

Press Release

September 3<sup>rd</sup>, 2026

LOTTE HOLDINGS CO., LTD.

Nomura Real Estate Development Co., Ltd.

**LOTTE HOLDINGS and Nomura Real Estate Establish Joint Venture  
to Operate “BEAT PARK OSAKA,” a Live Music Venue Open in March 2028**

-A new mid-sized, multi-use venue to meet growing live entertainment demand  
and revitalize Shin-Osaka -

LOTTE HOLDINGS CO., LTD. (“LOTTE HOLDINGS”, Head Office: Shinjuku-ku, Tokyo; President & Representative Director, CEO, Genichi Tamatsuka) and Nomura Real Estate Development Co., Ltd. (“Nomura Real Estate”, Head Office: Minato-ku, Tokyo; President and Representative Director: Daisaku Matsuo) are pleased to announce that we have established BEAT PARK OSAKA Co., Ltd. (Head Office: Shinjuku-ku, Tokyo; President & CEO: Koji Takuma), a joint venture established to operate a live music venue “**BEAT PARK OSAKA**”, scheduled to open in March 2028 and located within a three-minute walk from Shin-Osaka Station.

Today, LOTTE HOLDINGS, Nomura Real Estate and representatives of the new joint venture outlined the business strategy and future outlook at a press conference. The details are provided below.



**[Press Conference]**

From left: Genichi Tamatsuka of LOTTE HOLDINGS, Koji Takuma of BEAT PARK OSAKA, and Daisaku Matsuo of Nomura Real Estate

**1. Background to Entering the Business**

Japan’s live entertainment market has set a new record high for three consecutive years since 2023. In 2025, the combined market for music concerts and stage performances reached approximately ¥850 billion. The market is projected to exceed ¥1 trillion by 2035<sup>\*1</sup>, and demand for performance venues is expected to continue growing. Artists typically build their audiences progressively, moving from solo headline shows for several hundred audiences to venues with capacities of 1,000 to 2,000, and ultimately aiming to perform at arenas and large-scale halls. In Osaka, the largest metropolitan area in western Japan, demand for performances of this scale is increasing. However, most live music venues in the city are relatively small, while only a limited number of mid-sized venues can accommodate more than 1,000 guests. In addition, popular venues, particularly on weekends, are often fully booked, making it difficult for promoters to secure preferred dates.

LOTTE HOLDINGS and Nomura Real Estate view these conditions as a significant business

opportunity. By opening a new mid-sized venue in Osaka's already vibrant entertainment scene, we expect not only to expand performance opportunities but also to generate wider economic benefits for the surrounding area through visitors dine at nearby restaurants and use other local services. United by a shared commitment to further energize Osaka's live entertainment scene, LOTTE HOLDINGS and Nomura Real Estate will combine our respective strengths to enter the live entertainment business.

\*1 Reference: PIA Research Institute, <https://corporate.pia.jp/csr/pia-soken/result/index.html>

## **2. Establishment of BEAT PARK OSAKA Co., Ltd. and Our Synergy**

Going beyond the development and ownership of the facility, LOTTE HOLDINGS and Nomura Real Estate have established BEAT PARK OSAKA Co., Ltd. as a joint venture to combine our investment, talent, and operational capabilities to take an active role in managing the venue.

LOTTE HOLDINGS has created engaging, real-world entertainment experiences through businesses including its core confectionery and ice cream operations, as well as hotels and healthcare. Its diverse business portfolio expands to operation of professional baseball teams in Japan and South Korea, as well as venues in South Korea including LOTTE Concert Hall and Charlotte Theater. LOTTE HOLDINGS is positioning "Lifestyle Entertainment" as a key business pillar and is working to make effective use of, and maximize the value of, its real estate assets across various locations.

The joint venture will bring together three complementary strengths: LOTTE HOLDINGS' expertise in fan marketing and content attraction; Nomura Real Estate's capabilities in both the physical and operational aspects of real estate development; and the hands-on music industry experience of Koji Takuma, President & CEO Director of BEAT PARK OSAKA Co., Ltd. Through this synergy, we aim to enrich the live experience for visitors and further energize Osaka's live entertainment scene.

