

At a Glance

The Mitsui Fudosan Group's main business activities are implemented through its Leasing business, Property Sales business, and Management business. In line with this structure, we have adopted the four accounting segments of Leasing, Property Sales, Management, and Other. Furthermore, revenues and profits generated by individual projects are classified into these segments and may be allocated to a single segment or multiple segments.

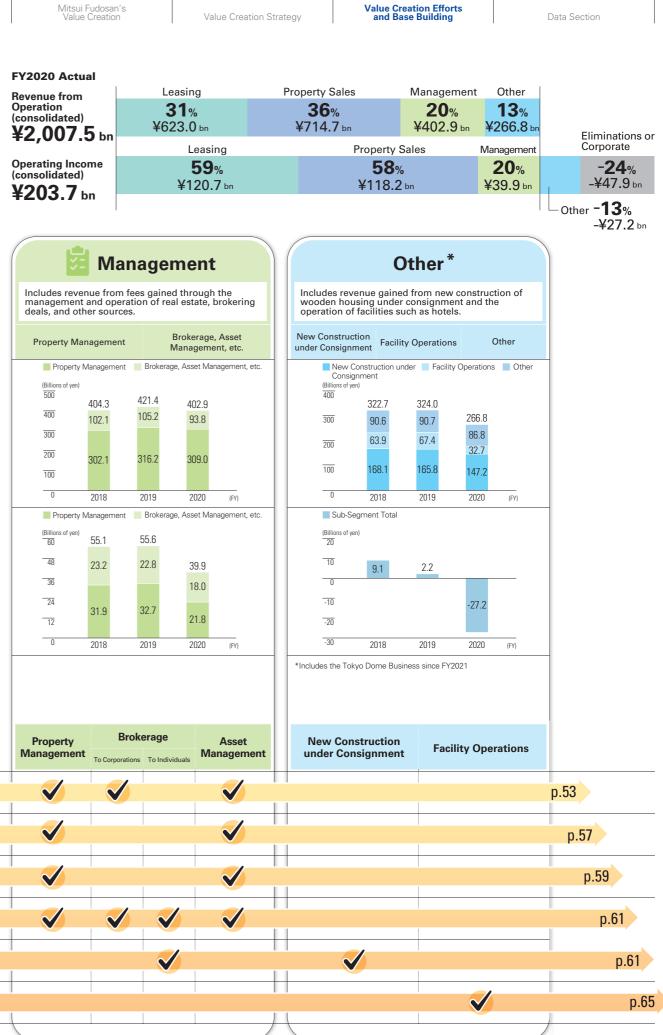


Main Segment for Recording Revenue for Each Asset Class

*Note: The categories sh are to give an idea of the segments for recording



FY2020 Actual		
Revenue from	Leasing	Property Sale
Operation (consolidated) ¥2,007.5 bn	31% ¥623.0 bn	36 % ¥714.7 br
+ 2,007.3 bn	Leasing	
Operating Income (consolidated) ¥203.7 bn	59% ¥120.7 bn	





Risks

- Changes in office demand due to the spread of telework, etc.
- Increase in office supply in 2023 and 2025

Opportunities

- Heightened mindset toward productivity improvement among companies and workers
- Diversification of times, places, etc. for working associated with changes in working styles
- Expansion of corporate initiatives to achieve carbon neutrality

Competitive Advantages

• Medium- to long-term relationships with approx. 3,000 tenant companies

• WORK STYLING members: approx. 210,000 Number of office locations: **approx. 140** (nationwide)

Expertise in Mixed-use neighborhood creation that mobilizes an extensive value chain engaged in every asset class

- Diverse intangible services that contribute to solving tenants' management issues
- Highly competitive property portfolio (locations, product performance, etc.)

• Achievement of integrated safety and security that spans development to operational administration under Group management, and disaster-resistant neighborhood creation

Business Strategy

- Creation of new value for improving productivity through the provision of assets and intangible services that meet the needs of diverse working styles (places, times, etc. of work)
- Promotion of carbon neutrality through the improvement of environmental performance in office buildings, and the provision of office building services that contribute to tenants' decarbonization strategies*

*Supply of green power to tenants, etc.

An Excellent Portfolio

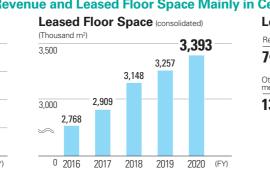
Leasing Revenue (consolidated) Approx. ¥369.2 billion (EV2020

Leased Floor Space (consolidated) Approx. 3,393 thousand m² (As of March 31, 2021)

Leased Floor Space Ratio (Tokyo metropolitan area, non-consolidated) Approx. 89% (As of March 31, 2021)

Steady Expansion of Leasing Revenue and Leased Floor Space Mainly in Central Tokyo

