

For immediate release

Mitsui Fudosan Co., Ltd.

## Mitsui Fudosan Holds Third-Stage Grand Opening of MITSUI OUTLET PARK KISARAZU on October 26

### The Outlet with the Most Stores in Japan - 308 Stores in All - Improved brand lineup and new services for a longer and more comfortable shopping experience -

Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will hold a grand opening for the expanded MITSUI OUTLET PARK KISARAZU, which will have been enlarged through completion of the third stage expansion plan, on October 26, 2018.

The facility is in an easily accessible location about 45 minutes away from central Tokyo and attracts a large number of customers. The planned third stage expansion area and the existing area (both first-stage and second-stage) have been undergoing renovations and 103 new stores will be opened. At approx. 493,000 ft<sup>2</sup> (approx. 45,800 m<sup>2</sup>) of store space and 308 stores<sup>\*1</sup> in all, MITSUI OUTLET PARK KISARAZU moves towards becoming Japan's largest resort outlet mall. The facility will also be improved to allow visitors to enjoy a longer and more comfortable visit in the mall by providing new services with the finest hospitality and expanding rest spaces, including a garden terrace that evokes nature's beauty, a lounge, and a café.

With this grand opening, MITSUI OUTLET PARK KISARAZU will be expanded to become the second large-scale outlet facility to house more than 300 stores, following in the footsteps of MITSUI OUTLET PARK JAZZ DREAM NAGASHIMA, which with 302 stores<sup>\*2</sup> was the first domestic outlet mall to surpass 300 stores.

<sup>\*1</sup> A portion of stores will be opened outside of the October 26 date.

<sup>\*2</sup> 302 stores as of February 28, 2018.

### Main Features of the Third Stage Grand Opening

- (I) Enhancement of store lineup - 17 stores opening outlets in Japan for the first time, 308 total stores with a rich lineup packed with personality
- (II) Improvement of accessibility and expansion of rest spaces to progress towards a resort for relaxing day trips
- (III) Providing new services brimming with hospitality that cater to the needs of a diverse range of customers

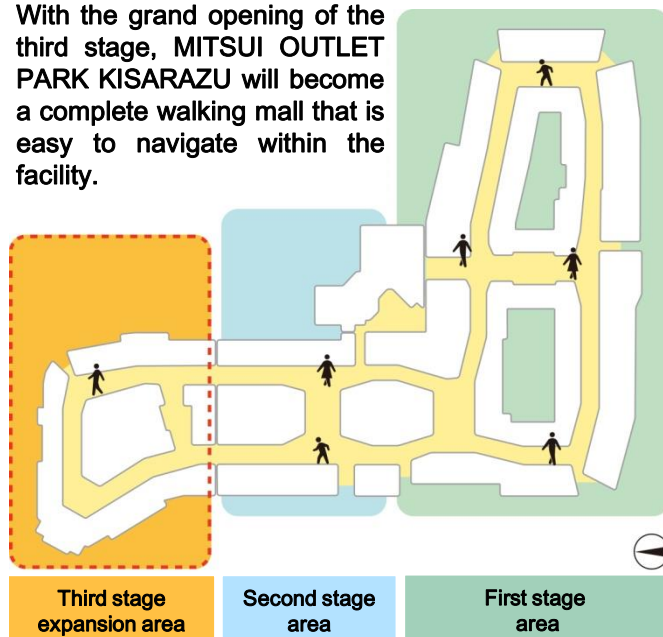


North entrance (third stage expansion area)



Inside the facility (third stage expansion area)

With the grand opening of the third stage, MITSUI OUTLET PARK KISARAZU will become a complete walking mall that is easy to navigate within the facility.



\* All images are shown for illustration purposes only.

**(I) Enhancement of store lineup - 17 new stores opening outlets in Japan for the first time, 308 total stores with a rich lineup packed with personality**

In this stage, 73 new stores will be opened and 30 stores will be relocated or renovated for a total of 308 stores in the entire facility. MITSUI OUTLET PARK KISARAZU is moving towards becoming the outlet mall with the most stores in Japan.

With 17 new stores as the first outlet stores of their kind in Japan, visitors can look forward to an exclusive outlet shopping experience. The outlet will also acquaint customers with high-quality and rare brand lineups, fulfilling the desire not only for luxury brands, but also lifestyle shops that richly embellish everyday living.

**New Stores, Relocated and Renovated Stores**

	Third Stage Expanded Areas	Existing Areas (First stage, Second stage)	Total
Number of new stores	40	33	73
Number of relocated, renovated stores	23	7	30

\* The number of new stores and relocated stores may differ between the stores listed in Attachment 1 and those listed above in terms of store openings.

