
Mitsui Fudosan Officially Names Hibiya Project “Tokyo Midtown Hibiya”

New mixed-use space including some 60 retail stores to open on March 29, 2018

Tokyo, Japan, September 4, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has officially renamed the New Hibiya Project scheduled for completion on February 1, 2018, "Tokyo Midtown Hibiya." The company also announced that the new facility will open on March 29, 2018, and released details on stores opening inside.

**TOKYO MIDTOWN
HIBIYA**

1. Urban Planning Concept

■ Hibiya, a Trend-Setting City of Art, Culture, and Entertainment

Since the Meiji era (1868 – 1912), the Hibiya area has exuded a spirit for continuous modernization, evolving from an area where the Imperial Hotel served as a place for the Meiji government to host state visitors and diplomats to a place where sophisticated citizens come to relax. Hibiya’s reputation for high-quality international hospitality makes it the perfect town for welcoming guests and hosting exchanges.

Moreover, home to popular theaters and cinemas, including Hibiya Public Hall, Tokyo Takarazuka Theater, Hibiya Movie Theater, and Yurakuza, Hibiya has long been a place affiliated with arts and entertainment industry people and fans alike. The company believes this tradition, which lives on today, is an important element from which to evolve a more attractive city.

2. Leveraging Hibiya's Unique Character in Tokyo Midtown Hibiya

■ Achieving Long-Term Optimization that increases Hibiya's Value with Time

This project's completion is a beginning. Mitsui Fudosan hopes to address social issues and Japan's future through urban planning based on a philosophy of long-term optimization that evolves with time.

Through this project, the company hopes to create a bustling urban center that fosters new exchanges through collaborations with neighboring facilities and regionally unified town management to realize long-term optimization in Hibiya.

■ Tokyo Midtown comes to Hibiya

Hoping to build on the legacy of Tokyo Midtown (opened in 2007 in Akasaka, Minato-ku) Mitsui Fudosan named the New Hibiya Project, "Tokyo Midtown Hibiya." Tokyo Midtown embodies Mitsui Fudosan's downtown mixed-use urban development brand. Under the Tokyo Midtown brand vision for delivering JAPAN VALUE to the world, the company hopes provide long-term optimized urban development that leverages unique local character.

Since opening Tokyo Midtown (located in Akasaka, Minato-ku, close to Roppongi Station) in 2007, the company has established its vision to create urban spaces that deliver JAPAN VALUE to the world based on the four JAPAN VALUES of Diversity, Hospitality, Creativity, and Sustainability. Over the last ten years, Mitsui Fudosan has been creating value by blending the city's various attributes and talents with care and hospitality, realizing its urban vision using green and open spaces for seasonal events.

By applying the Tokyo Midtown brand incorporating the four common values of Diversity, Hospitality, Creativity, and Sustainability, as well as superior urban development know-how to Tokyo Midtown Hibiya, the company hopes to leverage the character of Hibiya to create value unique to Hibiya.

In addition to the four Tokyo Midtown brand values, Tokyo Midtown Hibiya will also offer "In the Park" (green and open space in the heart of the city), "Entertainment" (new art, culture, and entertainment), and "Elegance" (cultural stimuli for sophisticated adults who appreciate authenticity), culture and sensibility. The company hopes to attract talented people to Hibiya to exchange ideas and create new future-oriented experiences and value.

3. Mixed-Use Urban Development

Tokyo Midtown Hibiya is a mixed-use facility offering 189,000 m² of floor space across four underground and 35 above ground floors.

Overlooking Hibiya Park, floors 11 through 34 will contain some 76,000 m² of office space, supporting 8,000 – 10,000 people. Designed under the concept of Business Hospitality, spacious floors support flexible workstyles offering advanced functions and services. Facilities also provide support for joint business creation and communication activities.

Commercial facilities occupy floors B1 through seven. These floors will contain 60 stores, including restaurants offering views of Hibiya Park and lifestyle shops offering every day luxury, in addition to one of the largest cinemas in Tokyo, the 2,300-seat TOHO Cinemas Hibiya.

A combination of facilities for both work and private life is a defining feature of Tokyo Midtown Hibiya.

1. Office Space

Creativity and Productivity Enhancing Business Hospitality Environment

Tokyo Midtown Hibiya seeks to support work-life balance and healthy working styles among office employees, and is equipped with fitness facilities, shower rooms, napping rooms and women’s powder rooms in addition to the Sky Garden¹ and Sky Lounge¹, which includes cafes and convenience stores, both located on the ninth floor and overlooking the refreshing greenery of the Hibiya Park. Further, areas such as the eighth floor Sky Conference¹, a meeting space with panorama view of greenery, give a boost to companies by facilitating communication in a variety of business settings.

The splendid shared areas are designed primarily with the office workers in mind and aim to give them a sense of exhilaration. The impressively spacious, two-tiered Sky Lobby, which serves as the entrance to the office floors, affords a grand view over the Hibiya Park and the Kokyo Gaien National Gardens. With rhythmic metal panels and elegant stone flooring, a veritable stone carpet, the lobby interior is truly exquisite.



■Hibiya Business Cooperation Hub¹ (Sixth Floor)

An environment for assembling a diverse workforce and generating new business

With flexible presentation rooms and spaces perfect for communication and collaboration, Tokyo Midtown Hibiya provides an environment where venture capital firms, industry majors and creative individuals hoping to expand or launch new businesses can come together to create new value. The numerous purpose-built spaces will host a variety of business promotion events, entrepreneur networking events and more.



¹ Provisional name

2. Commercial Space

Hibiya Only Luxurious Experiences

The Tokyo Midtown Hibiya design concept, “The Premium Time, Hibiya,” aims to serve as a setting for visitors to enjoy very special times in luxury. Floors B1 through seven, offering 18,000 m² of space, are dedicated to commercial use, and will be occupied by 60 renowned stores.

Restaurants and cafes affording views of Hibiya Park and the Hibiya Garden¹ on the sixth floor, shops operated by various companies featuring celebrated artist works, and a cinema complex offering visitors opportunities to dive into the extraordinary will stimulate the senses and create new value.

The design of public spaces in commercial floors incorporates an “urban theater” concept, for bright, glamorous spaces that appeal to the sophisticated, befitting Hibiya’s status as a center for artistic culture and entertainment. The gently curving, soaring three-tiered atrium resembles traditional theaters and can accommodate a variety of events.

An underground arcade employs a motif reminiscent of the former Sanshin Building, once a Hibiya icon, preserving the local history in refurbished modern form.



About Mitsui Fudosan Co., Ltd.

Mitsui Fudosan Co., Ltd. (TOKYO: 8801; ISIN:JP3893200000) is a leading global real estate company headquartered in Tokyo. Mitsui Fudosan offers a comprehensive range of living and working environments encompassing everything from office buildings and condominiums to commercial facilities, and is active in all areas of the housing industry from development and distribution to management. In its projects, Mitsui Fudosan pursues people-based development and delivers consistent results. For more information, please visit <http://www.mitsuifudosan.co.jp/english/>