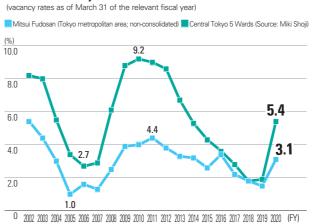






Office Vacancy Rates Remain Below Market Levels

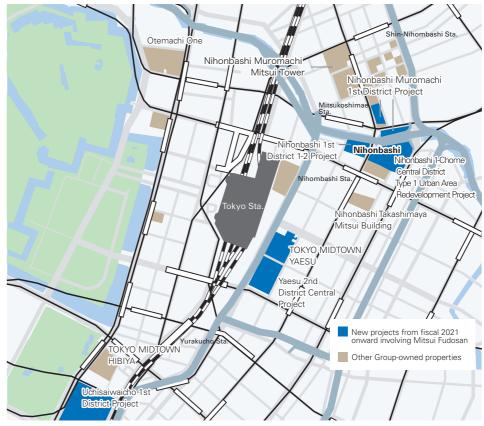
Office Vacancy Rate



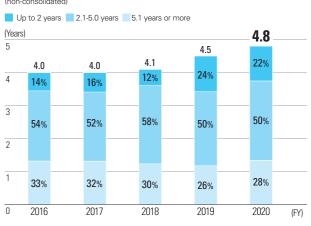
Future Development Pipeline



Redevelopment Pipeline in the Yaesu and Nihonbashi Areas



Office Building Lease Contract Durations are Steadily Increasing Office Building Lease Contract by Duration



(non-consolidated



TOKYO MIDTOWN YAESU Completion scheduled for August 2022)



honbashi 1-Chome Central District (Completion scheduled for FY2025)

Providing the New Value Needed Under the "New Normal"

Diversification of Customers' (Companies' and Workers') Needs



(Paperwork/analysis)

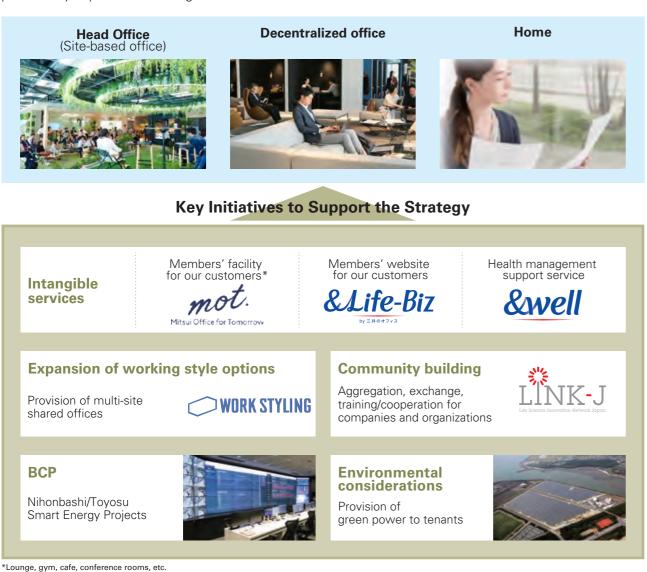
(Planning and development,

creation, training, collaboration)



Our Group's Office Building Strategy

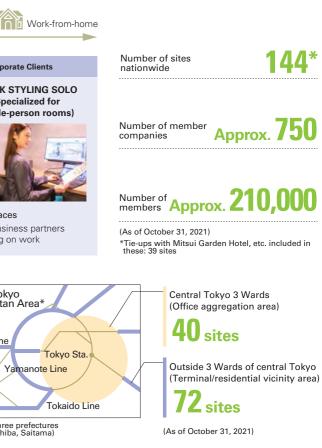
While remote work has made great inroads, the importance of face-to-face communication has also come under renewed appreciation. Our Group is combining a variety of assets and intangible services matched to the needs of diverse places and times for work and working styles, to provide new value aimed at the productivity improvements sought under the "new normal."



Achieving Diverse Working Styles Through WORK STYLING, Multi-Site TOPICS **Shared Offices for Corporate Clients** Site-based office Work-from-home WORK STYLING Number of sites Service Office for Corporate Clients Multi-Site Satellite Offices for Corporate Clients nationwide WORKS STYLING WORK STYLING WORK STYLING SOLO SHARE (Specialized for FLEX single-person rooms) Number of member Approx. /bl companies Number of Approx. Expansion of office functions Expansion of workspaces • As BCP measure As a workspace near home or business partners. (As of October 31, 2021) For project use As a workspace for concentrating on work **Distribution and Breakdown of Sites** Sites in Tokyo Metropolitan Area Central Tokyo 3 Wards Tokyo metropolitan area 12_{sites} Sapporo (Office aggregation area) **40** sites Nagoya Sendai Chuo Line sites Kinki region Tokyo metropolitan . Tokyo Sta. Kinki no<mark>te Line</mark> area **b**sites Other areas Tokaido Line **L** sites (As of October 31, 2021) Hiroshima Fukuoka *Tokyo and three prefectures (Kanagawa, Chiba, Saitama) (As of October 31, 2021) TOPICS **Creation of Life Sciences Innovation Through Mitsui Lab & Office** We aim to create innovation by contributing to the resolution of issues in the R&D environment through our Rental Lab & Office, which integrates the full-scale wet labs and offices necessary for the creation of innovation in the life sciences field. Rental Lab and Office Business Near the City Center and Business Seeds Creation of Open Innovation Solving issues in securing human resource MITSUI Diverse players from different industries gather to create and in personnel exchanges at locations LINK-Lab open innovation near city centers and near business seeds City center vicinity-type Mitsui Link Lab SHINKIBA 1 8 minutes by train to Tokyo Station Promotion of communication through collaboration with LINK-J Shared communication lounge City center vicinity-type **Full-Fledged Research Environment** Mitsui Link Lab KASAI 15 minutes by train to Tokyo Station R Business seeds vicinity-type Mitsui Link Lab KASHIWA-NO-HA 1 (Adjacent to The National Cancer Center BSL-2*-compatible wet lab specifications R&D support organizations *Biosafety level 2 34 minutes by train to Tokyo Station

