& INNOVATION 2030

DREAM, VISION, REALITY



Introduction

The world is today experiencing a major paradigm shift.

People's behavior has changed dramatically with the trend toward digitization in the wake of the COVID-19 pandemic. By the same token, rapid advances in AI are transforming society and is likely to prove a game changer.

The large swell of free trade and globalization that followed the fall of the Berlin Wall in 1989 has emerged as an era of division amid rising geopolitical risks.

The pace of global monetary easing triggered by the collapse of Lehman Brothers in 2008 has accelerated as a result of the pandemic, causing rapid inflation in many parts of the world and the shift away from the era of low interest rates.

At the same time, climate change is occurring on an increasingly worldwide scale, making it even more important for companies to contribute to the preservation of the global environment.

These trends are significantly impacting the direction that society takes. And I believe this will serve as a tailwind for Japan to reenergize its economy, impacted over a period often referred to as "the lost 30 years." For example, the supply chain is returning to Japan, and there is a growing trend toward the fair evaluation of legitimate added value and wage increases.

We, at the Mitsui Fudosan Group also see these changes as an opportunity to achieve further growth.

We have in fact worked diligently to address the social issues of each era through value creation.

In 2018, we formulated our long-term vision "VISION 2025" while successfully establishing a sustainable society through the creation of neighborhoods, harnessing technology to innovate the real estate business, and evolving into a global company. I am confident that the Group's business has expanded on a global scale and has evolved into the form that we have outlined in VISION 2025.

In order to promote value creation in this new era, we must transform and evolve ourselves. With this in mind, we reexamined our raison d'étre and redefined Our Philosophy.

Guided by this Philosophy, we formulated a long-term vision under the "& INNOVATION 2030" banner. This *VISION* aims to bring the Group's *DREAM* for 2030 to a *REALITY* by conceptualizing specific strategies.

We see ourselves as an industry developer or platformer that goes beyond the boundaries of a real estate developer. By providing a platform for open innovation, we take pride in contributing to the creation of both added value for society and new industries by helping bring together the wisdom of companies, society, and the people who live there.

The Mitsui Fudosan Group will continue to contribute to the creation of new industries and new demand.

In the value creation which we aim for, we view "creation of social value" and "creation of economic value" as two wheels of a cart. Creating social value leads to the creation of economic value, which in turn leads to the creation of even greater social value.

As far as creating economic value is concerned, we will accelerate asset turnover and realize added value while taking into consideration the balance between leasing income and sales profit. Furthermore, we will work to increasingly meet the expectations of shareholders and investors by steadily growing our earnings per share (EPS), improving efficiency, raising the total payout return ratio, and continuing to pay progressive dividends in order to maximize shareholder value.

Moving forward, we will continue to work together with our various stakeholders to achieve further growth and welcome your expectations toward the Mitsui Fudosan Group.

April 2024

President and Chief Executive Officer Mitsui Fudosan Co., Ltd.



Takashi Ubda

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Formulating & INNOVATION 2030

Our Philosophy

[GROUP DNA] \sim The spirit that has been passed down to us \sim

The meaning of "&"

To generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating.

[GROUP MISSION] \sim The MISSION that we wish to fulfill \sim

& EARTH With nature, sharing the future

& INNOVATION With creativity, sharing the brilliance

& PEOPLE With people, sharing the inspiration

The Mitsui Fudosan Group's new Philosophy

Our GROUP DNA is the spirit that has been passed down to us, and GROUP MISSION is what we wish to fulfill.

Corporate Message

Transforming the city Transforming the future

* The message summarizes Our Philosophy and indicates the direction in which the Group is moving.

Priority Issues

[GROUP MATERIALITY]

- Contribute to industrial competitiveness
- Health and vitality
- Coexist with the environment
- Safety and security
- Diversity and inclusion
- Compliance and governance

Based on Our Philosophy, we have identified GROUP MATERIALITY as a priority issue.

Long-Term Vision



DREAM, VISION, REALITY

& INNOVATION 2030, the Group's long-term vision to FY2030. The name, & INNOVATION 2030, encapsulates our desire to cultivate the future through tireless value creation. Bringing & INNOVATION 2030 to a *REALITY* by clarifying our *DREAM* and *VISION*.





& INNOVATION 2030

Business Strategies

Achieve growth through three paths

- 1. Promote further core business growth (develop and evolve)
- 2. Expand into new asset classes
- 3. Explore new business domains and capture business opportunities



Financial Strategies

Manage with an equal focus on the three key objectives: enhance growth, efficiency and shareholder returns

- 1. Achieve stable and continuous profit growth and enhance cash-generating capabilities
- 2. Improve efficiency and maintain financial soundness by managing the Company's balance sheet
- 3. Expand shareholder returns based on growth and efficiency

Infrastructure That Supports the Strategy

Human resources

DX

ESG



Vision

- Contribute to the creation of added value for society as an industry developer.
- "Create social value" and "create economic value" as two wheels of a cart.
- "Creating social value" leads to differentiation and competitiveness, which in turn helps "create economic value." Employ the economic value created to then create even greater social value.

Create social value

Create economic value

Contribute to global innovation and industrial development

 Accelerate efforts to generate innovation and develop new industries by bringing together the wisdom of various people and companies through the provision of places and communities.

Create exciting experiences

 Create attractive neighborhoods to help realize a vibrant society where people's hearts are overflowing with excitement.

Help address social issues

- Create wide-ranging added value through innovation and the creation of neighborhoods where people can work, live, enjoy, and visit.
- Help build a sustainable society on a global scale by coexisting with the environment and contributing to such efforts as addressing climate change.

Achieve sustainable growth and efficiency in excess of the cost of capital

- Achieve stable and continuous profit and cash growth over the long term through the efficient use of invested capital.
- Further develop the "Holding & Leasing, Development & Sales, and Management"* business model. In addition to stable leasing income from property holdings, accelerate efforts to realize added value by ramping up the sale of properties and promote management that enhance both growth and efficiency.

Ensure the stable and continuous redistribution of profits among shareholders and increase value per share

- Increase shareholder value over the medium to long term by reinvesting earnings.
- Redistribute profits among shareholders, taking into consideration such factors as the business environment, performance, and financial position.
- In addition to the stable payment of dividends, increase value per share through the flexible and continuous repurchase own shares.

^{*} Holding & Leasing, Development & Sales, and Management activities

Holding & Leasing: Generate stable leasing income and facility operating income through the ownership of operating assets.

Development & Sales: Realize added value through the sale of assets and development profit (gain on sale).

Management: Generate continuous management profit through assets under management, etc.

Quantitative Targets: Around FY2030

Growth **Indicator**

Quantitative Targets: FY2026

EPS*1 growth rate

+8% or higher *2

Efficiency Indicator

ROE 10% or higher

Growth Indicator	EPS growth rate	$+8\%$ or higher *3
	Business income	¥440 billion or higher*4
PL	Net income*	¥270 billion or higher
	* Net income = Profit attributable to owners of parent	
BS	Total assets	Around ¥9 trillion
	Interest- bearing debt	Around ¥4.5 trillion
Efficiency Indicator	ROA	5%or higher ^{*5}

Efficiency Indicator	ROE 8.5% or higher	
	Total payout return ratio 50% or higher each period	
	Dividend payout ratio Around 35% each period	
Shareholder Returns (FY2024-FY2026)	Stable dividend increases linked to sustainable profit growth (continuous and progressive dividends)	
_	Flexible and continuous repurchase of own shares	

^{*3:} FY2023 (forecast) - FY2026 (forecast) CAGR

Balance Sheet Control

Fixed Assets/ **Real Property for Sale**

Asset turnover with no exceptions (Scope not limited to only real property for sale; fixed assets to also be considered) (FY2024-FY2026)

Around ¥2 trillion

D/E Ratio

Maintain financial soundness while conscious of ratings

Around 1.2-1.5 times

Marketable **Securities**

Strategic shareholdings (FY2024-FY2026)

Stocks held purely for

investment

Sell at the

Accelerate efforts to reduce strategic shareholdings; reduce current holdings by 50% over the three-year Reduction of 50% period to FY2026.
Continue to actively reduce strategic shareholdings from FY2026 onward. period to FY2026.

Reflecting our track record to date, we will continue to take a flexible and sustainable approach to selling over time, allocating proceeds to invest for future growth while also taking the share price into account.



