A History of Value Creation: Unceasing Challenge in Our DNA

Mitsui Fudosan has its origins in Echigo-ya, a clothing store opened in 1673 in what is now the Nihonbashi district of Tokyo. In 1941, the real estate division of Mitsui Company was separated from the parent and Mitsui Fudosan Co., Ltd. was established. Through numerous transitional periods in Japan's economy and real estate markets, the Company began with land reclamation in coastal areas, then developed Japan's first skyscraper and first genuine outlet mall, listed Japan's first J-REIT as a fusion of real estate and financing, and otherwise leveraged its spirit of enterprise and customer orientation to create new value.

1970-

The Mitsui Fudosan Group's Roots

Around 350 years ago, Takatoshi Mitsui founded Echigo-ya, a clothing store in the Nihonbashi district of old Edo. The store's business developed rapidly based on the groundbreaking business philosophy of "cash only and fixed, low prices." This spirit of enterprise and focus on customers continues within the Mitsui Fudosan Group today. Echigo-ya's business continued to expand and it developed into Mitsui Company. In 1941, Mitsui Company's Real Estate Division, which managed the real estate held by the company, was spun off and became Mitsui Fudosan Co., Ltd.







Echigo-va in Nihonbashi during the Edo period (Picture from the Mitsui Memorial

1941 (Founding) —

Business foundation established during a period of rapid economic growth

Moved to diversify management to achieve stable growth

1990-

Rebuilt business during the period of deflation following the collapse of Japan's economic bubble

2000-

Asset deflation convergence and advancing neighborhood creation

2010-

Advancing mixed-use neighborhood creation amid market maturity

Creation of new value in the Tokyo metropolitan area Transforming sea into land Keivo Rinkai reclamation project



Japan's first skyscraper Pioneering Japan's skyscraper era



A forerunner in shopping centers Creating new lifestyles



A forerunner in Tokyo Bay-area tower condominium buildings Resolving housing issues in the city center



Japan's first genuine outlet mall Creating a new consumption style

MITSUI OUTLET PARK OSAKATSURUMI



Japan's first corporation listed on the J-REIT Creating new businesses in the real estate industry



1929 Mitsui Main Building 1968

Construction of Kasumigaseki

1968 Yurigaoka Garden

tion of Mita Tsunamachi Park Mansior

ion of the entire Okawabata River City 21, West Block completed



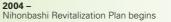
1981 LaLaportTOKYO-BAY opens for MITSUI OUTLET PARK OSAKATSURUMI



1984 Mitsui Garden Hotel Osaka Yodovabashi opens for business









2007 TOKYO MIDTOWN opens for











TOKYO MIDTOWN HIBIYA opens for business

2014 tion of Mitsui Fudosan Logistics Park Yashio completed

Mitsui Fudosan (USA) established

HALEKULANI (Hawaii)

Europe

Acquisition of 1251 Avenue of

Mitsui Fudosan (U.K.) Ltd. established

San Francisco Branch established





North

America

Establishment of TID Pte Ltd., a joint venture with Hong Leong Group in Singapore

Establishment of Office in China

2013 Participation in housing business in Southeast Asia

MITSUI OUTLET PARK Linkou

Construction of RMZ Ecoworld

Expansion of overseas business areas

Expansion of asset classes

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