HUMAX GROUP
Company Profile

HUMAX

wonderful time

HUMAX

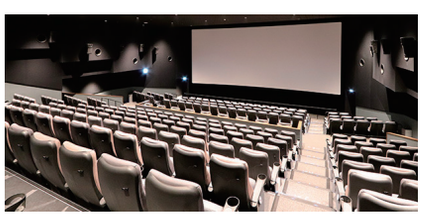
HUMAX GROUP

Our company name HUMAX is embedded with the meaning
“Maximizing Human Potential.”
Through our business, we would like to help maximize
the human potential of all people—We strive to continue
to be a corporate group that makes that possible.

Group Business

With our real estate business as the cornerstone, the HUMAX Group offers three areas of business focus “Eat, Watch, Play.” It is our mission to provide our guests with memorable experiences across each field of business. To achieve this, we will identify and develop niche markets to keep our customers engaged with our excellent merchandise, services and hospitality.

Watch



Along with the movie theater business at 4movie theaters with 25 screens in the Tokyo metropolitan area. We offer a new type of entertainment using movie theaters. We offer services, including production, sales of original programs, we also offer in a wide range of video-related businesses, including operating a post-production studio for video and audio editing.

Eat

We offer a rich dietary lifestyle to our guests to deepen bonds with their loved ones. In Japan we operate restaurants as well as dining-at-home services that offer takeout and e-commerce sales. Overseas, mainly in Asia, we solicit franchisees and provide guidance to them.

Play

We offer entertainment facilities that bring fun surprises and a playful spirit to our guests. We operate a sports entertainment park where guests can enjoy unlimited access to more than 20 activities, as well as a live music venue for live music, theater and more.

Real Estate Business as the Group anchor

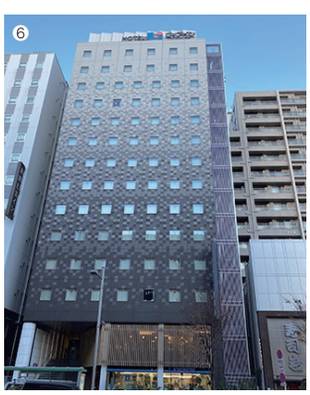
Focusing on asset management for buildings owned by HUMAX, we develop assets and manage properties both inside and outside of Japan. We strive to enhance the value of commercial facilities by fully utilizing our know-how of urban commercial building management which has been cultivated over many years. We also take advantage of the dependability of our real estate business to anchor the HUMAX Group as a foundation.

Scan to visit our website

HUMAX CORPORATION

Striving to enhance the values of urban commercial facilities.

HUMAX operates urban commercial complexes in the Tokyo metropolitan area as well as in surrounding major areas, in the Kansai region and overseas. We conduct active tenant leasing to create high-traffic buildings and to bring a fresh breath of air to the city. We also provide asset and property management services by renovating facilities using our value-enhancing capabilities.



①HUMAX Pavilion Shinjuku Kabukicho ②HUMAX Ebisu Building ③HUMAX Pavilion Minami Ikebukuro
④HUMAX Pavilion Shibuya Koen-Dori ⑤HUMAX Pavilion Omori ⑥HUMAX Higashi Ginza Building
A total of 18 buildings

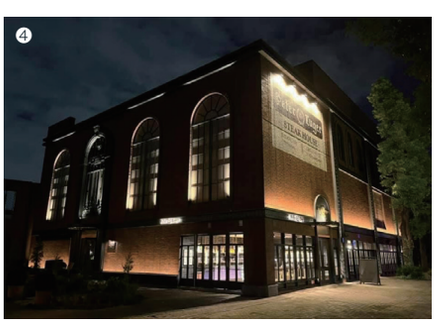
Company Name: HUMAX CORPORATION
Established: August 1948
Capital: 100 million yen
President: Yoshitaka Hayashi
Business Details: Leasing leisure and commercial facility buildings/ Asset management of urban commercial facilities and office buildings/ Management of the entire HUMAX group business policy
Head Office: 22F, Tokyo Opera City Tower, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1422, Japan
Phone: +81-(0)3-3379-8020 (main)
Overseas Subsidiary: Humax International (Thailand) Co., Ltd.／ Rain Hill 47 Co., Ltd.
URL: http://www.humax.co.jp/

Scan to visit our website

Wondertable, Ltd.