^{* 1:} Earnings Per Share

^{* 2:} FY2023 (forecast) - FY2030 (forecast) CAGR

^{*4:} Operating income + Equity in earnings/losses of affiliates (including Gain/loss on sales of shares of subsidiaries and affiliates for the purpose of real estate sales) + Gain/los on sales of fixed assets

^{*5:} Business income / Average total assets over period

^{*} U.S. dollar-yen exchange rate: ¥120/US\$ to ¥140/US\$ range Interest rates, inflation, etc. are factored after calculating and estimating based on the forecasts of various research institutions

Cash Allocation Assumptions (FY2024-FY2026 cumulative total)

Cash in

Proceeds from asset turnover Around ¥2 trillion

Basic cash flow from operating activities*1 Around ¥1 trillion

Cash out

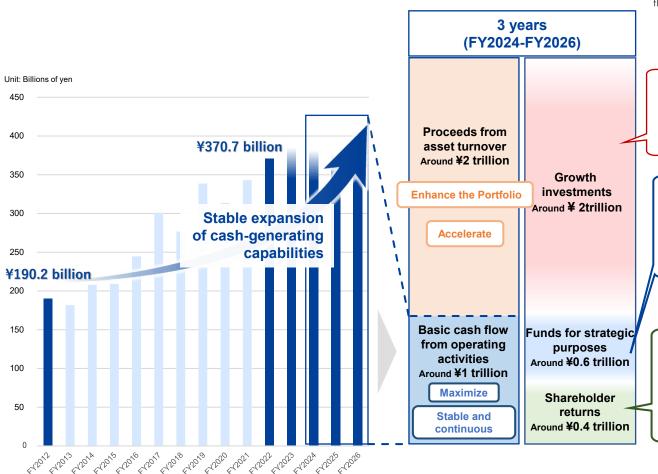
Growth investments Around ¥2 trillion

Funds for strategic purposes Around ¥0.6 trillion

Shareholder returns

Around ¥0.4 trillion

^{*1} Basic cash flow from operating activities: Cash flow minus changes in such items as working capital (including increase/decrease in real property for sale) from operating cash flows, plus gains/losses on asset turnover.



Growth investments in core business

Enhance the quality of the asset portfolio and strengthen the earnings platform

Set aside funds for strategic purposes

Utilize flexibly while also taking into account the operating environment, financial market conditions, and other factors

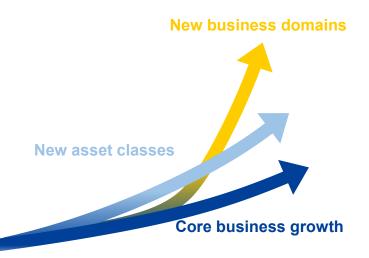
Total payout return ratio 50% or higher each period

Provide stable and continuous returns to shareholders with the aim of improving EPS and ROE

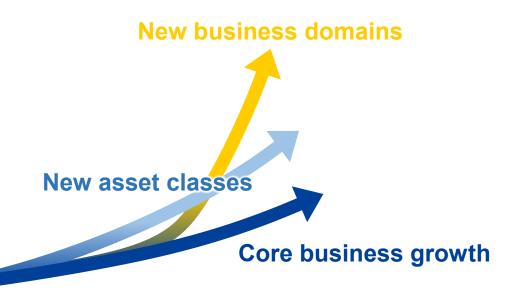




Business Strategy: About the three paths



Three business strategy paths



1. Promote further core business growth (develop and evolve)

Work to further grow (develop and evolve) the core businesses that have supported the Group's efforts to create value to date.

- (1) Decouple from the market*
- (2) Strengthen development profitability ~Realize added value
- (3) Further develop and evolve overseas business
- * Achieve high profitability regardless of the external environment through differentiation and efforts to create new markets.

2. Expand into new asset classes

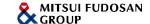
Accelerate expansion into new asset classes by leveraging the strengths and know-how cultivated in core businesses.

- (1) Create neighborhoods harnessing the power of sports and entertainment
- (2) Expand the Mitsui Lab & Office business
- (3) Further expand business domains by strengthening the data center business, etc.

3. Explore new business domains and capture business opportunities

Explore new business domains and capture business opportunities to realize the Group's continued growth in the future.

- (1) Further develop and evolve as a platformer
- (2) Invest in mainstay fields
- (3) Establish a new division





Business Strategy

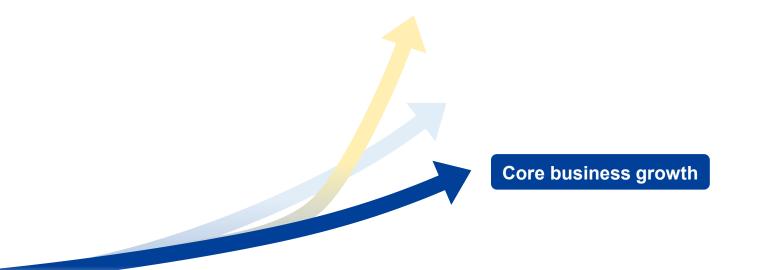
- 1. Promote further core business growth (develop and evolve)
 - (1) Decouple from the market
 - (2) Strengthen development profitability~Realize added value
 - (3) Further develop and evolve overseas business

Core business growth

Business Strategy 1. Promote further core business growth

Work toward further core business growth

Work to further grow (develop and evolve) the core businesses that have supported the Group's efforts to create value to date.



(1) Decouple from the market

- Implement strategies that differentiate each core business amid an increasingly competitive and winner-take-all environment.
- Moreover, provide places and communities that leverage the various networks and customer base that the Group has built up to date in a bid to create new demand.

(2) Strengthen development profitability ~Realize added value

- Further develop the Holding & Leasing, Development & Sales, and Management business model.
- In addition to stable leasing income from property holdings, accelerate efforts to realize added value by ramping up the sale of development properties.
- Strengthen efforts to capture new business opportunities while accelerating asset replacement and a merchant development business model.

(3) Further develop and evolve overseas business

 Develop businesses with increased efficiency while achieving stable profit growth.



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◯ GROUP

Business Strategy 1. Promote further core business growth (1) Decouple from the market

Pursue a customer-centered approach.

Combine real and digital media to provide experiential value that meets the diversifying needs of individual customers.

Further promote the development of mixed-use neighborhoods that integrate soft (services) and hard (real estate) to strengthen the competitiveness of entire cities.

Work to strengthen the Mitsui Fudosan Group Network and expand membership organizations.

Decouple from the market by differentiating each business and efforts to develop neighborhoods while creating new demand.

Increase the quality and quantity of core business value provided through real and digital measures

Offices: Develop offices you want to work in in cities you want to visit.

Enhance the level of services to provide optimal work styles for each

customer.

Retail Build a one-of-a-kind omni-channel platform that combines various
 facilities: retail facility, sport and entertainment, EC, and other services.

Work to diversify revenue sources and innovate business models.

• Housing: Integrate the management of customer data and strengthen

collaboration among Group companies. Provide one-stop service for all needs.

Hotels and Utilize customer data to propose a full-package (pre and post travel),
 resorts: and a more personalized stay experience. Promote DX while putting in

place an environment in which staff can focus on serving customers in

a bid to provide high-quality stay value.

• Logistics: Further strengthen various service functions using digital technology

and implement a platform strategy through community formation.

Help address customer issues throughout the supply chain, not just in the warehouse.

Create mixed-use neighborhoods

 Harness the wide-ranging know-how cultivated to date and integrate soft (services) and hard (real estate) to provide value that meets the various working, living, enjoying, and relaxing needs of people.





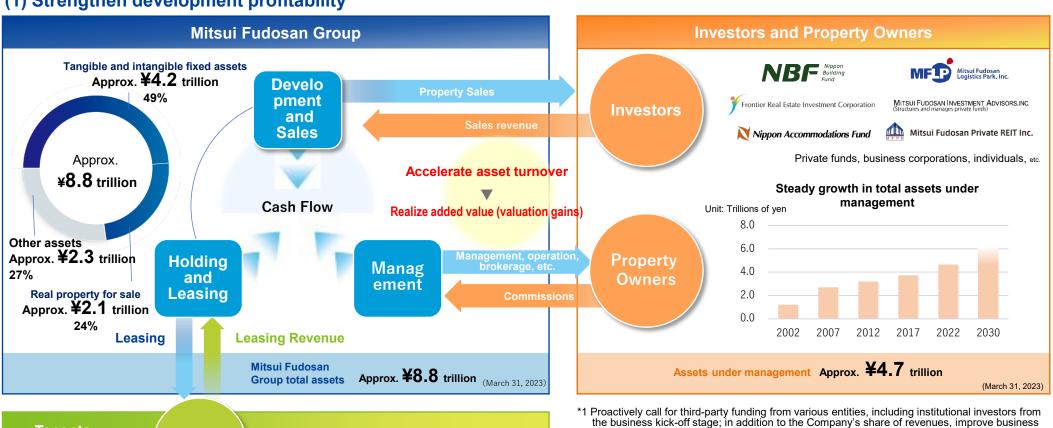
Strengthen the Mitsui Fudosan Group Network

 Work to strengthen the Mitsui Fudosan Group Network and expand membership organizations.



