

October 31, 2019

"Meet Geisha" event allowing participants to meet geisha in an informal setting to be held in Hakone

Odakyu Hakone Holdings Inc. (head office: Odawara, Kanagawa; president: Hide Igarashi) will hold an event called "Meet Geisha" in cooperation with the Hakone Yumoto Geino Association and GaiaX Co., Ltd. (Head office: Chiyoda Ward, Tokyo; president: Yuji Ueda), allowing participants to meet geisha in an informal setting in Hakone starting on November 1st (Friday).

The "Meet Geisha" event will be held at the "Yumoto Kenban" venue, located at the entrance to Hakone in Hakone Yumoto, and will feature dancing and singing performances as well as conversation and photos with the geisha, enabling participants to experience this traditional entertainment in an informal setting.

In addition to simple explanations of geisha arts to ensure that even beginners can enjoy the proceedings, English support will also be available at the event so that foreign tourists can take part as well.

Through the hosting of the "Meet Geisha" event, Odakyu Hakone Holdings will make efforts to spread the culture and traditions of Hakone, further increasing the appeal of the area as a sightseeing destination.



Traditional buyo dance performance (left), games with geisha *for reference only



Promotional poster



Event venue "Yumoto Kenban"

(Event overview on the next page.)

1. Event Overview

- (1) Event dates: · Every Tuesday, Wednesday, Friday, and Saturday in November *no event on 11/30
· December 3rd, 4th, 6th, 7th, and 10th (Wednesdays and Fridays after November *no event on 12/27)
- (2) Event times: 11:00 a.m. - 12:00 p.m. / 4:00 p.m. - 5:00 p.m. (approximately 60 minutes each time, twice per event day)
- (3) Event venue: Yumoto Kenban (Hakone Yumoto Geino Association)
694 Yumoto, Ashigarashimogun Hakonemachi, Kanagawa 250-0311 Japan
- (4) Participation fee: 1,500 yen (tax included)
- (5) Website (for reservations)
<https://www.meetgeisha.jp/jp> (Japanese)
<https://www.meetgeisha.jp/en> (English)
- (6) Event content: · Introduction (Explanation of Hakone Yumoto and Hakone geisha)
 - Traditional buyo dance performance
 - Games with geisha (Tora Tora, Kinpira Fune Fune)
 - Chatting and photos with geisha

2. Other

- (1) About the Hakone Yumoto Geino Association

There are about 150 geisha members of this organization, which is based in Hakone Yumoto Hot Springs. The "Yumoto Kenban" venue located approximately a 4-minute walk from Hakone Yumoto Station serves as the geisha house for the members, an office for the association, and a site for group training sessions. Public dance performances are also held here twice per month.

- (2) About GaiaX Co., Ltd.

GaiaX's corporate mission is "connecting people" and the company is active in provide services for the Internet industry. TABICA, a sharing economy service which launched in 2015, is one example. For "Meet Geisha," GaiaX will provide the knowledge gained through its administration of sharing economy services up until now.