Mitsui Fudosan's Value Creation

Value Creation Strategy















Risks

- Imposition of business restrictions due to new epidemics
- Decline in visitors due to population decline and the emergence of new competing facilities

Opportunities

- Reaffirmation of the experiential value of real facilities following the COVID-19 pandemic
- Expansion of consumer activity unrestricted by location and time as EC spreads

Competitive Advantages

Retail tenants: approx. 2,400 Tenant stores: approx. 8,700

• Mitsui Shopping Park point card members: approx. 12.5 million

Approximately 40 years of expertise in retail facility planning, development, tenant sales, and operations

Brand power and customer appeal through leading domestic brands including LaLaport and MITSUI OUTLET PARK

 Synergies with the logistics business, which meshes closely with retail facilities

Business Strategy

- Strengthening the value of real facilities and enhancing the value of facilities visits by offering compelling content that attracts visitors
- Enhancement of member customers' frequency of use and purchase unit price though the promotion of One to One marketing
- Capture of wide-ranging purchasing demand by promoting an omni-channel through the operation of our own &mall EC site and collaboration with real retailers
- Promotion of our unique tripartite model combining real facilities, EC sites, and logistics to provide consumers with a wide range of purchasing options and to improve the efficiency of tenants' inventory management

An Excellent Portfolio

(EV2019)

Retail Facility Revenue (consolidated) Approx. **¥1.3** trillion

Rental Revenue (consolidated) Approx. ¥208.8 billion (FY2020)

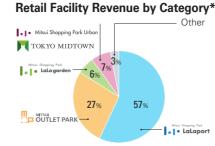
Leased Floor Space (consolidated) Approx. 2,358 thousand m²

Steady Increase in Leased Floor Space and Temporary Decline in Revenue from Operations Under the COVID-19 Pandemic





(As of March 31, 2021)



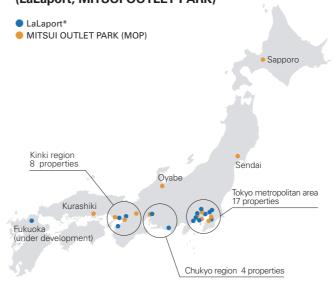
*Includes master-leased facilities (FY2020; non-consolidated)

Carefully Selected Store Openings in Tokyo Metropolitan Area and Other Major Metropolitan Areas in Japan

Value Creation Strategy

Distribution of Store Openings (LaLaport, MITSUI OUTLET PARK)

Mitsui Fudosan's Value Creation



*Includes LAZONA Kawasaki Plaza, DiverCity Tokyo Plaza

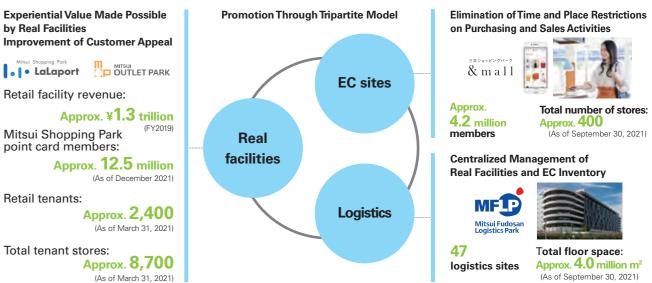
Future Development Pipeline (including properties opening in FY2021)

Domestic projects	4 properties	Includes 2 in Kin
Overseas projects	10 properties	Includes 6 in Taiv
(Rasad on information disclosed	hy the Company as of Novem	per 5, 2021)

(Based on information disclosed by the Company as of November 5, 2021.) See our investor presentations for details. https://www.mitsuifudosan.co.jp/english/corporate/ir/presentation/pdf/investorpresentation2111e.pdf

Promotion Through Our Tripartite Model of Real Facilities, EC Sites, and Logistics

Providing a wide range of purchasing options to consumers while improving the efficiency of tenants' inventory management



Number of Stores by Area (LaLaport, MITSUI OUTLET PARK)

(Numbers in parentheses indicate included properties under development)

Mitsui Shopping Park			
	Total	LaLaport	MOP
Total	34 (3)	21 (3)	13
Tokyo metropolitan area	17	12	5
Kinki region	8 (2)	5 (2)	3
Chukyo region	4	3	1
Other	5 (1)	1 (1)	4



LaLaport FUKUOKA

nki region, **1** in Kyushu region

iwan, **2** in China, and **2** in Malaysia

oqistics.