Looking ahead, BEAT PARK OSAKA Co., Ltd. will build its venue operations around a rental-based model while working closely with organizers and artists to understand their evolving needs and challenges. These insights will inform the ongoing development of the venue and its operations. The venue will feature an open and welcoming foyer and serve as "a multi-use venue" designed to be accessible to a broad range of users. In addition to live performances, it will accommodate corporate induction ceremonies, shareholder meetings, press conferences, student presentations, and other community-focused events. This flexible use model will help create a steady flow of people in the surrounding area throughout the year, on both weekdays and weekends.

Through the operation of the venue, BEAT PARK OSAKA Co., Ltd. aims to build long-term relationships with local communities and stakeholders in the music industry. The company also envisions expanding to multiple locations in the future, drawing on the operational expertise and know-how accumulated through this venue.

In addition, BEAT PARK OSAKA Co., Ltd. has entered into a memorandum of understanding ("MOU") with Daehong Communications, the advertising agency of the LOTTE Group in South Korea, on collaboration in attracting and marketing global content, including K-pop. By leveraging the Group's global network, the company will actively attract compelling K-pop content and establish a live entertainment hub with strong audience-drawing power and media appeal.

## **3. Five Key Features of BEAT PARK OSAKA**



**“A place where heartbeats are shared and connections are woven”** is the concept behind BEAT PARK OSAKA. Conceived as an open and welcoming hub, a “PARK” that is accessible to all,

the venue will provide an inclusive space that brings artists and fans together while also fostering connections among fans, allowing them to enjoy live performances and dining while sharing their enthusiasm. The name “BEAT” evokes not only a heartbeat but also contains “EAT,” reflecting the venue’s food and beverage offering. Similarly, “PARK” incorporates “ARK,” symbolizing an ark that brings people together. BEAT PARK OSAKA’s defining feature is its integrated experience of listening, eating, talking, meeting, and creating. The venue’s key features are outlined below.

## 1) A Location That Draws Visitors Nationwide

Located just a three-minute walk from Shin-Osaka Station, the only Shinkansen station within Osaka Prefecture, the venue offers convenient access from across the Kansai region and beyond. Its location at one of Osaka’s principal gateways makes same-day visits feasible for fans traveling from more distant areas, while also enabling efficient travel for artists and production staff and helping reduce organizers’ logistical burden.

In 2022, the Shin-Osaka Station area was designated an Urban Renaissance Emergency Development Area. Osaka Prefecture’s Shin-Osaka Station Area Town Development Policy envisions transforming the area from a transportation interchange into an urban hub for international exchange, business, tourism, and culture. With future connections to the Chuo Shinkansen maglev line, Hokuriku Shinkansen, and Hankyu Railway also anticipated, Shin-Osaka is positioned to become a major regional transportation hub.

BEAT PARK OSAKA will serve as a new cultural and entertainment destination that supports the area’s transition from a place to change trains to a place to stay and spend time. Leveraging this locational advantage and a flexible, multi-use operating model, the venue expects to achieve an occupancy rate of approximately 80% and attract more than 300,000 visitors annually over the long term and broader benefits for the local economy, tourism, and cultural development to extent.

Looking ahead, the company will consider partnerships with major entertainment education institutions based in the Kansai region. Potential initiatives include providing performance opportunities for students aspiring to become professional musicians or dancers and recruiting aspiring technical staff specializing in sound, lighting, and related production fields, thereby helping to develop the next generation of talent for the music and entertainment industry.

## 2) Artist-Focused Equipment: Large LED Screen and Advanced Sound System

The venue will feature a high-resolution large-format LED screen behind the stage, together with a permanently installed sound system incorporating speakers manufactured overseas and a sensor-controlled low-frequency enhancement system. By providing this equipment as permanent infrastructure, it helps event organizers reduce equipment-arrangement costs and setup time while enabling artists to fully express their individuality and create the immersive atmosphere unique to live performances.

## 3) Full Stay Experience Before and After the Live

Nomura Real Estate’s place-making expertise, reflected in the venue’s open and welcoming foyer, and LOTTE’s food expertise will create an integrated music experience that brings together listening, dining, conversation, connection, and creativity. Exclusive collaboration menu items featuring LOTTE products will also be available only at BEAT PARK OSAKA.