- Further develop the "Holding & Leasing, Development & Sales, and Management" business model. In addition to stable leasing income from property holdings, accelerate asset turnover and realize added value (valuation gains) at an early stage from total real property for sale and fixed assets.
- Engage in long-term management of assets under management after sale.
- ► Also consider the proactive use-1 of third-party funding from the kick-off stage of large-scale developments.

(1) Strengthen development profitability



Retail tenants

efficiency by acquiring management fees.

Tenants

Office tenants

Approx. 3,000 companies Approx. 2,500 companies

Tenants

(2) Create sustainable added value

a. Create added value through major projects in the existing pipeline



Continuously capture new business opportunities by putting forward the Company's wide range of solutions encompassing planning, development, sales as well as management and business operations to the customer networks cultivated in each business.





- Accelerate new acquisitions focusing largely on merchant development purchases while balancing areas and products.
- Generate added value and promptly realize profits. Strengthen cash collection and BS control endeavors.
- Expand investment in areas with growth potential (U.S. Sun Belt Area, Australia, India, etc.) and new asset classes. Consider new domains.
- Target further overseas business growth by making smart decisions on when to buy and sell based on conditions in each local market.

(1) Accelerate the merchant development investment model

- Accelerate new acquisitions focusing on merchant development purchases while carefully selecting products and areas.
- Realize profits after generating added value. Strengthen BS control endeavors.









(2) Growth strategy by area and product

- Position such offices as 50 Hudson Yards in the U.S. as an earnings platform and accelerate expansion into the fast-growing Sun Belt Area as a next step.
- Expand investment in Australia and India where growth is expected.
- Build a portfolio drawing on the business environment in each area.
- Consider investing in new business domains (renewable energy facilities, student dormitories, data centers, etc.)



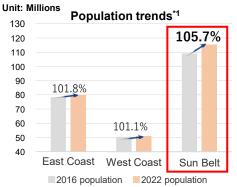
- Expand high-growth investments, focusing on the Sun Belt Area* in the U.S. Accelerate logistics facility and other business activities, including rental multi-family housing, which is experiencing robust real demand and remarkable growth.
- ▶ Open offices in the area and establish a three-area structure that includes the existing East Coast (NY) and West Coast (SF, LA) areas.

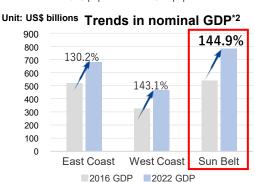
* Generally refers to the area south of the 37th parallel north latitude.

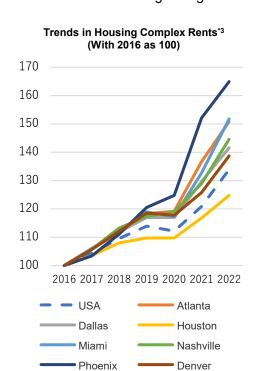
(3) Expand into the Sun Belt Area in the U.S.

Growth initiatives in the Sun Belt Area

- Against the backdrop of a mild climate, low business and living costs as well as an outstanding talent pool from regional universities, the Sun Belt Area is experiencing an increase in employment owing to the influx of tech and other companies resulting in ongoing population growth. Continued trend even amid the impact of the pandemic.
- Stable rental multi-family housing market with an upswing in rent levels.
- Expand investment to capture robust real demand and a fast-growing market.

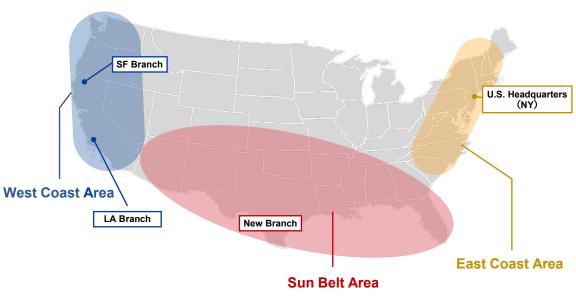






Promote business in three areas in the U.S.

- In addition to the existing East and West Coast areas, establish a base in the Sun Belt Area, which is experiencing remarkable economic and population growth.
- Strengthen functions to promote business in rental multi-family housing, logistics facilities, etc. across a three-area structure.



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GROUP

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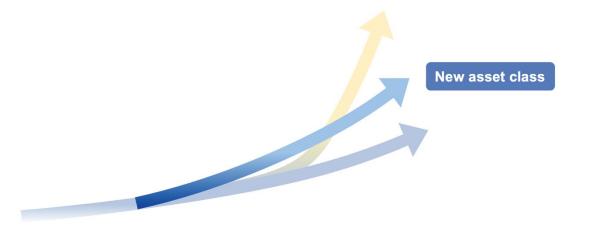
Source: *1 U.S. Bureau Census *2 U.S. Bureau of Economic Analysis *3: REIS (Real Estate Information Service) All Class



Business Strategy

2. Expand into new asset classes

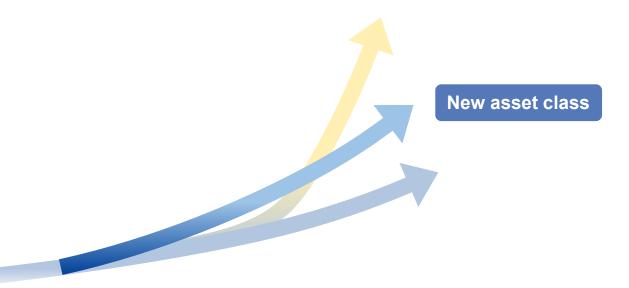
- (1) Create neighborhoods harnessing the power of sports and entertainment
- (2) Expand the Mitsui Lab & Office business
- (3) Further expand business domains by strengthening the data center business, etc.



Work toward new asset class expansion

Further develop the creation of value for customers in response to changing times.

Accelerate expansion into new asset classes by leveraging the strengths and know-how cultivated in core businesses.



(1) Create neighborhoods harnessing the power of sports and entertainment

- Engage in the creation of neighborhoods that maximizes substantive value through sports and entertainment.
- Establish a new revenue source by utilizing TOKYO DOME CORPORATION's expertise in planning and operating events, etc.

(2) Expand the Mitsui Lab & Office business

- Further expand the rental lab market, established by the Company and capture demand.
- Contribute to open innovation in society.

(3) Further expand business domains by strengthening the data center business, etc.

- Strengthen data center business to support the digitalization of society.
- Moreover, leverage the Group's strengths and promote further business domain expansion.



- Utilize sports and entertainment, strengthen mixed-use functions, and promote the creation of neighborhoods that instill excitement.
- Capture business opportunities by leveraging TOKYO DOME CORPORATION's strengths.
- ► Establish a new division to maximize the value of each customer's experience through synergies between retail facilities and the power of sports and entertainment.

Expand on the back of TOKYO DOME CORPORATION's strengths

- Employ sales and booking coordination capabilities across a wide range of genres, including sports and concerts.
- Leverage the ability to manage on-site operations for events that cater to thousands to tens of thousands of people.
- Harness the ability to plan and manage independent entertainment events
- Utilize the ability to plan directly managed leisure facilities.





Promote the arena business

• Increase points of customer contact through arena operations, enhance event content, etc., and develop measures to increase synergies with retail facilities.





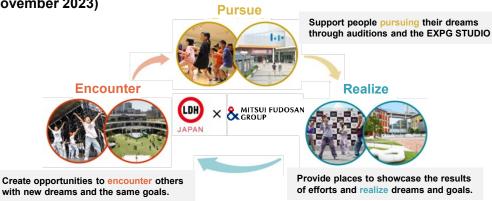
Create exciting experiences through sports and entertainment

- Create exciting experiences through events and content.
- Actively promote initiatives in collaboration with external partners.

Concluded a Major Partner Agreement with the Japan Football Association (October 2023)



Example of an initiative based on the Business Alliance with LDH JAPAN on Initiatives to Support the Dreams of Children and Youth (November 2023)



Business Strategy 2. Expand into new asset classes

(2) Expand the Mitsui Lab & Office business

- ► Further expand the rental wet lab market*, created by the Company, and capture demand.
- Contribute to open innovation in society by putting in place an environment for various research scenarios.
 - * Wet lab: Research facility for conducting experiments using equipment and chemicals
- Responding to the growing importance of open innovation in the R&D environment, the Company already developed 13* projects in Japan and abroad.