## (II) Improvement of accessibility and expansion of rest spaces to progress towards a resort for relaxing day trips

In the first stage grand opening in April 2012, MITSUI OUTLET PARK KISARAZU focused on operations that created a spacious, resort-style facility based on the concept of BOSO CITY RESORT, with excellent access from such places as the Tokyo metropolitan area, Haneda Airport, Chiba Prefecture, and Kanagawa Prefecture.

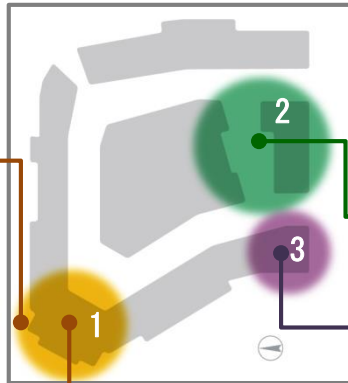
For the third stage expansion plan, MITSUI OUTLET PARK KISARAZU will now focus on creating a new atmosphere that allows visitors to spend their time in utmost comfort. The outlet will provide visitors with a more enjoyable stay by improving rest spaces and cafes, such as a Welcome Hall at the entrance, a Garden Terrace surrounded in natural beauty, and a Service Lounge that works as a base for a variety of services.

The third stage expansion will also complete the facility as a full-scale walking mall, including the first and second stage areas. With improvements to accessibility, customers will notice the striking difference in enjoyment when shopping and strolling around inside the distinctly-decorated complex.

### 【Third stage expansion area】



Welcome Hall (exterior)



Garden Terrace



Welcome Hall (interior)



Service Lounge

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### 1. The Welcome Hall serves as the foyer to comfortable resort shopping

The spacious Welcome Hall will be set up in the north entrance of the third stage expansion area to greet customers. Upon entering, both sides of the hall will be lined with stores including those opening for the first time in Japan, such as [DEAN & DELUCA](#), [TODAY'S SPECIAL](#), [CIBONE](#), [GEORGE'S by WELCOME MARKET](#), and Japan's sole [Mercedes-Benz](#) outlet boutique.

A rest space will be installed in the Welcome Hall with a [DEAN & DELUCA CAFÉ](#) and furniture from Denmark interior product brand [HAY](#) from the same group will be arranged in the space as part of a collaborative effort with tenants.

## 2. The Garden Terrace creates a space for visitors to relax between shopping excursions.

In the third stage expanded area, the new foliage-covered Garden Terrace will be established as a fresh concept to encourage customers to extend their stay and increase the frequency of visits to the facility. In a corner of the enormous outlet mall, brightly colored flowers, fruit-bearing plants, and rare trees and shrubs will be brought in for a relaxing oasis that evokes a feeling of nature from season to season.

### ■Enrichment through Cafes and Restaurants in the Garden Terrace

A number of restaurants will be placed in a block of the Garden Terrace, including establishments making their first appearance in an outlet facility. Garden Terrace restaurants include: [Mr.FARMER](#), a popular vegetable café with branches in Komazawa Park and Hibiya; [SOHOLM CAFE](#), a Scandinavian-style café operated by interior shop [ACTUS Co., Ltd.](#); [Shimizu Ippoen](#), a shop that works directly with a long-established Kyoto tea wholesaler where visitors can try traditional Japanese sweets; [Minamitei](#), a baumkuchen cake shop attached to a factory that uses special ingredients from Chiba; and, [Compartes](#), a Los Angeles chocolatier. Customers will be able to relax and enjoy meals, tea, and shopping while surrounded by greenery.

### ■Launching of Store Collaborations, New Events and Workshops

Terrace furniture supplied by ACTUS will be arranged in the Garden Terrace as part of a collaboration plan with the adjacent store and to provide a refined space where visitors can unwind for a while between shopping excursions.

In addition, collaboration events with stores such as [emmi](#), [Bianchi](#), and [STAUB](#) are planned to be held inside the Garden Terrace. The Garden Terrace is also planning to host nature and plant workshops with garden planner Yuichi Tsukada, representative of onshitsu, which was involved in the terrace's design. Through these events, customers will be able to participate in delightful experiences aside from shopping.



Garden Terrace: East Garden



Garden Terrace: West Garden

### 3. A Service Lounge which provides a variety of services in a luxurious space

The Service Lounge will be newly established to cater to an array of functions, such as an Information Counter, Book Library for adults and children to sit back and take a break, and large storage lockers. A DEAN & DELUCA CAFÉ bar counter will be installed as an annex, and a number of services provided in a calm and luxurious atmosphere akin to a hotel lounge.

Aoyama Book Center will operate the Book Library, and visitors will be able to enjoy passing the time by reading books and magazines that have been carefully selected. The library can be utilized for refreshing between periods of shopping, or to serve as a reference for shopping. Illustrated encyclopedias and picture books that will delight children are expected to be added to the kids' space.



