

Mitsui Fudosan Group Strengthens Initiatives on Inbound Tourism

1. Exhibits at the World's Largest Travel Trade Fair, "Tourism EXPO Japan" (Sept. 27-28)
2. Plan to Enhance Inbound Tourism Services in Line with Revision to Duty Free System on Oct. 1
3. Services for Overseas Tourists from Oct. 1, Asian Autumn Holiday Season

TOKYO, Japan, September 24, 2014 – Mitsui Fudosan Group has concurred with the Japanese government's concept of promoting Japan as a tourist destination, and is responding to a significant rise in the number of foreign tourists in 2013 by strengthening its initiatives for inbound travel. The Group operates retail properties, hotels, resorts and other facilities throughout Japan, and is promoting development in the Nihonbashi area (Chuo Ward, Tokyo) to showcase the appeal of Japan and Japanese culture to the world. As a general developer, the Group provides various enjoyable experiences to people in and outside of Japan, including shopping, dining, accommodation, leisure activities, and city strolls.

1. Mitsui Fudosan Group will exhibit at JATA Tourism EXPO Japan, the world's largest travel trade fair (operated by the Japan Travel and Tourism Association and the Japan Association of Travel Agents) on September 27 (Sat.) and 28 (Sun) at Tokyo Big Sight. Tourism EXPO Japan is the first time that the Japan domestic travel trade fairs Tabi Fair Japan and JATA Tabihaku Travel Showcase have been held together. Over 150,000 visitors are expected. The event is open for industry-related visitors on September 25th (Thur.) and 26th (Fri.), including guests from national and government institutions and the tourism industry in and outside of Japan. September 27th (Sat.) and 28th (Sun.) are the days for the general public, including travel-related professionals such as interpreters and tour operators, as well as travel enthusiasts. Mitsui Fudosan Group will promote its initiatives to all visitors as a Group that can provide a full range of travel-related enjoyment from shopping through to accommodation.

*Mitsui Fudosan Group will also exhibit at the VISIT JAPAN Travel Mart 2014 event which runs concurrently from September 24 (Wed.) to 26 (Fri.).

2. From October 1, the duty free system for foreign travelers will be changed. The Group will respond to this change by expanding its stores offering duty free services. At Mitsui Outlet Park and Mitsui Shopping Park LaLa Port retail properties and the COREDO urban retail properties the number of duty free shops will be expanded from approximately 190 to approximately 290, and the Group plans to continue increasing them in stages. Moreover, the Group will take various steps to enhance its services such as reinforcing training for facility employees and store staff to help them deal with inbound visitors, expand the number of stores that accept China UnionPay cards, and increase use of foreign-language menus that explain the ingredients of items.

3. In the first half of fiscal 2014, the Group's facilities have seen a significant increase in tourists from Overseas, particularly facilities where numbers have increased by approximately 140% at Mitsui Garden Hotels and approximately 130%* at retail properties from the previous fiscal year. The Group will bolster the number of Chinese-speaking support staff at its retail properties from October 1 to coincide with the Asian Autumn holiday season, give shopping gift certificates to shoppers who present their passports, and prepare various other special offers to provide services that will satisfy foreign tourists who visit its facilities. *Based on numbers of tour buses

Mitsui Fudosan Group has been promoting various initiatives for inbound tourism through linked efforts between its Group companies, including exhibiting at travel fairs in Asian countries throughout the year, undertaking joint promotions with overseas travel companies, and providing services for inbound tourists at its facilities. The Group will now step up its activities for overseas travelers, aggressively promoting inbound tourism activities and expanding its services to ensure even higher levels of satisfaction for inbound tourists using its facilities.



Foreign concierges are available at the Nihonbashi Information Center

For the details

A) Overview of Tourism EXPO Japan

Date and time: September 27 (Sat.) to 28 (Sun.) *Media day September 26 (Fri.) 11:00-18:30

Venue: Tokyo Big Sight East Exhibition Halls 1-6

Overview of Exhibition: Mitsui Fudosan Group is focusing not only on creating the “hard” aspects of its facilities, by also on initiatives for the “soft” aspects that provide enjoyment of travel for customers. Incorporating both the hard and soft aspects, the Group presents its initiatives in Nihonbashi, retail properties, resorts, hotels, Tokyo Midtown, and the Hara Model Railway Museum through films and panels.