Market Environment

Risks

- Intensification of competition for land acquisition due to entry of new players
- Overheating of leasing competition due to high-volume supply of new properties

Opportunities

- Expansion of logistics facilities demand due to EC market growth and reworking of supply chains by cargo owners
- Further acceleration of ICT utilization against a backdrop of labor shortages

Competitive Advantages

- Track record of advanced logistics facility development extending to 47 properties in Japan and overseas
- Close tenant relationships that enable provision of CRE solutions and direct sales to cargo owners
- (Office tenants: approx. 3,000 companies; Retail tenants: approx. 2,400 companies; etc.)
- Diverse collaboration and business methods including joint ventures with originators
- MFLP quality which realizes industry top class customer satisfaction
- Ability to propose logistics solutions that leverage ICT and other technology

Business Strategy

- Achievement of business planning, leasing, etc. through provision of logistics consulting^{*1} and other solutions to customers
- Promotion of differentiation from competitors by enhancing storage and operational efficiency of facilities through mechanization and digitalization
- Creation of new value utilizing our logistics facilities development know-how²

*1 Mitsui Fudosan established MF Logisolutions Co., Ltd. in August 2018. *2 Accommodation of diverse customer needs including data centers and urban delivery bases

An Excellent Portfolio

Cumulative Totals Including Properties Previously Developed by the Company (as of September 30, 2021)

Total facilities under development or operation in Japan and overseas Major development areas

47 Of these, properties owned and operated by the Company: 15 properties

Tokyo metropolitan area **32** propertie

Total floor space Approx. **4.0** million m² Of this, floor space owned and operated by the Company: approx. 1.5 million m²



Customer Satisfaction Survey Covering the Main 3PL Brand power



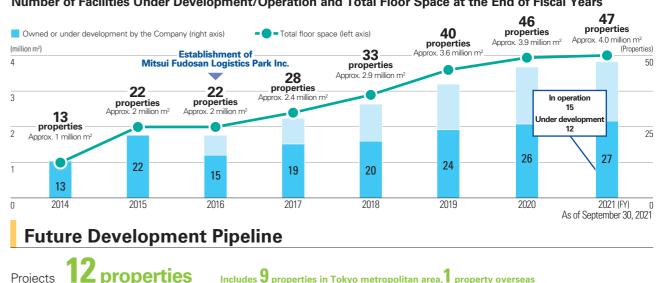
*Based on latest data from by Logi-Biz, a monthly industry magazine

Stable Business Expansion

Mitsui Fudosan's Value Creation

Number of Facilities Under Development/Operation and Total Floor Space at the End of Fiscal Years

Value Creation Strategy







MFLP Funabashi, a Neighborhood Creation-Oriented Logistics Facility That Achieves Harmony with the Community and the Environment

We have positioned a multi-use base development centered on a logistics facility, coexisting harmoniously with the local community and aiming to enliven the surrounding area, as "neighborhood creation-type logistics facilities," with a total floor space of approximately 700,000 m² developed so far.



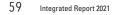
Within these sites, we have developed nursery care facilities available for use by local residents, MITSUI FUDOSAN ICE PARK FUNABASHI (a skating rink), & PARK (a park), and more. We create prosperity for the neighborhoods overall through actions such as collaborative events with nearby Mitsui Shopping Park LaLaport TOKYO-BAY.

Facilities Inside MFLP Funabashi





MITSUI FUDOSAN ICE PARK FUNABASHI



Includes 9 properties in Tokyo metropolitan area, 1 property overseas

on/pdf/investorpresentation2111e.pdf

Facilities Connected to Our Group near MFLP Funabashi





Park Homes LaLa Minami-Funabashi Station



Risks

- Decline in housing-related demand due to rising interest rates and worsening business sentiment
- Contraction of domestic housing-related market due to population decline

Opportunities

- Heightened awareness concerning housing associated with diversification of customers' lifestyles
- Increased use of online business negotiations and electronic contracts by customers

Competitive Advantages

- Condominium unit sales: approx. 230,000
- Mitsui Housing Loop members: approx. 280,000 Brand power as No. 1 in brokered deals for
- 35 consecutive years
- A lineup of varied products and services related to housing (Leasing/sales, new/used,
- condominiums/detached houses, management/operation/brokerage, etc.)
- Planning and development capabilities for realizing a product lineup of city center, large-scale, and redevelopment

Business Strategy

- •Enhancing the ability to capture business opportunities through strengthening of cooperation among Group companies and mutual customer referrals, etc.
- Provision of proposals and solutions for optimal "Homes and Living" for every life stage of diverse customers
- •Deepening and expansion of loyal customers through the one-stop provision of diverse products and services