* Including projects scheduled to commence.

- Strengthen both urban projects, which are located in major metropolitan areas, and business seeds regional projects, which are located near academia and medical institutions.
- In addition to such tangible assets as buildings and equipment, support tenant company innovation creation by combining intangible services, including communication spaces and communities such as Life Science Innovation Network Japan Inc. (LINK-J).









- (3) Further expand business domains by strengthening the data center business, etc.
 - Strengthen data center business to support the digitalization of society. Capture rising demand.
 - ▶ Moreover, leverage the Group's strengths and expertise, expand into various asset classes, and create value for customers.
- Expand business domains to urban- and co-location -type data centers*
 (DCs) by leveraging know-how in the Data Center DC business.

* A service that rents out space to install servers, network equipment, etc.



 Leverage the Group's strengths and expertise, expand into various new asset classes, and increase the value provided to customers in connection with the creation of neighborhoods.





Conceptual image





Business Strategy

3. Explore new business domains and capture business opportunities

- (1) Further develop and evolve as a platformer
- (2) Invest in mainstay fields
- (3) Establish a new division



Work toward exploring new business domains and capturing business opportunities

Explore new business domains and capture business opportunities to realize the Group's continued growth in the future.



(1) Further develop and evolve as a platformer (2) Invest in mainstay fields

- Upgrade expansion areas that provide places and communities as an industry developer.
- Strengthen and accelerate contributions to the creation of new industries.
- Search for business seeds in communities that contribute significantly to the Company.
- Identify and invest in mainstay areas where the Group can leverage its strengths, including its diverse network, vast points of customer contact, and planning know-how, and nurture into a new source of revenue.

(3) Establish a new division

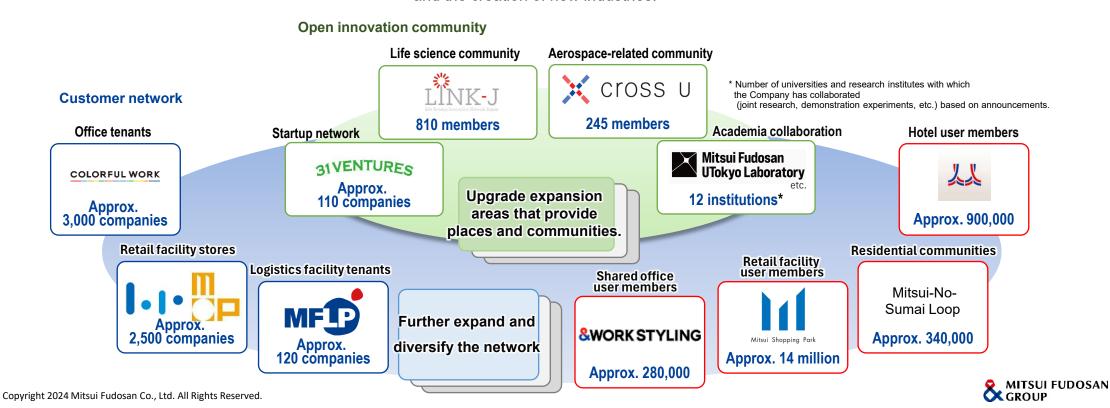
- Establish a new division to accelerate efforts. Effectively allocate management resources to create new businesses.
- Also actively utilize M&As.



- ▶ Play a role in bringing together the wisdom of companies, society, and the people who live there.
- ▶ Build a network that transcends the traditional boundaries of real estate developers by providing a platform for open innovation.
- Upgrade expansion areas (menus) that provide places and communities as an industry developer. Accelerate contributions to the innovation and creation of new industries through increased involvement as a platformer.

Extensive networks and communities

- Upgrade place and community service menus by leveraging networks established to date.
- Play a role in bringing together the wisdom of diverse people from various areas, including large companies, startups, and academia, and accelerate contributions to open innovation and the creation of new industries.



- Search for business seeds that contribute to the creation of new industries by drawing on the places and communities we provide.
- Identify and invest in mainstay areas where the Group can leverage its strengths, including its diverse network, vast points of customer contact, and planning know-how.
- Work to expand into relevant business fields and nurture into a new source of revenue for the future.

Image of investment consideration areas

Life science field

- An important field that is indispensable to society. Solid growth expected in the future.
- Open innovation recognized as essential with strong demand for collaboration.

Aerospace-related field

- Significant growth expected in the future.
- Growing expectation toward co-creation by the private sector. Advances also in the use of non-aerospace industry technologies.

Create new industries identified as mainstay areas

 Identify mainstay areas and undertake investments from various communities and joint research. Nurture as a source of revenue.









* Image photo















* Image photo

* Image photo



- Establish a new division for Group-wide growth through innovation. Explore new business domains and effectively allocate management resources to capture business opportunities.
- Actively utilize M&As and newly establish a dedicated department.

Initiatives undertaken to date to generate innovation

Identify new businesses

[External]	Investments in startups Number of meetings between startups and business units Of which: Demonstration experiments and official adoption	Approx.80 Approx.1,100 Over 150
[Internal]	Number of projects brought to commercial application under the "MAG!C" Project business proposal system	20 (FY2018 - FY2023)

Open innovation with academia

Collaboration with academia
12 institutions*

Joint research results 20

Community development for the creation of new industries

Life science field
LINK-J
Number of members: 810

Number of events per year

1,142 times *2023

Number of labs and offices

13 facilities

Aerospace-related field

cross U

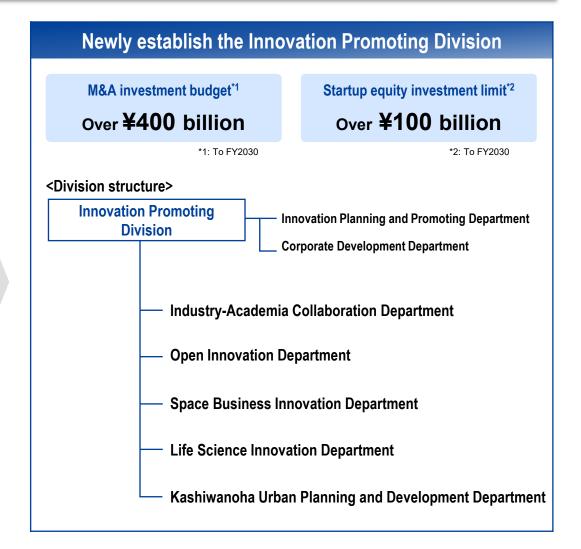
Number of members: 245

NIHONBASHI SPACE WEEK

Participants: 8,000

* Held in December 2023

Other, startup networks, etc. Forming a diverse community



Number of universities and research institutes with which the Company has collaborated (joint research, demonstration experiments, etc.) based on announcements.



Financial Strategies

Manage with an equal focus on the three key objectives: enhance growth, efficiency and shareholder returns

Achieve stable and continuous profit growth and enhance cash-generating capabilities

- Achieve stable and continuous leasing income growth through various measures, including the development of new properties and existing property top-line growth.
- Realize development added value through the stable and continuous turnover of assets, while taking into consideration the balance between leasing income and sales profit.
- Enhance cash-generating capabilities through business planning, property development, and management capabilities that are the source of the Company's competitive advantage.

Improve efficiency and maintain financial soundness by managing the Company's balance sheet

- Further enhance the quality of the asset portfolio by considering and executing asset turnover, reviewing not only real property for sale but fixed assets and investment securities.
- Maintain an "A" rating as a measure of financial soundness and appropriately control financial leverage.
- Steadily and sustainably improve ROE to a level that exceeds the cost of capital.

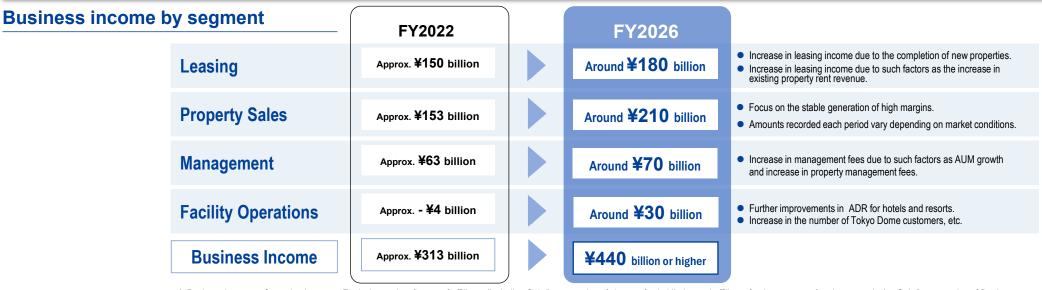
Expand shareholder returns based on growth and efficiency

- Improve the dividend payout ratio and achieve stable dividend increase linked to profit growth (continuous and progressive dividends).
- Undertake the flexible and continuous repurchase of own shares.
- Implement measures to increase the proportion of long-term shareholders.