> Exhibition booth theme

“New journeys start with Nihonbashi” (“New journeys start with Mitsui Fudosan”)

Mitsui Fudosan creates “new journeys that extend to the world, the future, and life”

> Booth composition (five sections and themes)

1. Nihonbashi symbol section

“New journeys start from Nihonbashi” JATA + Nihonbashi

- Introduce the booth theme and concepts: Nihonbashi photo spot (Embarking on a new journey from Nihonbashi) Nihonbashi visual and building of the bridge, outdoor parasols and tables and artists pursuits

2. City and neighborhood—Culture and Tradition “Discovery” section

- Nihonbashi (Proceeding to Create While Retaining and Reviving—Draw inspiration from the past while taking a city stroll)

COREDO Nihonbashi, COREDO Muromachi, COREDO Muromachi 2, COREDO Muromachi 3, Nihonbashi Mitsui Tower

- Tokyo Midtown (Encounter the new value of Japan in a city enlivened with design and art)

- Hara Model Railway Museum (Discover model railways from around the world in Yokohama, the birthplace of Japan’s railways)

3. Accommodation—Lingering memories “Memories” section

- Mitsui Garden Hotels (The perfect blend of comfort and sophistication)

Millennium Mitsui Garden Hotel Tokyo and 17 other hotels nationwide

- Resorts (inspiring and enriching your leisure time)

Nemunosato Hotel & Resort, Toba Hotel International, Haimurubushi, Halekulani

4. Excitement—Entertainment and fun “Experience” section

- Mitsui Shopping Park (Your style, every day. Brighten your day at Mitsui Shopping Park)

LaLaport TOKYO-BAY, Urban Dock LaLaport TOYOSU, KASHIWANOHA, SHIN-MISATO

DiverCity Tokyo Plaza, LAZONA Kawasaki Plaza

- Mitsui Outlet Park (Anytime, and anywhere close to your life. 12 Mitsui Outlet Parks nationwide)

Kisarazu, Sapporo Kitahiroshima, Makuhari, Jazz Dream Nagashima, Iruma, Shiga Ryuo, Yokohama Bayside, Marine Pia Kobe

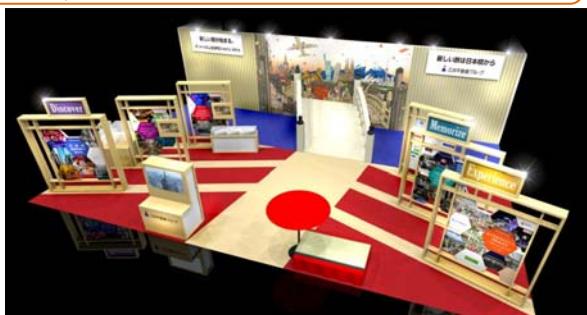
5. Mitsui Fudosan Group section

- New journeys start with Mitsui Fudosan

Mitsui Fudosan creates “new journeys that extend to the world, the future, and life”

* Tourism EXPO Japan
<http://t-expo.jp/>

Mitsui Fudosan's exhibition booth (model)



B) Mitsui Fudosan Group's New Inbound Tourism Measures

1. New service starting October 1 (Wed)

> Three-way TV phone interpretation via iPad at information desks (English, Chinese, Korean)

A simultaneous interpretation service enabling three-way conversation using a tv phone function on iPad. Available in three languages

Mitsui Outlet Park	Kitahiroshima, Kisarazu, Makuhari, Jazz Dream Nagashima
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> Expansion of stores offering duty-free services, uniform POP display

From October 1, the number of stores offering duty-free services at retail properties will expand from 190 to 290.

Mitsui Outlet Park	Sapporo Kitahiroshima, Kisarazu, Makuhari, Jazz Dream Nagashima, Sendai Port, Iruma, Tama Minami Osawa, Yokohama Bayside, Shiga Ryuo, Osaka Tsurumi, Marine Pia Kobe, Kurashiki
Mitsui Shopping Park	DiverCity Tokyo Plaza, LaLaport TOKYO-BAY, Urban Dock LaLaport TOYOSU
Urban Retail Properties	Tokyo Midtown, COREDO Nihonbashi, GINZA TRECIOUS, ZOE GINZA, GINZA GLASSE, Kojun Building
Resort	Toba Hotel International

Japan Tourism Agency duty-free store logos will successively be introduced and displayed at stores offering duty-free services, starting with the 12 Mitsui Outlet Park facilities

Duty-free store symbol



> Foreign language restaurant menus display 12 kinds of ingredients

Foreign language (English, Chinese) menus display 12 kinds of ingredients, catering to customers with dietary restrictions due to faith or allergies.

Mitsui Outlet Park	Sapporo Kitahiroshima, Kisarazu
Mitsui Shopping Park	DiverCity Tokyo Plaza

Foreign language menu displaying 10



> Expand stores accepting China UnionPay cards (For facilities that accept China UnionPay credit cards please refer to P.5)

Expand the number of stores accepting China UnionPay cards from approximately 1,370 stores to 1,670 stores.