Group Collective Capabilities That Offer One-Stop Accommodation of Varied "Homes and Living" Needs



Property Sales (Property Sales Segment)

Representative Products and Brands

Condominiums (to individuals)

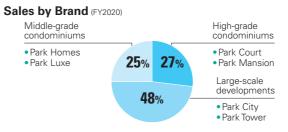
Condominiums (to investors)





Condominiums (to individuals)

Maintenance of high profit margins and contract rates through a product lineup centered on central Tokyo, large-scale projects, and redevelopment



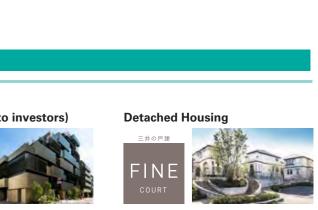






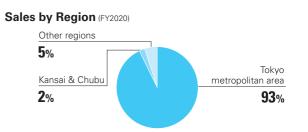
Using redevelopment techniques for high-level utilization of low-utilization land and development of blocks creates new living spaces in urban centers, as well as new value that greatly enhances the appeal of neighborhoods, by creating prosperity, safety, security, and open spaces for people to relax.





Data Section

Value Creation Efforts and Base Building



Condominiums Units Booked, Year-End Inventories, and Average Sales Price Units booked (left axis) Year-end inventories (left axis) Average sales price (right axis) (Units) (Millions of yen) 8,000 6,557 77 100 77 74 6,000 **5,455** 5 200 4 956 4,858 4,391 4 512 3,775 3.283 3.194 4,000 2,000 638 25 380 321 170 83 150 223 88 108 141 128 0 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 (FY) 0

Value Created by Large-Scale Redevelopment Projects in Urban Centers

Example of creation of value through large-scale redevelopment



Park Tower GranSky (Shinagawa Ward, Tokyo; completed in 2010)

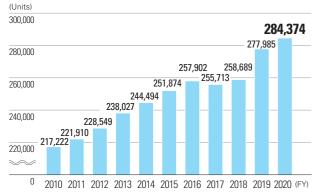
Property Management (Management Segment)

Condominium Units Under Management:

Approx. 280.000

We leverage the Group's collective capabilities, as well as expertise cultivated through a track record spanning many years, to provide condominium management services.

Number of Condominium Units Under Management

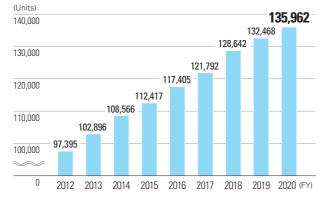


Number of Rental Housing Units for Lease Under Management:

140.000 units Approx.

We provide rental condominium operation and brokerage-related services that benefit both property owners and tenants.

Rental Housing Units for Lease Under Management



Brokerage (Management Segment)

Number of Deals Brokered

Approx. 38,000 No.1 for 35* consecutive years

We are realizing safe and reliable deals that meet the needs of diverse customers in areas such as real estate sales, purchases, rental, and usage. *From FY1986 to FY2020





Brokerage Market (FY2020)

	Fee/ Revenue (Billions of yen)	Transactions (Units)	Transaction volume (Billions of yen)	Number of stores
1 Mitsui Fudosan Realty Co., Ltd.	76.7	38,507	1,563.8	286
2 Company A	62.3	35,122	1,241.0	269
3 Company B	57.8	25,635	1,226.4	193
4 Company C	34.7	9,322	893.4	94
5 Company D	17.4	7,202	412.4	72

"Fudousan Keizai Tsushin (The Real Estate Business Daily)" May 26, 2021, Real Estate Economic Institute Co., Ltd.

Car Park and Car Sharing Businesses That Support Enriching Lifestyles

Vehicles Under Management

Approx. 270,000

Since it was launched in 1994, Mitsui Car Park Leasing has developed a business operating car parks all over Japan. It has contributed to dynamic neighborhood creation by providing car park management support services that enable land to be used effectively.



Members

We are expanding the car sharing business, centered on Mitsui Repark locations in the Tokyo metropolitan and Kansai areas. Careco features a full line-up of vehicles, including minivans and Mercedes Benzes.





areas of basic performance, Mitsui Home has delivered over 245,000 new buildings in 47 years, primarily made-to-order homes. In addition to homes, it is also

actively taking on construction consignments for large-scale facilities and overseas projects.

Buildings Delivered

Over



New Construction Under Consignment

Using the 2×4 construction method, which excels in

earthquake resistance, thermal insulation, and other

Large-Scale Facilities Delivered

Over 5.000

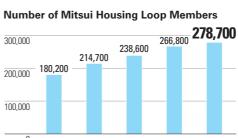


TOPICS

Mitsui Housing Loop -Providing One-Stop Solutions for Homes and Living

Members Customer base of approximately 280,000 people*

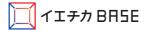
*As of September 30, 2021 (266,805 as of April 30, 2021)



⁰ Apr. 2018 Apr. 2019 Apr. 2020 Apr. 2021 Sep. 2021

TOPICS Launch of lechika BASE to Address Diversification of Lifestyles

As the need for workspaces has rapidly grown under the diversification of lifestyles, we have begun offering lechika BASE, a "third place" offering workspaces and community spaces for individuals.