## 4) A New Platform for Diverse Talent

As a mid-sized venue addressing strong demand in the Osaka area, BEAT PARK OSAKA will

provide a new platform for a broad range of artists, including artists shaping today's live music scene, emerging talent seeking to reach global audiences, and artists active in the Kansai region. The venue will contribute to the sustainable growth of Japan's music and entertainment scene.

## **5) A Direct Link Between Japanese and Korean Entertainment**

Leveraging the LOTTE Group's entertainment network in South Korea, the venue will actively attract first-in-Japan showcases and fan meetings by K-pop artists. A new pathway will be created for K-pop artists to mark their Japanese debut from Osaka instead of Tokyo.

## **4. Call for Naming Rights Partners and Sponsors**

Construction of BEAT PARK OSAKA began in February 2026, with completion scheduled for November 2027 and opening planned for March 2028. As preparations for the opening move forward, BEAT PARK OSAKA is launching its search for naming rights partners and sponsors today.

Located within a three-minute walk of Shin-Osaka Station, the only Shinkansen station in Osaka Prefecture, the venue is expected to attract more than 300,000 visitors annually in the future. Naming rights partners and sponsors will be able to use the venue to build brand awareness and strengthen their presence in the music and entertainment sector through ongoing engagement with a broad audience, including domestic and international artists and music fans, business visitors attending corporate events, educators, and students.

Through BEAT PARK OSAKA, we aim to create and share a new entertainment culture from Osaka while fostering a place where people can gather and share memorable experiences. We welcome inquiries from companies who share this vision and would like to help energize Osaka's entertainment scene together.

For further details, please visit the BEAT PARK OSAKA website: BEAT PARK OSAKA  
<https://beatpark.co.jp/>

## **<Comments from Speakers at Press Conference>**

**Genichi Tamatsuka,**

**President & Representative Director, CEO, LOTTE HOLDINGS CO., LTD.**

"Drawing on the LOTTE Group's ownership of the site, as well as our history in professional baseball in Japan and Korea and music-related businesses in Korea, we are joining forces with Nomura Real Estate for the first time to make a full-scale entry into the live entertainment business. Starting in Shin-Osaka, we will work with our partners to energize Osaka's entertainment scene and create places where people can experience genuine live excitement."

**Daisaku Matsuo,**

**President and Representative Director, Nomura Real Estate Development Co., Ltd.**

"BEAT PARK OSAKA represents our company's first venture into the live music venue business, and we see it as a foundation for the future expansion of our live entertainment business. By maximizing the synergies with LOTTE HOLDINGS, we will create new experiential value and contribute to the development of the Shin-Osaka area as a new hub for culture and entertainment."

**Koji Takuma,**

**President & CEO, BEAT PARK OSAKA Co., Ltd.**

"Located just in a three-minute walk from Shin-Osaka Station, this venue will be a place where fans and artists from across Japan will share the beat and weave their stories together. We will support performers with state-of-the-art permanent equipment while offering an experience in which guests can enjoy food, drinks, and interactions in our spacious foyer, sharing the energy and lingering excitement of live performances from before the show begins until after it ends. From Osaka, we will help create a new wave of entertainment and develop this venue into a new hub for cultural expression."

## Appendix 1

### <Press Conference Overview>

**Date and Time:** Thursday, September 3, 2026, 2:00–3:30 p.m.

**Venue:** Umeda Sky Building 1-1-88 Oyodonaka, Kita-ku, Osaka, Japan

### Speakers:

- Genichi Tamatsuka, President & Representative Director, CEO, LOTTE HOLDINGS CO., LTD.
- Daisaku Matsuo, President and Representative Director, Nomura Real Estate Development Co., Ltd.
- Koji Takuma, President & CEO, BEAT PARK OSAKA Co., Ltd.
- Talk Session Speakers:
  - Hiroshi Sato, Representative Director, Kyodo Osaka Co., Ltd.; Executive Director, Concert Promoters Association of Japan
  - Yusuke Nakagawa, Representative Director, ASOBISYSTEM Co., Ltd.
  - Takuto Onuki, Radio DJ, FM802
  - Lisa Takagi, Radio DJ, FM802