Mitsui Outlet Park	Sapporo Kitahiroshima, Kisarazu, Makuhari, Jazz Dream Nagashima, Sendai Port, Iruma, Tama Minami Osawa, Yokohama Bayside, Shiga Ryuo, Osaka Tsurumi, Marine Pia Kobe, Kurashiki
Mitsui Shopping Park	DiverCity Tokyo Plaza, LaLaport TOKYO-BAY, Urban Dock LaLaport TOYOSU
Urban Retail Properties	Tokyo Midtown, COREDO Nihonbashi, COREDO Muromachi, COREDO Muromachi 2, COREDO Muromachi 3, Nihonbashi Mitsui Tower, GINZA Velvia, GINZA TRECIOUS, ZOE GINZA, GINZA GLASSE, Kojun Building
Mitsui Garden Hotels	All 17 hotels
Resorts	Haimurubishi, Nemunosato Hotel & Resort, Toba Hotel International

> Production of Mitsui Fudosan Group Sightseeing Guidebook, "Explore Japan with Mitsui Fudosan Group"

A sightseeing guidebook filled with information about the Group's retail properties, hotels, resorts, museums and other facilities, as well carefully selected recommendations from the Group's female employees.



2. New service starting November 1

> **Direct delivery service to the airport and hotels** Mitsui Outlet Park Jazz Dream Nagashima
A service that delivers to Centrair International Airport and hotels located in neighboring town as Nagoya items purchased at the outlet on the same day.

3. Preparation for Asian autumn holiday season (from October 1); Limited-time service

> Chinese-speaking support staff

Chinese-speaking staff offer support for inquiries and shopping.

Mitsui Outlet Park	Sapporo Kitahiroshima, Kisarazu, Makuhari, Jazz Dream Nagashima
Mitsui Shopping Park	DiverCity Tokyo Plaza

> Passport campaign / October 1 (Wed.) to 13 (Mon., public holiday) DiverCity Tokyo Plaza

Visitors who present their passports at the information desk receive a ¥1,000 gift voucher redeemable with purchases of ¥10,000 or more.

> Return direct bus ticket present / October 1 (Wed.) to 13 (Mon., public holiday) Mitsui Outlet Park Kisarazu

Visitors who present receipts totaling ¥20,000 (including tax) and their passport at the information desk receive a direct, return bus ticket for the Shinjuku or Shinagawa service. Presented to the first 500 applicants during the promotion period.

> Duty-free store shopping present promotion / October 1 (Wed.) to 13 (Mon., public holiday) Mitsui Outlet Park

Sapporo Kitahiroshima

Scratch-card gift for shoppers who purchase at least ¥20,000 worth of duty-free goods. Winners can claim a prize of famous Hokkaido goods from the information desk.

> China UnionPay card promotion / In progress until November 30 (Sun.) *Joint promotion with China

UnionPay Co., Ltd. and China Merchants Bank Co., Ltd.

In this China UnionPay card campaign, cardholders who use their card five times during the promotion period to make payments of CNY600 (approximately ¥10,200) or more at participating stores receive 5% off one of the five payments. *Participants in the promotion must have registered for the campaign beforehand.

Mitsui Outlet Park	Sapporo Kitahiroshima, Kisarazu, Makuhari, Jazz Dream Nagashima, Sendai Port, Iruma, Tama Minami Osawa, Yokohama Bayside, Shiga Ryuo, Marine Pia Kobe, Kurashiki
Mitsui Shopping Park	DiverCity Tokyo Plaza, Urban Dock LaLaport TOYOSU

C) Mitsui Fudosan Group's inbound tourism initiatives (in progress)

1. Customer services

> Free Wi-Fi services

Mitsui Outlet Park	Sapporo Kitahiroshima, Kisarazu, Makuhari, Nagashima, Yokohamam, Kurashiki
Mitsui Shopping Park	DiverCity Tokyo Plaza, Lalaport TOKYO-BAY, Urban Dock LaLaport TOYOSU
Urban Retail Properties	Tokyo Midtown, COREDO Muromachi, COREDO Muromachi 2, COREDO Muromachi 3, Nihonbashi Mitsui Tower
Mitsui Garden Hotels	All 17 hotels *Prana Tokyo Bay in the lobby only
Resorts	Haimurubishi, Nemunosato Hotel & Resort, Toba Hotel International * Toba Hotel International in the lobby and banquet hall only

> Nihonbashi Omotenashi Project COREDO Muromachi 1 COREDO Muromachi 2 COREDO Muromachi 3

Implement the Nihonbashi Omotenashi Project at the Japanese-Style Rooms and Tea Rooms, Kyoraku-TEI and Meguri-AN in COREDO Muromachi 3, and the Nihonbashi Information Center.