Integrated Report 2021

63

(Other Segment)

Other (Other Segment)

We offer space design, renovation, and renewal services for homes, offices, hotels, and more. Utilizing the design capabilities that are our strength, we provide wide-ranging support to all customers in every area, both individuals and corporations.



Providing Comfortable and Economical Services for People Living in Mitsui Homes







Risks

- Delayed recovery in inbound customers due to the COVID-19 pandemic
- Decrease in business travel demand due to restricted activity and changes in working styles

Opportunities

- Diversification of purposes of stay within domestic demand (Working, living, etc.)
- Expansion of domestic travel needs due to overseas travel restrictions

Competitive Advantages

- Mitsui Garden Hotel members: over 500.000 • Number of directly managed guest rooms:
- approx.13,000 (domestic and overseas) Development of 13 hotel and resort brands meeting diverse customer needs, from luxury to
- lodging-focused brands Demonstration of synergies through
- collaboration on products within the Group (Collaboration with WORK STYLING shared offices, attraction of restaurant tenants by leveraging retail tenant relations, etc.)

Business Strategy

- •Capture of new demand*1 for working, living, etc. by providing places to stay
- Expansion and deepening of loyal customers through the expansion of membership organization*² services
- Active capture of domestic travel needs subject to overseas travel restrictions

*1 Need for telework, short-term residence, hospital treatment stays, stays for accompaniment of hospital patients, etc. *2 MGH Rewards Club, etc.

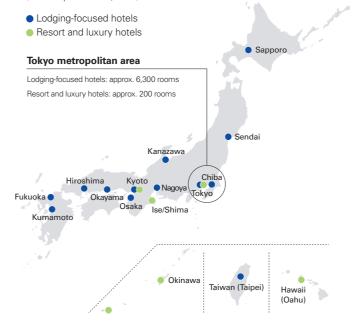
An Excellent Portfolio



Mitsui Fudosan's Value Creation

Development of Hotels and Resorts in Major Cities and at Tourist Destinations in Japan and Overseas (Approx. 13,000 rooms)

Our Company's Hotel and Resort Facility Located Areas (As of September 30, 2021)



Future Development Pipeline





"Hotel × Medical Care" Capturing Accommodation Demand Through Collaboration with a Hospital

The National Cancer Center Hospital East is visited by nearly 300,000 people a year from Japan and overseas. We are building Mitsui Garden Hotel Kashiwa-no-Ha Park Side on the premises of the hospital to support the treatment of cancer patients. (Scheduled to open in summer 2022)



1st floor front desk

Lodging-focused Hotels: Number of Rooms by Area*

	No. of rooms	Percentage
Total	11,000	85%
Tokyo	5,400	42%
Tokyo metropolitan area (excluding To	okyo) 900	7%
Kyoto	1,300	10%
Osaka	500	4%
Other	2,800	22%

Occupancy Rate/Average Daily Rate (MGH, THE CELESTNE HOTELS)				
(%) Occupancy rate (left) 📕 Average daily rate (right)	(Yen)			
	18,000			
80	15,000			
60	12,000			
40	9,000			
²⁰ 2012 2013 2014 2015 2016 2017 2018 2019 2020 (F	=Y) 6,000			

Resort and Luxury Hotels: Number of Rooms by Area*

	No. of rooms Percen	tage
Total	2,000	15%
Tokyo	200	1%
Okinawa	500	4%
Other domestic	600	4%
Honolulu	700	6%
	*Unit: 100 rooms (As of Sentember 30	2021

Unit: 100 rooms (As of September 30, 2021)

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Capture of New Accommodation Demand by Providing Places to Stay

"Hotel × Residence"

Proposal of a "new form of residence" through fixed-term sales

Hotel Subscription Plan

Under the concept of "Making homes freer, more convenient and happier," we propose a new form of hotel-based "Homes and Living" through a flat-rate subscription service



Mitsui Fudosan's Value Creation

Dramatically Growing the Overseas Business

Market Environment

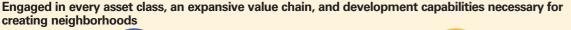
European and North American Market Risks

- Changes in office and housing needs associated with remote work and other changes in working styles
- Changes in social awareness of sustainability and tightening of regulations concerning properties
- Risk of interest rate and tax hikes due to shift from monetary easing policy

Opportunities

- Preference for high-guality properties in favorable locations due to changes in the need for real venues
- Increase in demand for office properties with superior environmental performance
- Increase in demand for "Laboratory and Office" buildings associated with the growth of the life sciences industry

Competitive Advantages





1985

2012

2015

1985-2008

(Mitsui Eudosan (LISA) established in

Over **40** years

Mitsui Fudosan (U.K.) Ltd. (Established in 1990)

Over 30 years

Mitsui Fudosan (Asia) Pte. Ltd. (TID Pte. Ltd. established through joint venture in 1972) Over **40** years

Asian Market

Risks

- Changes in the need for real retail facilities associated with growth in E-commerce
- Geopolitical risks caused by US-China tensions
- Risk of prolonged economic stagnation due to COVID-19

Opportunities

- Expansion of demand for consumption of experiences, etc. unique to real retail facilities
- Firm personal demand due to economic growth, growth of the middle class and personal consumption, the advance of urbanization, etc.