Service Lounge (right) and Book Library (rear)



Kids' Library

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## (III) Providing new services brimming with hospitality that cater to the needs of a diverse range of customers

### 1. The first domestic valet parking service at an outlet mall

MITSUI OUTLET PARK KISARAZU is planning to offer the first valet parking service in a domestic outlet mall. For an easier shopping experience, staff from the Service Lounge will take care of customers' cars and bring them back to the entranceway when visitors are ready to return home, alleviating the labor of searching the parking lot or carrying lots of bags. Other services\* such as car washing and coating are also planned to be offered.



Valet parking exterior  
(third stage expansion area)



Valet parking interior (third stage expansion area)

\*This service is compensatory.

\* Images are shown for illustration purposes only.

### 2. Establishment of checkrooms to support easy shopping

Checkrooms will be established in the Service Lounge and other existing areas that will handle luggage as well as shopping bags, free of charge. The checkrooms are meant to contribute to greater customer satisfaction and a pleasant shopping experience.

### 3. Enhanced services and facilities that accommodate child-raising generations

- A kids' space will be established in the food court with an easy-to-use raised floor seating area.
- The number of baby strollers available for lending will be increased from 68 to 98.
- The outlet park will be fully equipped with **mamaro** to accommodate the child-raising generations, including a book library in the Service Lounge for children to enjoy, a rooftop kids' park, kids' menus in restaurants, nursing rooms, and children's toilets.
- MITSUI OUTLET PARK KISARAZU will host the first outlet installation of mamaro, completely private nursing rooms where customers can have a peace of mind when breastfeeding, spoon-feeding, and diaper-changing their children, developed by Trim Inc. The mamaro rooms are linked to a search app that uses ICT to confirm the availability of diaper and nursing rooms in an area. <http://babymap.jp> (Only in Japanese)



Food Court Koagari Seat  
(raised floor seating) (existing area)



Rooftop Kids' Park (existing area)



mamaro

### 4. Expansion of hospitality services for overseas visitors

A tourist information center that accommodates two languages – English and Chinese, a prayer room, and large storage lockers will be installed. The range of free Wi-Fi will also be expanded. Services tailored towards overseas tourists are also expected to be expanded.



Prayer room (third stage expansion area)



Free Wi-Fi

# Initiatives and Services Addressing Societal Issues and Needs

Aside from the services introduced as the main features for the third stage grand opening, a variety of other services and initiatives that address societal issues and needs will also be implemented, such as the improvement of employee satisfaction, coexistence with the environment, and contributions to the local region.

## **1. Increase in the number of employee break spaces to deliver the best service to customers**

Along with accepting advice on scenography from environmental designers, Wi-Fi and charging stations have been installed in the employee break spaces in third stage expansion areas. Break spaces in existing areas will also be renovated as part of this stage's development.



Employee break room  
(existing area)

## **2. Evolution towards an environmentally-friendly outlet mall**

The expanded facility opening will include a 500 kW increase to the existing 1,100 kW in the solar-power generation capacity of the facility. This will bring the total solar-power generation capacity of the facility to 1,600 kW. With this effort, the outlet mall is contributing to the spread of renewable energy.



Solar power generation systems

## **3. Contribution to regional vitality as a tourist destination in the Boso area**

After the start of operations for MITSUI OUTLET PARK KISARAZU in April 2012, the facility has created prosperity in the Boso area as a tourist destination through six years' worth of wide-scale sales expansions, advancement of various regional businesses, and frequent undertaking of new development projects. The facility will continue to contribute to regional vitality as an integral spot for leisure in the Boso area by fostering coordination and demonstrating synergy with other establishments in the vicinity.