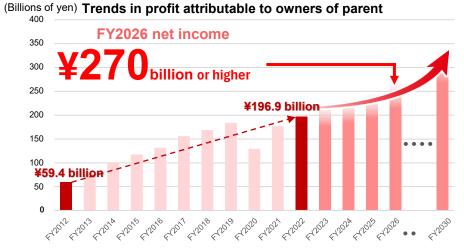
Financial Strategy Achieve stable and continuous profit growth

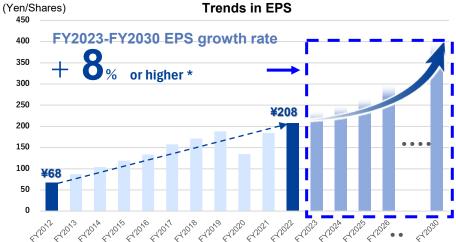
► Increase profit with a view toward FY2030. Set the EPS growth rate as a quantitative target and key indicator of increased shareholder value and target an EPS CAGR of +8% or higher from FY2023 to FY2030 together with the flexible and continuous repurchase of own shares.



^{*} Business income = Operating income + Equity in earnings/losses of affiliates (including Gain/loss on sales of shares of subsidiaries and affiliates for the purpose of real estate sales) + Gain/loss on sales of fixed assets

High profit growth





Financial Strategy Improve efficiency and maintain financial soundness

Accelerate asset turnover and realize added value (valuation gains), while taking into consideration the balance between leasing income and sales profit.

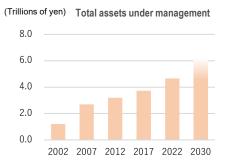
(Sale of fixed assets and real property for sale without exception; reduction of strategic shareholdings; sell at the right time stocks held purely for investment purposes)

Work to increase management revenue by expanding assets under management.

Maintain a highly efficient and sound financial structure while controlling the balance sheet (BS).



Steady growth in total assets under management



Total assets

Accelerate asset turnover

⇒ Realize added value
(valuation gains)

Proceeds from asset turnover Around ¥2 trillion (FY2024-FY2026)

Fixed assets/
Real property for sale
Sale without exception

Marketable securities

Strategic shareholdings

Reduction of around 50% (FY2024-FY2026)

Accelerate efforts to reduce strategic shareholdings; reduce current holdings by 50% over the three-year period to FY2026.
Continue to actively reduce strategic shareholdings from FY2026 onward.

Stocks held purely for investment purposes

Sell at the right time

Reflecting our track record to date, we will continue to take a flexible and sustainable approach to selling over time, allocating proceeds to invest for future growth while also taking the share price into account.

Interest-bearing debt/Equity

Financial leverage Maintain an "A" rating

D/E ratio

Around 1.2-1.5 times

Shareholder returns

Return of profits to shareholders taking into consideration financial soundness and capital efficiency

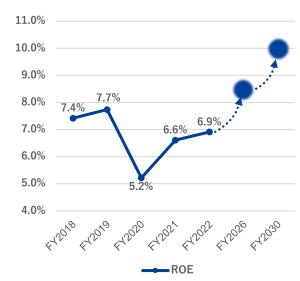
ROE Target

FY2026

ROE 8.5% or higher

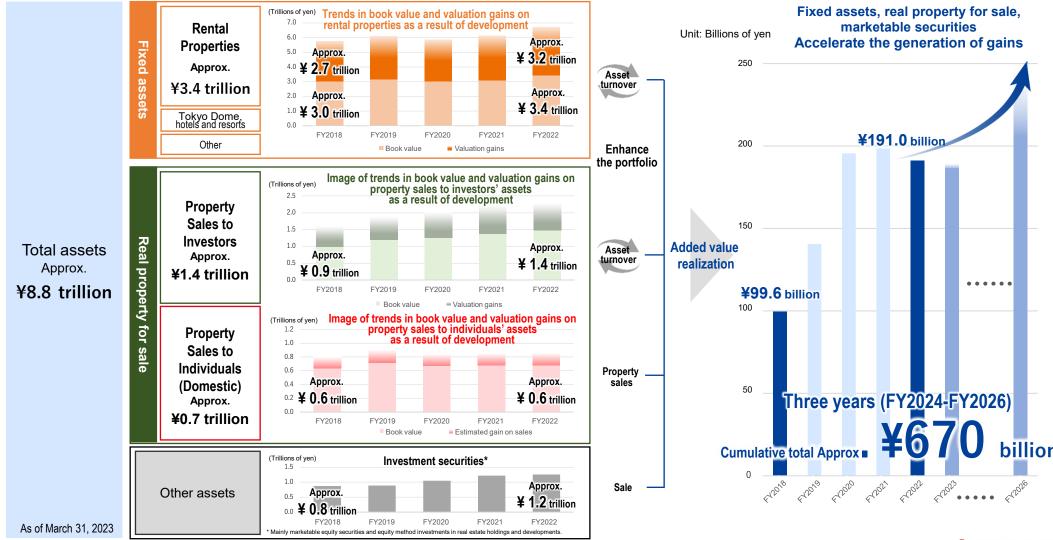
Around FY2030

ROE 10% or higher



Financial Strategy Realize added value (gain on sales)

- Enhance the quality of the asset portfolio for further growth and improved efficiency.
- Accelerate asset turnover of not only real property for sale but fixed assets and investment securities (including strategic shareholdings and stocks held purely for investment purposes). Continuously realize added value.



Expand shareholder returns
Stable and continuous shareholder
returns

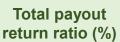
Total payout return ratio **50%** or higher each period

Strengthen dividends
Increase in dividends
linked to sustainable profit growth

Dividend payout ratio Around 35% each period, introduce continuous and progressive dividends

Growth and increase in value per share

Flexible and continuous repurchase of own shares

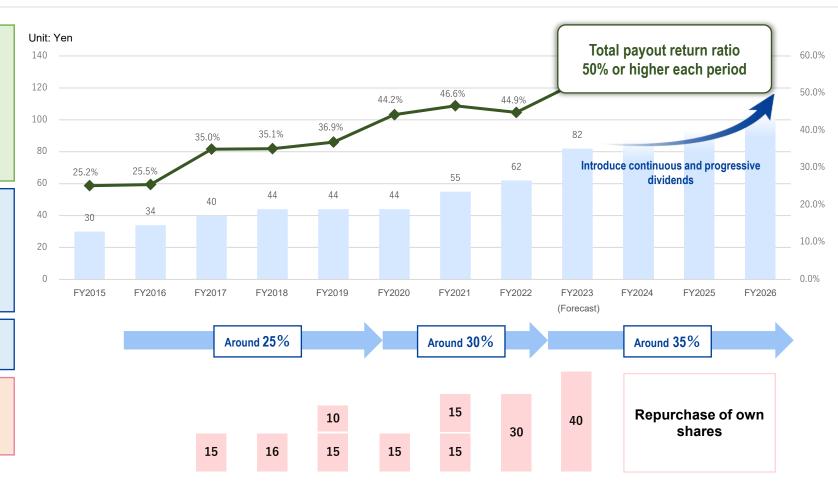


Dividend per Share* (Yen)

Dividend payout ratio (%)

Repurchase of own shares (Billions of yen)

^{*} Pre-stock split dividend amount

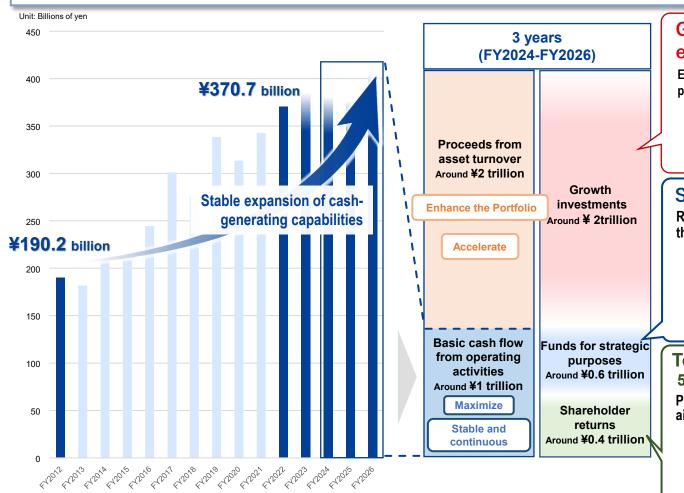


⁷ consecutive years Undertake the flexible and continuous repurchase of own shares



Financial Strategy Enhance cash-generating capabilities (FY2024-FY2026)

- Maximize basic cash flow generated by mainstay businesses. Strengthen stable and continuous cash-generating capabilities.
- Enhance the quality of the asset portfolio, accelerate asset turnover, and realize added value.
- Appropriately allocate basic cash flow from operating activities and proceeds from asset turnover to growth investments, strategic funds and shareholder returns with a focus on growth and efficiency while controlling increases in outstanding debt.