We strive to bring a rich dinig experiences to our guests to deepen bonds with their loved ones.

We operate approximately forty restaurants in Japan, including four under our own brand and seven overseas brands that we solicited. Overseas, mainly in Asia, we franchise approximately ninety restaurants under our own brand, including Mo-Mo-Paradise. In addition to the dining-at-home business, we endeavor to become a global restaurant company that delivers dining experiences for many occasions.



①Lawry's The Prime Rib, Akasaka ②Barbacoa, Aoyama Flagship Location ③OBICA Mozzarella Bar, Roppongi Hills
④Peter Luger Steakhouse, Tokyo ⑤BELLINI CAFFE, Da'an (Taipei) ⑥Mo-Mo-Paradise, Mira Mesa (USA)

Company Name: Wondertable, Ltd.
Established: July 1946
Capital: 50 million yen
President: Hiroaki Kono
Business Details: Operation and Management of Restaurants／ Guidance of Affiliate Establishments and Recruitment of Restaurants through the Franchise Chain System
Head Office: 22F, Tokyo Opera City Tower, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1422, Japan
Phone: +81-(0)3-3379-8050 (main)
Overseas Subsidiary: WONDERTABLE (THAILAND)CO.,LTD.／ WONDERTABLE USA CORPORATION
Related Companies: HUMAX ASIA
URL: http://www.wondertable.com/

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HUMAX ENTERTAINMENT, Inc.

We make the lives of people around the world more exciting by co-creating unique entertainment.

We create one-of-a-kind entertainment by merging video/music production and editing, media contents with an abundance of program broadcasting with in-person entertainment, including theaters, small concert venues and amusement facilities.

Theaters

We operate 25 screens at 4 movie theaters in Shibuya, Ikebukuro, Yokosuka, and Narita, which offer a variety of showings from Japanese blockbusters from other countries to avant-garde movies.

HUMAX CINEMA

Small Concert Venues

We operate a live music venue “BLAZE” in Gotanda, offering a wide variety of entertainment with a focus on live music performances.

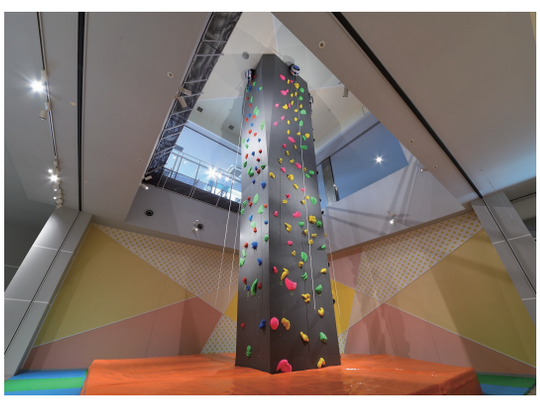
BLAZE

Amusement Facilities

CROSPO Hachioji Branch

A sport-themed entertainment park where people of any age can enjoy more than 20 types of activities. The venue allows customers to casually try skateboarding, wall-climbing, and other trending sports.

クロスポ CROSPO



Media Production

Operation of Broadcasting Channel

We broadcast and stream movies, dramas, and variety shows "V☆Paradise" and "V☆Para TV Plus."

Operation of Video Production

Besides production of variety shows on our own channel, we offer planning and production of dramas and movies.

V☆パラダイス
V☆パラTVプラス

Post Production

We operate "HAC STUDIO" in Tomihisa-cho in Shinjuku-ku, a post-production facility for video and sound editing. The studio has three multi-offline rooms where 75 cameras can be synchronized, five online rooms that enable image composition and color grading, and three surround-sound MA rooms. Using cutting-edge devices we have worked on Blu-ray packaging of renowned artists, dramas, TV advertisements, and movies.