Photo taken in December 2011



Photo taken in April 2018

Aerial photos of the facility's vicinity

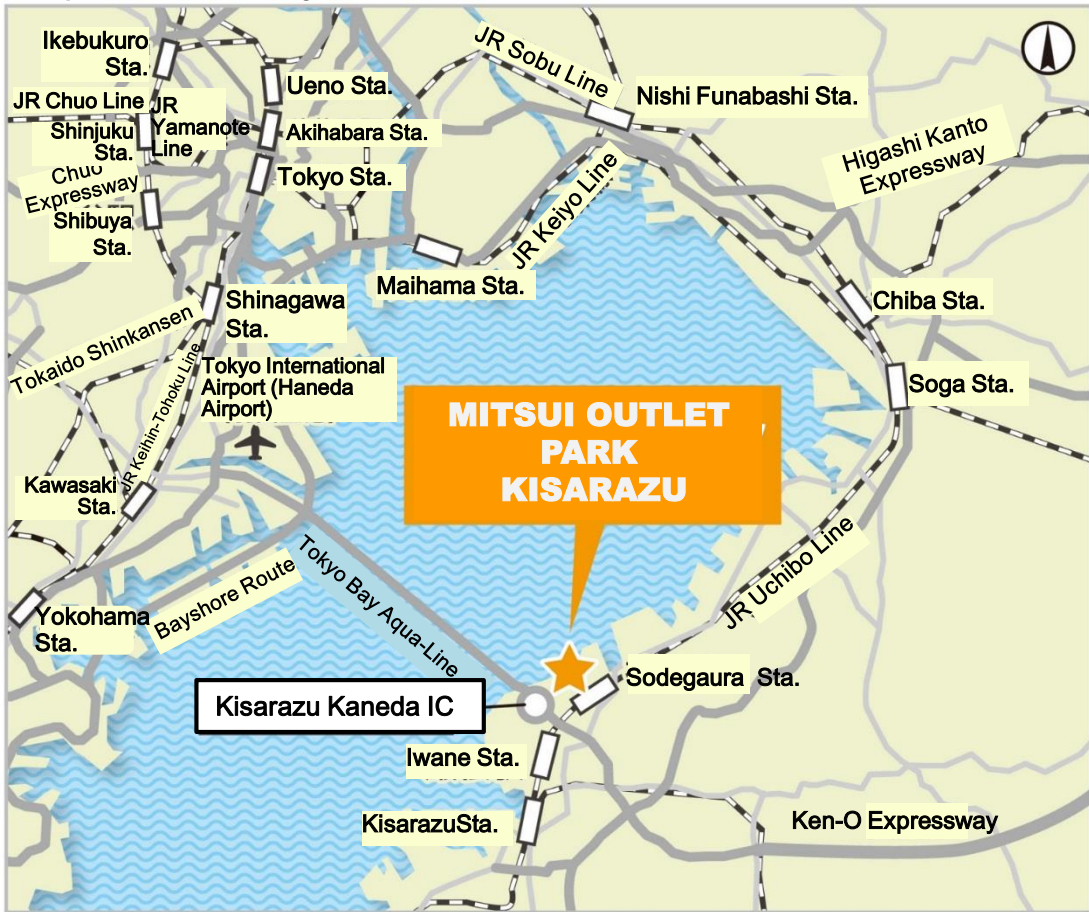
< Attachment 1 > Overview of MITSUI OUTLET PARK KISARAZU

Location	3-1-1 Kaneda-Higashi, Kisarazu City, Chiba			
Access	Car: Approx. 1 km from Kisarazu Kaneda IC of the Tokyo Bay Aqua-Line Public Transportation: Approx. 2 km from Sodegaura Station and approx. 6 km from Kisarazu Station on the JR Uchibo Line			
	First stage	Second stage	Third stage	Total
Opened	April 2012	July 2014	October 2018	–
Site Area	Approx. 2,314,000 ft <sup>2</sup> (Approx. 215,000 m <sup>2</sup> )	–	–	Approx. 2,314,000 ft <sup>2</sup> (Approx. 215,000 m <sup>2</sup> )
Total Floor Area	Approx. 394,700 ft <sup>2</sup> (Approx. 36,670 m <sup>2</sup> )	Approx. 156,000 ft <sup>2</sup> (Approx. 14,500 m <sup>2</sup> )	Approx. 138,000 ft <sup>2</sup> (Approx. 12,810 m <sup>2</sup> )	Approx. 688,700 ft <sup>2</sup> (Approx. 63,980 m <sup>2</sup> )
Store Floor Space	Approx. 301,400 ft <sup>2</sup> (Approx. 28,000 m <sup>2</sup> )	Approx. 91,500 ft <sup>2</sup> (Approx. 8,500 m <sup>2</sup> )	Approx. 100,100 ft <sup>2</sup> (Approx. 9,300 m <sup>2</sup> )	Approx. 493,000 ft <sup>2</sup> (Approx. 45,800 m <sup>2</sup> )
Number of Stores	173 stores	72 stores	63 stores	308 stores
Structure	Steel framed structure, partial wood construction, one floor above ground			
Parking Spaces	Approx. 6,000			
Architect	First stage: Sumitomo Mitsui Construction Co., Ltd.			
Project Manager	First stage: Sumitomo Mitsui Construction Co., Ltd., Mirai Construction Co., Ltd. and Mitsui Home Co., Ltd. Second and third stage: Sumitomo Mitsui Construction Co., Ltd.			
Operation Management	Mitsui Fudosan Retail Management Co., Ltd.			
Website	<a href="https://mitsui-shopping-park.com/mop/kisarazu/english/">https://mitsui-shopping-park.com/mop/kisarazu/english/</a>			

\*The number of stores in the first stage and second stage changed after completion of construction.



**【Map of the surrounding area】**



**【Detailed map】**