Growth investments in existing core business areas

Enhance the quality of the asset portfolio and strengthen the earnings platform

- Domestic: Mixed-use developments, office buildings, retail facilities, logistics facilities, etc., housing with a focus on metropolitan, high-grade, large-scale condominiums
- Overseas: Mainly real property for sale

Set aside funds for strategic purposes

Respond flexibly, taking into account such factors as the business and financial environment

- Budget for expansion into new asset classes
- Budget for capturing business opportunities in new business domains (M&As, etc.)
- Funds set aside for balance sheet control (maintain financial discipline and improve ROE)

Total payout return ratio

50% or higher each period

Provide stable and continuous returns to shareholders with the aim of EPS growth and improving ROE

- ullet Dividend payout ratio Around 35% each period
- Introduce continuous and progressive dividends, Increase in dividends linked to profit growth
- Flexible and continuous repurchase of own shares





Infrastructure That Supports the Strategy

- 1. Human resources
- 2. DX
- 3. ESG

- Work as a Group-wide whole to raise the level of human resource capabilities, the source of value creation, and secure new human resources and knowledge that will accelerate innovation to realize the Group's vision.
- Support the activities of diverse human resources and further develop the Group's One-Team organization that brings together the strengths of the Mitsui Fudosan Group.

Raise the level of human resource capabilities, the source of value creation

- Engage in talent management commensurate with individual careers
- Further strengthen the current high level of engagement
- Strengthen investment in education to secure new knowledge and awareness

Become a more advanced industry developer to realize the Group's vision

Actively secure human resources and knowledge to accelerate innovation

- Promote recruitment from various fields and industries in response to an increasingly complex and sophisticated business environment, and expand inclusion measures
- Strengthen training to utilize technology and global resources and education that encourages employees to take on challenges in new fields

Support the activities of diverse human resources and further develop the Group's One-Team organization that brings together the strengths of the Group

- Instill Group-wide the Group's values that encompass a thoroughgoing customer-centered approach and the importance placed on team results over the individual and further develop the Group's One Team organizational structure
- Strengthen intergroup strategic human resource exchanges
- Expand Group-wide employee compensation and conditions
- Promote D&I on a Group-wide basis, including health management, the promotion of women's participation, etc. to realize a safe and secure work environment





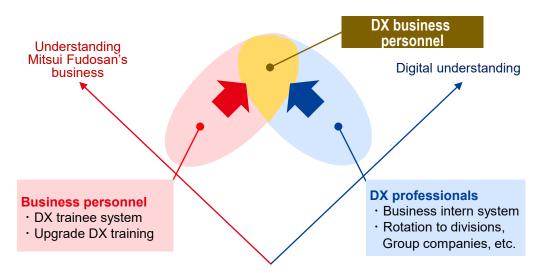
In recognition of its efforts to date, the Company was selected as a Nadeshiko Brand in FY2023 (for the third consecutive year) as a company that excels in the empowerment of women and was certified as a Health & Productivity Management Outstanding Organization (White 500) in the large enterprise category for an eighth consecutive year.

- Establish a business model that combines the real and digital and further develop DX to promote innovation.
- Actively recruit DX professionals. Moreover, develop both business personnel and DX professionals as DX business personnel. Integrate diverse human resources to strengthen competitiveness.
- Provide strategic support by further developing operations and strengthening the digital platform through the use of Al.

Two halves that support the business model that combines the real and digital

Personnel supported by Al and digital resources

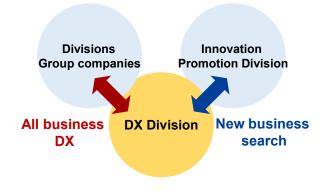
- Strengthen the development of DX business personnel
- Improve the efficiency and quality of operations through the use of AI



DX business personnel development structure

Indispensable platform for DX use = Strengthen the digital platform

- Build and renew an optimal Group-wide system
- Strengthen system development capabilities and expand high-speed development
- Increase the sophistication of system infrastructure and security
- Put in place infrastructure and engage in data management to ensure AI and digital support



Group DX promotion structure



- Promote sustainability management to actively contribute to a sustainable society.
- Improve soundness, transparency, and efficiency of management strategies through continuous efforts to strengthen governance.
- Implement the Group Action Plan to Realize a Decarbonized Society and work together with the supply chain to achieve a decarbonized society.

Corporate governance initiatives

Do and of Directors	 Ongoing consideration of matters that help improve governance, including optimum composition of the Board of Directors, such as the ratio of outside directors and diversity. Directors' term of office amended from two years to one year* 				
Board of Directors	 Increase in the number of outside directors (4→5)* Identify issues and continuously improve functions based on annual evaluations of the Board's effectiveness *To be proposed at the 112th Ordinary General Shareholders' Meeting scheduled to be held on June 27, 2024 				
Nomination Advisory Committee Compensation Advisory Committee	 The Nomination Advisory Committee and Compensation Advisory Committee each established with a majority of independent outside directors and chaired by an independent outside director. 				
Risk Management Special Committee Strategy Planning Special Committee	 Identify and understand risk issues and formulate countermeasures on an ongoing basis through the Risk Management Special Committee (managing operational risks) and the Strategy Planning Special Committee (managing business risks). 				
Governance of Overseas Operations	 Strengthen governance in overseas operations through the implementation of the Global Governance Guidelines. 				

Group Action Plan to Realize a Decarbonized Society

ciety * Formulated in November 2021

Action plan (1)

Improve environmental performance of new and existing properties

Action plan (3)

Provide Green Menu to tenants and buyers

Action plan (5)

Initiatives to reduce CO₂ emissions during construction

Action plan (2)

Greening of electricity in common areas of properties and areas used by the Company

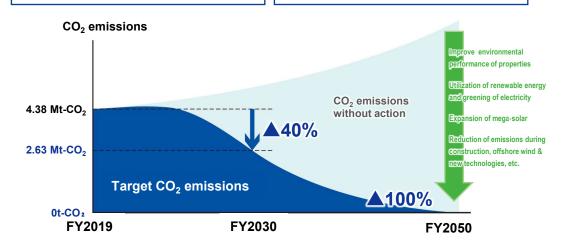
Action plan (4)

Secure stable renewable energy sources

Other key initiatives

Utilization of forests Open innovation

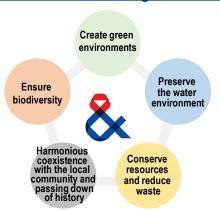
Acquisition of external certifications Creation of neighborhood initiatives Improvement of internal systems



Infrastructure That Supports the Strategy 3. ESG Coexistence with the natural environment

- Working toward a society that enriches both people and the planet, promote the creation of neighborhoods in harmony with the natural environment and create social value.
- Promote the creation of never-ending forests through a cycle of planting, cultivating, and using Group-owned forests.
- ► Hold tree-planting workshops every year as an educational program for Group employees to raise the awareness of each and every employee.

Coexistence with the natural environment in the creation of neighborhoods



TOKYO MIDTOWN

- Redevelopment of the site of Japan's former Self Defense Agency (completed in 2007)
 Greening area increased by approximately 2.7 times
- Ongoing efforts to create neighborhoods that excel over time while protecting a total of 6 orders, 18 families, and 25 species of birds that visit the area.









Nihonbashi Revitalization Plan

- Engaging in such efforts as rebuilding the Fukutoku Shrine and maintaining the Fukutoku Garden while preserving and revitalizing heritage and creating the future.
- Under the Stage 3 (from 2019) regeneration of waterfront wealth concept, work to revitalize the Nihonbashi aqua metropolis.