Graduated from Harvard Business School

Worked at Morgan Stanley, most notably

Senior Advisor to MFA's BOD

at Mitsui Eudosan America, Inc.

CEO of Mitsui Eudosan America. Inc.

as Managing Director in charge of real estate finance

Business Strategy

- Achievement of dramatic growth by combining partner strategies with Group strengths nurtured through domestic business, and by capturing outstanding business opportunities
- •Maintenance and strengthening of competitiveness by discerning changes in the market environment and reworking product planning as needed to support area and product strategies, sustainability, etc.
- Business development matched to market characteristics, focused on "Laboratory and Office" buildings, and rental housing in Europe and North America, retail facilities and condominiums in Asia, etc.

Overseas Partnership Strategy

Advancing business in each region with approximately 50 partner companies

Major Partn	er Companies	market.
USA	Related, Oxford Properties	markot.
	Tishman Speyer, Hines	Asia
UK	Stanhope	Develop w
Singapore	Hong Leong Group	facility bus
Thailand	Ananda	Chinese a
China	Greentown Group	spending a

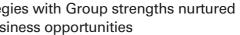
Overseas Sites and Business Development Areas





See our investor presentations for details. https://www.mitsuifudosan.co.jp/english/corpo ntation2111e.pdf



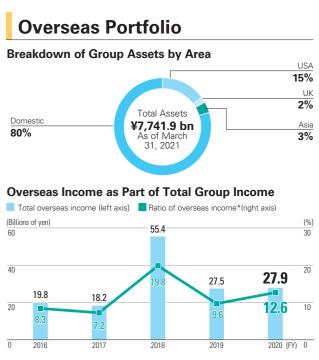


Area Strategy

Europe and North America

Develop with a focus on office and rental housing business in a mature, highly transparent and liquid real estate

> with a focus on condominium sales and retail isiness that takes into account growth in the and Asian markets driven by rising consumer and advancing urbanization.



*Total overseas income[a] ÷ (consolidated operating income + pro forma operating income of overseas affiliates[b]) x 100

[a] Total of overseas operating income and pro forma operating income of overseas

[b] Total of overseas equity method affiliated companies operating income or amount rotal of overseas equity memoral minimum animate companies operating income of aniodint equivalent to operating income multiplied by Mitsu Fudosan's equity interest, and profit/loss on sales of stocks of overseas equity method subsidiaries and affiliates purpose of real estate sales). The amount equivalent to operating income is the amount of profit calculated from net income on a simplified basis after taking into consideration the tax burden

© CLOSE UP Entry into the Stadium and Arena Businesses

Business Activities of the Tokyo Dome Group



Business, which is centered on facility leasing for sports, music, and other events at Tokyo Dome and operation of the LaQua complex retail facility and Tokyo Dome Hotel, as well as the Distribution Business that has developed approximately 40 cosmetics shops nationwide and the Atami Business that operates resort hotels

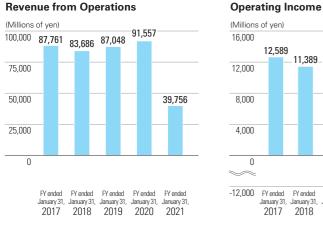
This Group is composed of the Tokyo Dome City

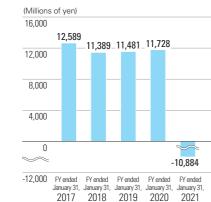
Sales Ratio by Business

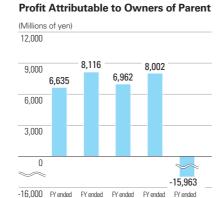


Reference: Tokyo Dome Group Past Performance

(fiscal year ended January 31, 2017-fiscal year ended January 31, 2021) *No longer listed as of April 25, 2021





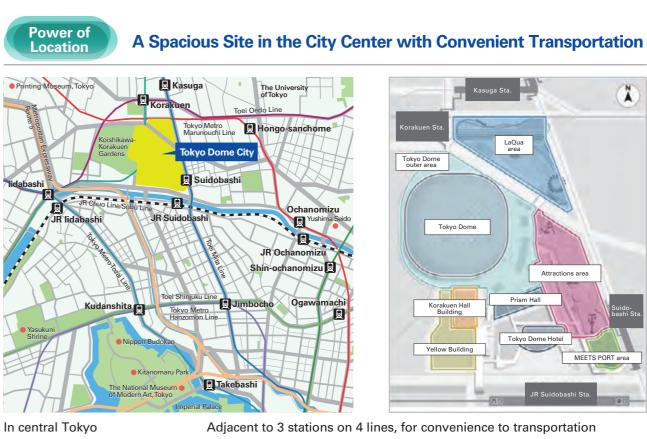




Strengths of Tokyo Dome City







Value Creation Strategy

A spacious site covering Approx. **U**hectares

Mitsui Fudosan's Value Creation

Tokyo Station Haneda Airport Narita Airport Approx. 6 minutes Approx. 45 minutes Approx. 50 minutes