HAC

Company Name : HUMAX ENTERTAINMENT, Inc.
Established : July 1995
Note: Changed from HUMAX CINEMA as of April 1, 2024
Head Office : 22F, Tokyo Opera City Tower, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1422, Japan
Phone : +81-(0)3-3379-8160 (main)
Capital : 75 million yen
President : Michio Akimoto
Business Details : Theaters/ Small Concert Venues/ Amusement Facilities/ Post-Production/ Media Production
URL : https://humax-ent.co.jp

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JOYPACK GROUP

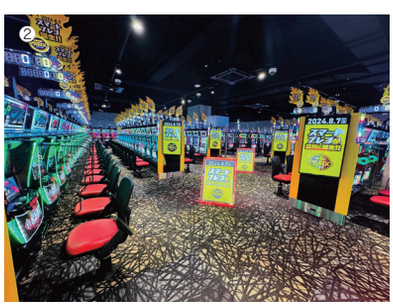
JOYPACK LEISURE Co., Ltd. / PREGO, Inc.
E-HEART, Inc. / JOYPACK AMUSEMENT Co.,Ltd.

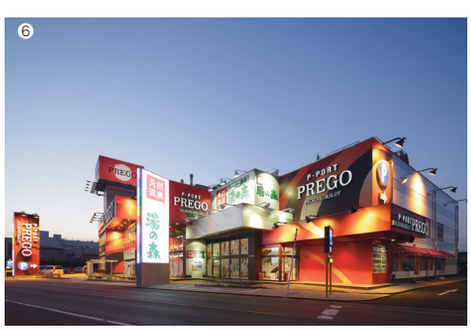
An affiliated company based on the name JOYPACK group, a predecessor of the HUMAX group.
It is one of Japan's leading comprehensive entertainment groups and is literally "packed with joy."

With JOYPACK Leisure Co., Ltd as the core, the JOYPACK group operates the Pachinko chain Prego and is a driving force in the entertainment industry. The company boasts more than 75 years of history, offering innovative services that constantly meet the demands of the times while being rooted in the community. In addition to Pachinko business, our group offers a variety of business services including bowling alleys, public bath facilities, AI system development, and end of life planning.
Our group values the hospitality mindset, and it is our mission to provide the most enjoyable experience to all customers. JOYPACK Leisure Co., Ltd., which operates Prego, especially emphasizes creating not only a fun environment but also one where customers can feel safe and comfortable so as to nurture the customer-oriented community.
The JOYPACK group also makes it a mission to give back to the community. It proactively participates in CSR activities and charity events. As an entire group, we will never stop challenging ourselves to create a new set of values so as to continue to grow across multiple business fields.

JOYPACK LEISURE Co., Ltd.

PREGO, Jiyugaoka/ PREGO, Yugawara/ PREGO, Tokorozawa/ PREGO, Nagayama
PREGO, Tachikawa/ ORIENTAL PASSAG, Jiyugaoka





①HUMAX Pavilion Tachikawa ②Prego, Tachikawa ③Prego, Jiyugaoka ④Prego, Nagayama ⑤Prego, Yugawara ⑥HUMAX Pavilion Tokorozawa

Company Name: JOYPACK LEISURE Co., Ltd.
Established: April 1962
Capital: 100 million yen
President: Mitsuo Hayashi
Business Details: Operation of Pachinko halls, Real estate rental,
Artificial intelligence development
Head Office: 9F, HUMAX Ebisu Bldg. 1-1-1 Ebisu-Minami,
Shibuya-ku, Tokyo 150-0022, Japan
Phone: +81-(0)3-6890-0700 (main)
URL: http://www.jpg.co.jp/

JOYPACK AMUSEMENT Co.,Ltd.

Nagayama Health Land, Taketorinoy / Yunomori Tokorozawa / Nagayama Copa Bowl / Capsule Nagayama

①HUMAX Pavilion Nagayama ②③Nagayama Health Land, Taketorinoyu ④Nagayama Copa Bow

Company Name: JOYPACK AMUSEMENT Co.,Ltd.
Established: March 1972
Capital: 100 million yen
President: Mitsuo Hayashi
Business Details: Operation of public bath facilities, bowling alleys, arcade games, Real estate rental
Head Office: 9F, HUMAX Ebisu Bldg. 1-1-1 Ebisu-Minami, Shibuya-ku, Tokyo 150‐0022, Japan
Phone: +81-(0)3-6890-0711 (main)
URL: https://joypack.co.jp/amusement.html

PREGO, Inc.