Creation of never-ending forests (utilizing 5,000ha of Group-owned forests in Hokkaido)

- Trees lose their ability to absorb carbon dioxide as they age. As a result, their replacement is essential for the global environment.
- Promote never-ending forests through a systematic process of sapling planting, cultivation, and use as building materials for houses and offices.
- Develop a wooden office building in Nihonbashi, utilizing timber procured from Groupowned forests and promote an initiative to create a forest in Nihonbashi.







Employee education (tree-planting workshops)

- Training for Group employees. In addition to afforestation activities in Group-owned forests, training offers the invaluable opportunity to gain an insight into the importance of forest conservation, environmental issues, and the forestry industry, and used this as a valuable opportunity to how timber is utilized in the Company's business.
- Since commencing activities in 2008, a total of 366 people have participated, planting 8,510 trees*.









Infrastructure That Supports the Strategy 3. ESG Safety and Security Initiatives

- Strengthen safety and security initiatives to cope with increasingly frequent and severe disasters. In addition to improving the disaster prevention performance of buildings, continue to provide a disaster countermeasures system 24 hours a day, 365 days a year.
- Work to improve disaster prevention capabilities throughout the community, including establishing an energy center and strengthening the system for receiving people unable to return home in a disaster.
- Improve disaster-resistant and appealing neighborhood functions.

 Promote the creation of neighborhoods and buildings where each and every person can live safely and securely.

Strengthen disaster prevention functions for buildings and neighborhoods Community-wide disaster prevention efforts

- Put in place ground surfaces and equipment in anticipation of torrential rain. tsunamis, etc., and install 72-hour emergency generators at major facilities.
- Install Energy Centers in large redevelopment areas. Provide electricity and heating/cooling to the surrounding neighbor focusing mainly on city gas-fueled cogeneration systems.





Disaster countermeasures system 24 hours a day, 365 days a year

- Promote disaster prevention training, seminars, and Business Continuity Plan (BCP) initiatives.
 - Open the Mitsui Fudosan Technical Academy and strengthen the Group's overall disaster response capabilities.
- Maintain the dedicated Disaster Countermeasure Headquarters. Ensure that employees in the disaster center take shifts and that staff are on duty weekday nights and public holidays.



- Strengthen the capacity to aid people unable to return home after a disaster, deploy disaster stockpiles, provide temporary evacuation sites for local residents, establish heliports, etc.
- Expand the local disaster prevention community and raise disaster prevention awareness through events and disaster prevention drills in cooperation with local governments and community members.



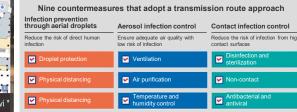




Promote the creation of neighborhoods where each and every person can live safely and securely

- Create stress-free neighborhoods using digital technology, including Al-based barrier-free measures and multilingual evacuation guidance in cases of emergency.
- Develop and operate facilities to deal with infectious diseases in accordance with the Mitsui Fudosan 9BOX Infection Control Measure Standards.







Mitsui Fudosan Infection Control

* Demonstration experiment underway in the Nihonbashi area.

GROUP MATERIALITY (Priority Issues) and Non-Financial KPIs

Materiality	Evaluation indicator	Period achieved	Numerical target	Materiality	Evaluation indicator	Period achieved	Numerical target	
Contribute to industrial competitiveness	Strengthen industrial competitiveness Initiatives that contribute to the creation of added value for society by supporting people's daily lives and diverse corporate activities New area expansion Initiatives that contribute to the creation of new industries by further developing the industries.	Annual disclosure of initiatives ²		Health and vitality*1	Improvement in experiential value Initiatives to create neighborhoods that people want to visit by delivering exciting experiences Realize a society of wellbeing Initiatives to realize a society brimming with vitality where workers and visitors are in excellent health	Annual disclosure of initiatives*2		
	industries by further developing the industry creation platform				Number of paid leave days taken	Annual	14 days annually	
	Progress of the Decarbonization Action Plan Expansion of green spaces, utilization of forests	Annual disclosure of initiatives ² 40% decrease			Health checkup and screening rate	Annual	100%	
	Initiatives to increase greenery in the urban core through development and to regenerate Japan's forests			Safety and security	Safety and security Continuous efforts from both the hard (real estate) and soft (services) perspectives and initiatives to realize a	Annual disclosure of initiatives*2		
	CO ₂ and other emission reduction rate (1000 t-CO ₂)	2030	compared to		safe and secure society	Amanal	0.67	
		<u> </u>	FY2019		Conduct disaster drills including tenant companies	Annual	2 times	
		2050	Virtually zero	∄ '	Realize an inclusive society Initiatives to realize a society in which all people can maximize their abilities and play an active role	Annual disclosure of initiatives ²		
	Proportion of electric power used in business activities derived from renewable energy (RE100)	FY2050	100%	Diversity and				
	New building external environment certification acquisition rate		al 100%		Improvement of employee engagement	Annual	80% or higher	
Coexist with the	* Limited to rental properties, including office buildings, retail facilities, logistics facilities, as well as hotel and resort facilities.	Annual			Training time per employee	Annual	Last year's level	
environment	Energy consumption per base unit (kℓ/m²/year)	Annual	1% reduction annually		Training expenses per employee	Annual	Last year's level	
	Clean/industrial water use per base unit (m³/m² per year)	Annual	Less than the previous fiscal year	inclusion*1	Western in management positions ratio	2025年	10%	
					Women in management positions ratio	2030年	20%	
	General waste emissions per base unit (t/m² per year)	<u> </u>	Less than the	1	Ratio of female hires	Annual	40%	
		Annual	previous fiscal year		Employment rate of people with disabilities	Annual	2.5% or higher ^{*3}	
	Industrial waste emissions per base unit (t/m² per year)	Annual	Less than the previous fiscal year		Percentage of male employees taking childcare leave	Annual	100%	
					Return rate from childcare leave	Annual	100%	
	Waste recycling ratio (at Mitsui Fudosan Co., Ltd. headquarters)	FY2030	90%	Compliance and governance	Compliance training implementation participation rate	Annual	100%	
					Implement and improve human rights DD	Annual*2		





Reference Materials (Business Strategies)

[Office building business]

- Develop offices you want to work in in cities you want to visit.
- Differentiate entire cities by promoting the creation of mixed-use neighborhoods.
- Strengthen solution proposals and service menus tailored to tenant companies. Provide optimal workstyles for each customer by increasing workplace options.

Create mixed-use neighborhoods

Creating neighborhoods in Nihonbashi

Work to create the world's most bustling water metropolis by "preserving and revitalizing heritage while creating the future" in the four areas of "creating business clusters," "neighborhood renaissance," "in harmony with the community," and "reviving the aquapolis."

Creating neighborhoods in Yaesu

Realize a neighborhood that attracts people from all over the world as a premier mixed-use city. Redevelop and enhance the potential of the area east of Tokyo Station, including Nihonbashi and Kyobashi, beginning with TOKYO MIDTOWN YAESU.

Creating neighborhoods in Hibiya

Promote the creation of neighborhoods centered on entertainment. encompassing films, theaters, music festivals, etc.

Undertake redevelopment, increase the flow of people throughout Hibiya as a destination for fun and play, and create a livelier cityscape.











Strengthen service menus

Further enhance various services and membership menus for employees and visualize the value that can be provided.

In addition to fixed offices, combine shared office work styling and intangible Frenta services to provide optimal workstyles by customer while utilizing DX.

Service menus

&BIZ Comprehensive Mitsui Office information site

&BIZ consulting Work style and workplace consultation services &BIZ conference Meeting room rental service for tenant companies &BIZ fitness

&WORK STYLING Shared office service

&well Services to promote health management



Fitness gym service for tenant company employees

[Retail facility business]

- ▶ Build a one-of-a-kind omni-channel platform that combines various services, including retail facilities, sports and entertainment, and e-commerce. Create new experiential value by customer.
- Leverage relationships cultivated through business activities to date and provide services to solve business issues for retail tenants and business partners.
- Work to evolve from a retail facility developer to a commercial service platform provider, diversify revenue sources and innovate business models by providing a wide range of value.

