.

I set my mind on thinking that “If I am going to do it, I want to be the number one rice merchant” and “I will do work that will make people happy,” and then worked hard. When I was reaching my late 20s, a turning point came. First, our branch store and then our main store became subject to governmental land acquisition for constructing roads. I purchased land with the money I received and soon the land prices nearly doubled, partly due to high economic growth that Japan was experiencing. Encouraged by this incident, I decided to switch to the real estate business and founded Uchiyama Building Co., Ltd. (currently Uchiyama Holdings Co., Ltd.) in 1971 at the age of 30, making a full-fledged entry to the rental building business.

Helped by the strong economy, my real estate business steadily grew and I entered the restaurant/karaoke business utilizing vacated shops in 1991. However, I thought just “singing” would not please families, so I focused on the food and drinks when I opened our first “Croquette Club” in Kurosaki, Kitakyushu City. We installed a glass-walled open kitchen and clean restrooms. Furthermore, we were the first in Japan to start providing around-the-clock service.

However, we continued to be in the red even after six months of operation and were unable to gain any profits. We were almost forced to consider possible withdrawal from the business, but then I realized that I couldn’t just give up. I once again went back to the fundamentals, remembering that the top priority lies in making customers smile and happy, and continued to make dedicated efforts and improvements.

Through such experiences, a proverb sank in as my guide in life. It is; “Half a tatami mat for standing up, a single tatami mat for sleeping. Two and a half bowls of rice, even if you conquer the nation,” meaning there is only so much that you can have as luxuries and desiring more than what is needed, will only make you feel empty.

Based on this teaching, I donated my personal wealth of about 200 million yen to establish the social welfare corporation Hakkenkai in 1998 after overcoming the crisis following the collapse of the bubble economy. Capitalizing on the knowhow gained at Hakkenkai, we, as Uchiyama Building Co., Ltd., made a full-scale entry into the elderly nursing care business in 2003. The nursing care business is what we are focusing on at the moment. We call it “the ultimate service business” since it is appreciated by residents, their families and also by people in the community, as well as looking after people’s lives.

Since Japan has one of the world’s highest proportions of the elderly, I have a sense of mission to quickly develop a nursing care system so that people can be happy living a meaningful life to the very end. I also think that if people forget what we owe to the elderly who worked so hard after the war to rebuild this country from scratch and do not take good care of them, this country will go into decline.

Another one of my favorite sayings is a Native American Indian proverb; “When you were born, you cried and the world rejoiced. Live your life so that when you die, the world cries and you rejoice.” My hope is to see as many people as possible lead such a happy life. To that end, I will continue to work, with all my heart, on this business that can bring joy to people.
Partnership agreement with Kyushu Dental University

Uchiyama Holdings Co., Ltd. signed an industry-academia-government partnership agreement with Kyushu Dental University and Kitakyushu Foundation for the Advancement of Industry, Science and Technology on October 20, 2014. This partnership agreement is part of the initiatives taken by Kitakyushu Medical, Dental and Engineering Collaborative Study Group and aims to provide higher quality services in oral care as well as to improve quality of life (QOL).

Fields of cooperation:
1. Conducting joint research and exchanging researchers and engineers associated with the research
2. Providing internship opportunities at nursing care facilities to students of Kyushu Dental University
3. Providing research opportunities at Kyushu Dental University to employees of nursing care facilities
4. Other cooperation and support for activities which promote partnership

In order to further promote the initiative, an endowed course for learning how to support the elderly was launched at Kyushu Dental University in April 2015. Upholding “Creating a society where every person can continue eating, talking and laughing” as the course’s vision, it aims to improve the types of food customers eat by cultivating care workers with the knowledge of oral care and providing adequate oral care at nursing care facilities.

Participation in Kyushu University’s “Support project for reinforcement of university, etc. seeds and needs creation (COI vision dialogue program)”

Led by Yasuyuki Hirai, associate professor at the faculty of design of the Kyushu University, Uchiyama Holdings Co., Ltd. and Kitakyushu Foundation for the Advancement of Industry, Science and Technology participated in “Social inclusion COI from the Elderly’s viewpoint” of “Support project for reinforcement of university, etc. seeds and needs creation (COI vision dialogue program),” for which Kyushu University was chosen to conduct.

*COI = Center of Innovation

Four workshops using “design thinking” were held in fiscal 2014 with Associate Professor Yasuyuki Hirai of the Kyushu University playing a central role. At the workshops, ideas were brainstormed under the theme of “Would be nice to have nursing care facilities like this,” and a number of unique designs were suggested. Five prototypes were created through these workshops.

What is Sawayaka Club like?

- **Life Map**
  A tool to open customers’ minds by illustrating their past and future

- **With-Family Program**
  A tool to support actions to achieve goals with the families

- **Image Cards**
  A tool (sets of photographs) to draw out conversation by evoking memories of events, things and relationships with other people

- **Guinness-teki Book**
  A tool to draw special skills from customers to motivate them