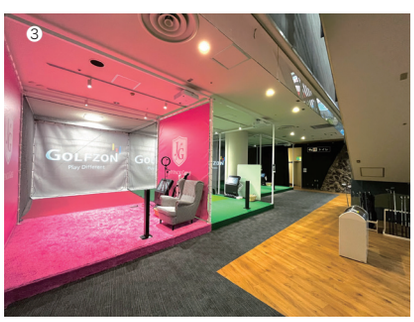
Prego, Ikebukuro Minamiguchi
Smart Prego, Ikebukuro

①②Smart Prego, Ikebukuro

Company Name: JOYPACK LEISURE Co., Ltd.
Established: April 2013
Capital: 10 million yen
President: Mitsuo Hayashi
Business Details: Operation of Pachinko halls
Head Office: 9F, HUMAX Ebisu Bldg. 1-1-1 Ebisu-Minami, Shibuya-ku, Tokyo 150‐0022, Japan
Phone: +81-(0)3-6890-0719 (main)
URL: https://www.p-prego.com/

E-HEART, Inc

Prego, Hibarigaoka / JOYPACK Golf, Tama-Nagayama, produced by SANCTUARY GOLF



①Prego, Hibarigaoka ②③JOYPACK Golf, Tama-Nagayama, produced by SANCTUARY GOLF

Company Name: JOYPACK LEISURE Co., Ltd.
Established: March 2006
Capital: 3 million yen
President: Hironori Hayashi
Business Details: Operation of Pachinko halls and indoor golf practice facilities, Beauty media management
Head Office: 9F, HUMAX Ebisu Bldg. 1-1-1 Ebisu-Minami, Shibuya-ku, Tokyo 150‐0022, Japan
Phone: +81-(0)3-6890-0721 (main)

HUMAX OPERATIONS CORPORATION

We outsource a wide variety of services from our group companies.

①HUMAX Group Headquarters Reception
②HUMAX Headquarters Lounge Area

Company Name: HUMAX OPERATIONS CORPORATION
Established: April 2005
Capital: 10 million yen
President: Toshiakira Tsuji
Business Details: Outsourcing services from group companies
Head Office: 22F, Tokyo Opera City Tower, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1422, Japan
Phone: +81-(0)3-3379-8103 (main)

HUMAX WEST, Inc. (U.S.A.)

Utilizing our unique skills we operate the real estate business based along the West Coast of the United States.

①Cheviot Hills Shopping Center
②Westport Beach Club Condominiums

Company Name: HUMAX WEST, Inc.(U.S.A.)
Established: July 1977
President: Koka Hayashi
Business Details: Real Estate Business in the United States
Head Office: 7310 Vista Del Mar, Suite A-109, Playa Del Rey, CA, 90293 U.S.A.

Overview of the HUMAX GROUP

■ HUMAX GROUP

URL http://www.humax.com/

HUMAX CORPORATION

Established : August 1948
Capital : 100 million yen
President : Yoshitaka Hayashi
Business Details :
— Leasing of Buildings for Commerce and Leisure Activities
— Asset Management, etc. of Urban Commercial Facility
— Management of the HUMAX GROUP Administrative Policy
Head Office : 22F, Tokyo Opera City Tower, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1422, Japan
Phone : +81-(0)3-3379-8020 (main)
Overseas Subsidiary : Humax International (Thailand) Co., Ltd.
Rain Hill 47 Co., Ltd.
URL : http://www.humax.co.jp/

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Head Office : 22F, Tokyo Opera City Tower, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1422, Japan
Phone : +81-(0)3-3379-8103 (main)

Wondertable, Ltd.

Established : July 1946
Capital : 50 million yen
President : Hiroaki Kono
Business Details :
— Operation and Management of Restaurants
— Guidance of Affiliate Establishments and Recruitment of Restaurants through the Franchise Chain System
Head Office : 22F, Tokyo Opera City Tower, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1422, Japan
Phone : +81-(0)3-3379-8050 (main)
Overseas Subsidiary : WONDERTABLE (THAILAND)CO.,LTD.
WONDERTABLE USA COPORATION
Related Companies : HUMAX ASIA
URL : http://www.wondertable.com/

KITANOSUMAI SEKKEISHA Co.,Ltd.