Relationships



81 facilities

* MSP facility + 3 midtown facilities





Approx. 2,500 companies



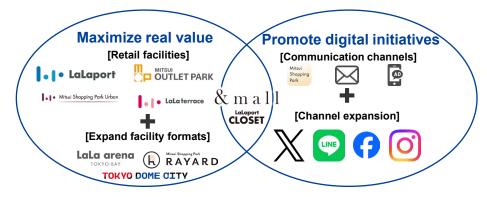


Approx. 14 million customers



Expand the omni-channel platform

Combine real and digital media to provide experiential value



Diversify revenue sources

Promote real facility media

- Develop events that leverage communication capabilities
- Expand sales of in-building advertising media (naming rights, digital signage postings, etc.) by leveraging the ability to attract customers

RAYARD MIYASHITA PARK



LaLaport SAKAI



@IRA



[Housing business]

- Strengthen the ability to make proposals to customers through the integrated management of customer data and enhance collaboration among Group companies.
- Provide one-stop service for every customer need.
- Strengthen efforts to meet the needs of affluent and foreign customers. Expand points of customer contact by enhancing lifestyle-oriented products and services.

Comprehensive Group strength in providing one-stop services

condominiums

MITSUI FUDOSAN RESIDENTIAL

Newly built

New construction order

MITSUI FUDOSAN RESIDENTIAL SERVICE

MITSUI FUDOSAN GROUP

MITSUI FUDOSAN REALTY

Brokerage

Housing units under management

Rental multi-family housing
MITSUI FUDOSAN RESIDENTIAL LEASE

Spatial design, remodeling MITSUI DESIGNTEC

[Hotel and resort business]

- Provide high-quality stay value by creating an environment where staff can focus on serving customers through DX.
- Propose personalized stay experiences through the use of customer data and expand the domestic and international customer base.

Strengthen the brand power of each facility and maximize appeal



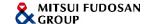




Strengthen brand power







Expand the

domestic and

customer base

[Logistics business]

- Further evolve as an industrial platformer by strengthening collaboration with tangential companies and building a community including client companies.
- Contribute not only to solving issues within logistics warehouses, but also across the entire supply chain by diversifying the MFLP brand, putting forward various solution proposals utilizing digital technology, and providing GX support.

Diversify the MFLP and MFIP brands

Strengthen the neighborhood creationtype logistics facility brand

- Establish a neighborhood creation-type logistics facility brand represented by MFLP Funabashi.
- Further expand in three major metropolitan areas.



Develop BTS facilities that address tenant needs

 Strengthen product development through improvements on design/management specifications based on location, market, and tenant needs.

Diversify business models

Popularize logistics centers that specialize in EC (sharing)

Open an EC automated logistics center that can cater to multiple tenants.
 Reduce labor and improve operating efficiency by leveraging digital technology.

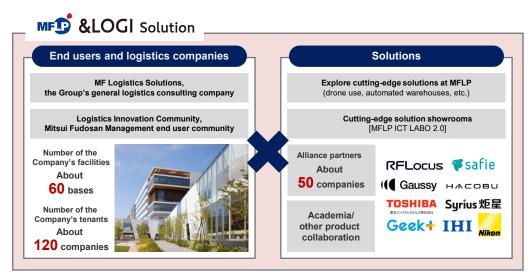




Enhance problem-solving capabilities for end user companies

& LOGI Solution logistics innovation platform

- Open innovation platform to address issues throughout the logistics industry.
- MF Logistics Solutions, the Group's general logistics consulting company, and approximately 50 alliance partners provide SCM-related services.
- Logistics Innovation Community, Mitsui Fudosan Management end user community gathers together about 60 companies.

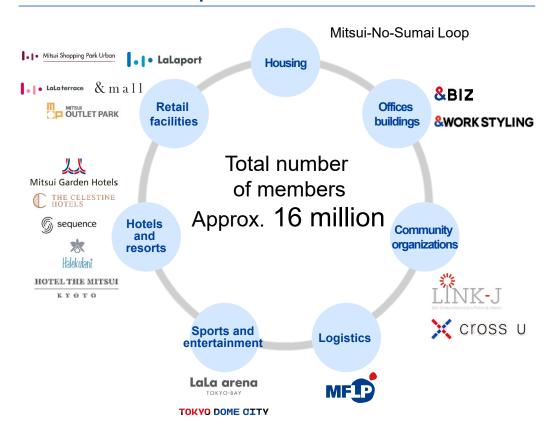




[Build a unique Mitsui Fudosan Group network]

- Maximize use of the vast number of places in each business and communities cultivated with a wide variety of customers.
 - Establish a unique Mitsui Fudosan Group network by unifying the customer base.
- Provide a menu of services tailored to the status of each customer, including linkage of a point system. Actively promote wealth management.

Mitsui Fudosan Group network



Wealth management menu (assumption)

- Let's, investment advisory: Real estate utilization proposals, asset management proposals
- Housing: Housing replacement proposal
- Housing: Promote Park Well State senior residences
- Hotels and resorts, retail facilities: Luxury stay plans
- Nihonbashi: Nihonbashi Salon (membership salon)



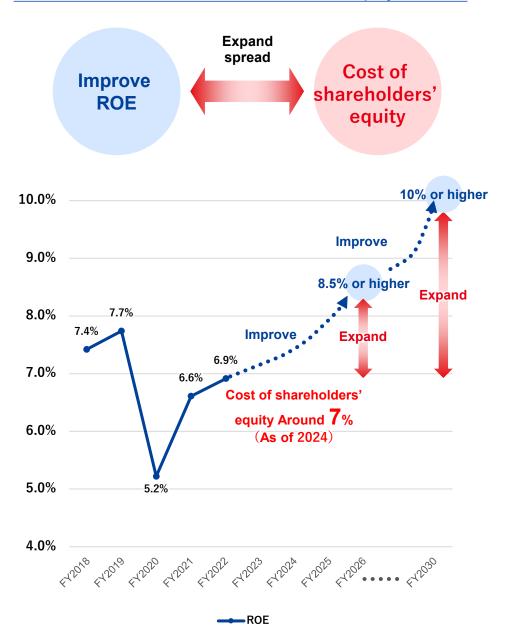






Reference Materials (Financial Strategies)

Steadily and sustainably improve ROE to a level that exceeds the cost of shareholders' equity



Communication aimed at deepening engagement with capital markets



Gain the trust and confidence of stakeholders





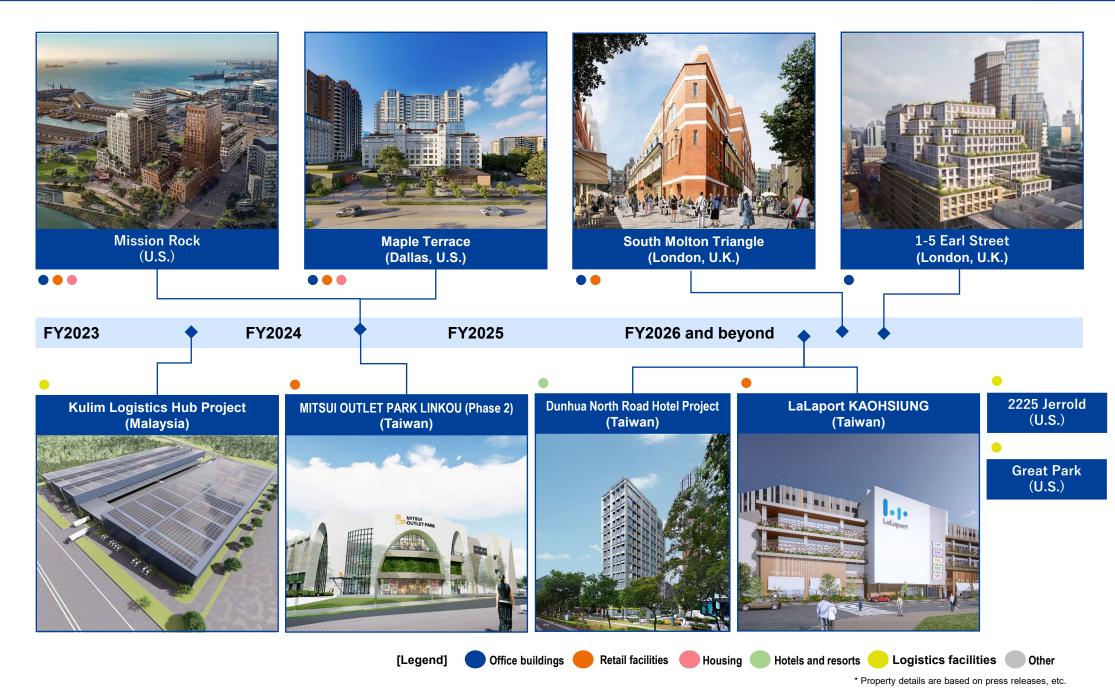
Reference Materials (Pipeline)







Reference materials (2) Overseas pipeline



(Time notation of posted data on the document.)

As of February 29, 2024 * Except as indicated in individual data.

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