### <New Company Profile>

|                       |                                                                    |
|-----------------------|--------------------------------------------------------------------|
| Company Name          | BEAT PARK OSAKA Co., Ltd.                                          |
| Representative        | Koji Takuma, President & CEO                                       |
| Head Office           | 3-20-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo, Japan                   |
| Date of Establishment | August 3, 2026                                                     |
| Capital               | JPY 50 million                                                     |
| Shareholders          | LOTTE HOLDINGS CO., LTD.; Nomura Real Estate Development Co., Ltd. |
| Business Activities   | Planning and operation of the BEAT PARK OSAKA live music venue     |
| URL                   | <a href="https://beatpark.co.jp/">https://beatpark.co.jp/</a>      |

### <Representative Profile>

Name: Koji Takuma

Career History:

- 1997 Joined Avex Inc.
- 2017 Appointed Executive Officer and Head of the Platform Business Division, Avex Inc.
- 2017 Appointed Representative Director and President of Passrevo Co., Ltd., a joint venture between Avex Inc. and Yahoo Japan Ticket.
- 2018 Appointed Director of HI&max Co., Ltd., a joint venture between Avex Inc. and LDH.
- 2023 Appointed President and Representative Director of agrain Co., Ltd. / Head of the entertainment business at LOTTE HOLDINGS CO., LTD.

### <Facility Overview>

- Name: BEAT PARK OSAKA
- Location: 3-7 and 3-8, 1-chome Nishi-Awaji, Higashiyodogawa-ku, Osaka, Osaka Prefecture, Japan (a three-minute walk from Shin-Osaka Station)
- Site Area: 1,727.24 m<sup>2</sup>
- Structure/Scale: Four-story reinforced-concrete building, partially steel-frame construction
- Capacity: Approximately 1,590 standing / approximately 660 seated
- Construction Start: February 2026
- Booking Availability: Scheduled to begin in early 2027
- Completion: Scheduled for November 2027
- Opening: Scheduled for March 2028

## Appendix 2

Contact for Inquiries Regarding the Facility and Partnership Opportunities

BEAT PARK OSAKA Co., Ltd.

[info@beatpark.co.jp](mailto:info@beatpark.co.jp)

**LOTTE HOLDINGS CO., LTD.** <https://lotte-hd.com/en/>

LOTTE HOLDINGS engages in a diverse range of businesses, including its core confectionery and ice cream sectors, professional baseball team management, real estate, finance, CVC, hotels, and healthcare. Looking ahead, the company aims to drive further innovation in the food industry and boldly pursue the creation of new businesses by integrating opportunities from both Japan and South Korea. Established in Tokyo, Japan, in 1948 with the manufacturing and sale of chewing gum, the LOTTE Group now operates with headquarters in both Japan and South Korea. The group conducts business across approximately 35 countries and regions worldwide, spanning sectors such as food, distribution, retail, biopharmaceuticals, healthcare, data centers, hotels and resorts, entertainment, and construction. Embracing the unified group vision of “Lifetime Value Creator,” LOTTE Group is committed to continually providing value throughout every stage of people’s lives.

**Nomura Real Estate Development Co., Ltd.** <https://www.nomura-re.co.jp/english/>

Nomura Real Estate Development Co., Ltd. is a comprehensive real estate developer engaged in the development and operation of a diverse range of properties, including residential developments, offices, commercial facilities, logistics facilities, and hotels.

Guided by the Nomura Real Estate Group’s 2030 Vision, “Becoming a Life & Time Developer” beyond expectations, the company seeks to maximize people’s happiness and well-being. It promotes community development that creates diverse forms of time and value across living, working, relaxation, interaction, and experiences.

In recent years, Nomura Real Estate has also expanded its initiatives into the entertainment sector. Through the creation of new experiential value, it contributes to the development of attractive cities and communities.

### Reference

[Lotte Enters the Live Entertainment Business in Full Scale for the First Time, Breaking Ground on “BEAT PARK” in Shin-Osaka](#)

[Nomura Real Estate Breaks Ground on “BEAT PARK \(TBD\),” Its First Live House Project, in Shin-Osaka](#)