1. An informative guided tour given by foreign concierges (operated from the Nihonbashi Information Center)
 Two kimono-clad foreign concierges are available at the Nihonbashi Information Center to provide information about COREDO Muromachi and other facilities, as well as guided tours of the building “Best of Japan Tour in COREDO Muromachi”.

2. OMOTENASHI Experience (held in the Japanese-Style Room, “Kyoraku-TEI”)

A new sightseeing attraction allowing a casual experience of the traditional Japanese culture of hospitality known as *omotenashi*. The program offers an opportunity to try kimonos and green tea, and to watch dancing performed by geisha from the Yoshicho district of Nihonbashi, as well as a unique display of Japanese magic known as *Edo tezuma*. The program is also adapted for English speakers to enable overseas guests to enjoy it, too.

> Special food Nemunosato Hotel & Resort

We provide menus for customers who have special dietary requirements due to religious beliefs or allergies. *Must be ordered when making a reservation

> Prayer room facility Mitsui Outlet Sapporo Kitahiroshima

> Explanation on using the large public bath (English, Chinese, Korean)

A simple guide explaining how to use the large public bath, and bath etiquette, using illustrations is provided to guests when they check in.

Mitsui Garden Hotels



Guide to using the large public bath (Chinese)

> Foreign language-speaking staff

Staff offer guidance to the facility and surrounding tourist attractions, etc.

Retail Properties	COREDO Muromachi (Nihonbashi Information Center)	English *Spanish, Italian, Chinese
	Tokyo Midtown (Information)	English, Chinese, Korean
	DiverCity Tokyo Plaza (Information)	English, Chinese
Mitsui Garden Hotels	Mitsui Garden Hotel Ginza Premier (Lobby)	English, Chinese, Korean
Resorts	Toba Hotel International (Reception)	English
	Nemunosato Hotel & Resort	English, Chinese, Korean
	Haimurubushi	English, Chinese

*Language available for simple services

> Foreign exchange service

- Foreign exchange vending machine Mitsui Garden Hotel Ginza Premier

A foreign exchange vending machine is located in the hotel lobby. The machine can change dollars, euro, and pounds for Japanese yen.

- Bureau de change

Handles 33 foreign currencies.

Mitsui Shopping Park	DiverCity Tokyo Plaza, Lalaport TOKYO-BAY
Urban Retail Property	Tokyo Midtown

> Staff training

Training for staff in foreign languages and culture. Training is also provided to store staff at retail properties.

Mitsui Outlet Park	Sapporo Kitahiroshima, Kisarazu, Makuhari, Jazz Dream Nagashima
Mitsui Shopping Park	DiverCity Tokyo Plaza,
Urban Retail Property	Tokyo Midtown
Mitsui Garden Hotels	All 17 hotels
Resorts	Toba Hotel International

> Support for overseas investors for real estate investment in Japan (English, Chinese) Mitsui Fudosan Realty Co., Ltd.

Provide support for real estate investment in Japan for investors in China, Hong Kong, Taiwan, Southeast Asian countries such as Singapore and Malaysia, the United States, and Europe.

2. Inbound Tourism Sales Activities of the Mitsui Fudosan Group in Fiscal 2014

> Exhibit at international tourism expos and trade fairs

The Group companies cooperate to positively exhibit to international tourism expos.

- VISIT JAPAN travel Mart 2014 Familiarization trip

Nemunosato Hotel & Resort; Ise Jingu, Kumano Kodo and Koyasan course, September 27 (Saturday) to 30(Tuesday)

COREDO Muromachi "Best of Japan Tour in COREDO Muromachi"; Tokyo neighboring town course September 27 (Saturday) to 28 (Sunday)

> Continual sales activities to travel agents

- Continual sales activities to approximately 260 overseas travel agents and approximately 100 domestic land-travel operators.

> Sales promotion targeting inbound tourists

- Facility pamphlets distributed to 14 international JNTO offices
- Listed hotels on overseas hotel reservation websites and overseas travel information website.
- Information listed in the magazine such as "needs", "Taiwan Walker", and "Weekend Weekly".
- Invite the foreign media when the new facility opens.

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About Mitsui Fudosan Co., Ltd.

Mitsui Fudosan upholds "Bringing Affluence and Comfort to Urban Living" as its Group Statement, and is contributing to rejuvenate cities by providing secure, safe, and attractive urban spaces and services. Mitsui Fudosan is expanding the scope of its operations including the development and management of office buildings and commercial facilities, new condominium developments as well as real estate brokerage, and the development and management of hotels and resorts. Through its businesses, Mitsui Fudosan is committed to help bring "Affluence and Comfort with Value" to all aspects of life through its many diverse projects both in Japan and overseas. For more information, please visit the company's website at <http://www.mitsufudosan.co.jp/>.