Founding : December 1978
Capital : 30 million yen
Representative Director : Yoshitaka Hayashi
Business Details : Manufacturing and sales of original furniture, etc.
Operation and Management of cafe and bakery
Head Office : 3586-3 Higashikawa-cho, Kamikawa-gun, Hokkaido, 071-1400, Japan
Phone : +81-(0)166-82-4556 (main)
URL : https://www.kitanosumaisekkeisha.com/

HUMAX ENTERTAINMENT, Inc.

Established : July 1995
Note : Changed from HUMAX CINEMA as of April 1, 2024
Capital : 75 million yen
President : Michio Akimoto
Business Details :
— Theaters
— Small Concert Venues
— Post-Production
— Media Production
— Amusement Facilities
Head Office : 22F, Tokyo Opera City Tower, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1422, Japan
Phone : +81-(0)3-3379-8160 (main)
URL : https://humax-ent.co.jp

HUMAX WEST, Inc.(U.S.A.)

Established : July 1977
President : Koka Hayashi
Business Details : Real Estate Business in the United States
Head Office : 7310 Vista Del Mar, Suite A-109, Playa Del Rey, CA, 90293 U.S.A.

■ JOYPACK GROUP

URL http://www.jpg.co.jp/

JOYPACK LEISURE Co., Ltd.

Established: April 1962
Capital: 100 million yen
President: Mitsuo Hayashi
Business Details:
— Operation of Pachinko halls, Real estate rental, Artificial intelligence development
Head Office: 9F, HUMAX Ebisu Bldg. 1-1-1
Ebisu-Minami, Shibuya-ku, Tokyo 150-0022, Japan
Phone: +81-(0)3-6890-0700 (main)

JOYPACK AMUSEMENT Co., Ltd.

Established: March 1972
Capital: 100 million yen
President: Mitsuo Hayashi
Business Details:
— Operation of public bath facilities, bowling alleys, arcade games, Real estate rental
Head Office: 9F, HUMAX Ebisu Bldg. 1-1-1
Ebisu-Minami, Shibuya-ku, Tokyo 150-0022, Japan
Phone: +81-(0)3-6890-0711(main)

PREGO, Inc.

Established: April 2013
Capital: 10 million yen
President: Mitsuo Hayashi
Business Details:
— Operation of Pachinko halls
Head Office: 9F, HUMAX Ebisu Bldg. 1-1-1
Ebisu-Minami, Shibuya-ku, Tokyo 150-0022, Japan
Phone: +81-(0)3-6890-0719 (main)

E-HEART, Inc.

Established: March 2006
Capital: 3 million yen
President: Hironori Hayashi
Business Details:
— Operation of Pachinko halls and indoor golf practice facilities, Beauty media management
Head Office: 9F, HUMAX Ebisu Bldg. 1-1-1
Ebisu-Minami, Shibuya-ku, Tokyo 150-0022, Japan
Phone: +81-(0)3-6890-0721(main)

The evolution of the HUMAX GROUP

In 1947, the first president, Hayashi Ibun, took over the rebuilding of the Moulin Rouge Shinjuku and this was our birth.
The following year, Keitsu Co., Ltd. was founded, which would later become HUMAX.
Over a period of 10 years the company expanded to eight movie theaters, in areas such as Ikebukuro and Shinjuku, including the Shinjuku Chikyu Theater, and welcomed in the golden age of movies.
In 1958, the current HUMAX Pavilion Shinjuku Annex was completed on the Shinjuku Chikyu site and the real estate business was begun.
Following this, the company entered into various fields such as bowling alleys and restaurants. The corporate group also operated one commercial building. In 1987, Keitsu Co., Ltd. changed its corporate name to HUMAX CORPORATION.
This was the beginning of the HUMAX corporate group name (referring to maximizing human potential).
A variety of businesses are currently being developed by various companies within the corporate group such as in real estate, food service, movies, post-production, entertainment, the operation of amusement facilities, and digital satellite service programs.
Our foreign business department has concluded partnerships with companies in a variety of countries with a focus on Asia and USA and more than 70 restaurants are being developed under original brands.

Rain Hill (Bangkok, Thailand)
We started building management business overseas in February 2017.

(As of October 1, 2026)