Power of Facility

Tokyo Dome All-weather stadium with 46,000-person capacity LaQua







Plentiful Facilities That Meet the Needs of Diverse Visitors

Retail facilities, amusement park, spa

Tokyo Dome Hotel Large-scale city hotel



Attraction of Customers Through Varied Events in the City Center

Number of Visitors to Tokyo Dome City (through January 2020) 4,010 3.956 3,832 — 3,847 — 3.832 3,734 3.716 3,639 The number of visitors per year is roughly a third of Japan's population of about 120 million FY ended January 31, 2013 FY ended January 31 2018 January 31, 2014 January 31, 2015 January 31 2017 January 31 2019 January 3 2016 2020

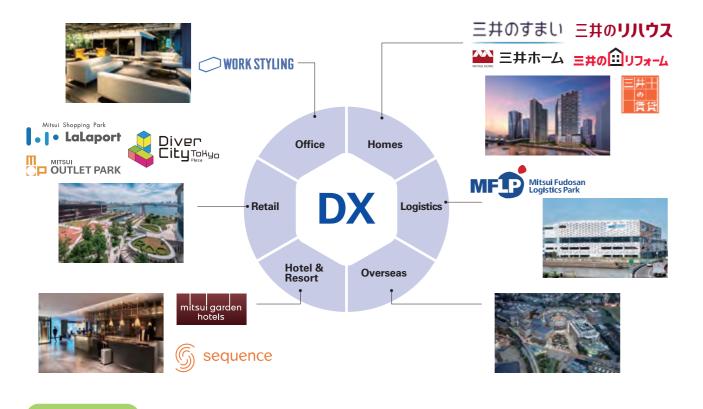


Promotion of DX Across All Businesses

Digital transformation (DX) is picking up speed under the COVID-19 pandemic, affecting the ways people work and live.

Mitsui Fudosan's VISION 2025, Group long-term

vision calls for harnessing technology to innovate the real estate business. Under this idea, we are promoting business transformation through DX in all of our businesses.



Office

Supporting the Creation of New Workplaces for Customers

At our WORK STYLING shared offices for corporate clients that address diversifying workstyles, users can enter and leave offices using a two-dimensional code-based non-contact system. Single-person rooms are equipped with sound masking to enhance the sound environment and privacy.

We are also expanding services that harness ICT, including online support from concierges at the single-person-room facility WORK STYLING SOLO.



Development of a LINE mini-app for easily reserving conference rooms and single-person rooms from the WORK STYLING website





Online concierae



Two-dimensional code-based entry/exit management

Mitsui Fudosan's Value Creation

DX: Example 2 Logistics

Logistics Solutions Utilizing ICT

Even as flourishing electronic commerce (EC) boosts demand in the logistics industry, worsening labor shortages have made automation and efficiency improvement vital issues. Mitsui Fudosan has opened the MFLP ICT LABO 2.0, logistics ICT experience showroom, within the MFLP Funabashi & GATE logistics facility. This location exhibits the industry's first* "Full Automation Logistics Model" that automates logistics business flows from receipt to shipment, and proposes solutions for logistics automation and labor saving in warehouses.

*The first initiative by which a developer that develops and operates logistics facilities has set up an experience showroom specialized in ICT.

Features of the MFLP ICT LABO 2.0 Logistics ICT Experience Showroom

- Exhibit the first-in-industry, human intervention-free "Full Automation Logistics Model"
- Present Japan's first standing exhibit of approximately 30 types of cutting-edge, logistics ICT-related equipment, including transfer robots

DX: Example 3 Hotel and Resort

sequence, a Next-Generation Hotel Utilizing the Latest ICT

Amid a growing need for avoidance of touch and face-to-face contact, Mitsui Fudosan's sequence hotel brand enables facial recognition-based check-in and check-out.

After pre-registering via app, guests can check in on their own by facial recognition, without personal





Reception

Value Creation Efforts and Base Building

Data Section

ICT_{LABO20}



MFLP ICT LABO 2.0, logistics ICT experience showroom



Unmanned forklift system

Rack mobile robot performing picking

interaction. Entry into rooms and hotel facilities, and access to the guests-only self-service cloak room, can all be handled through facial recognition.

This is Japan's first facility where guests can do everything from check-in to unlocking doors using facial recognition alone.



Facial recognition-based check-in

Guest room



Facial recognition when entering guest room



Exterior view of sequence MIYASHITA PARK