

Investor Presentation

June 2012



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1-1. Three Strategies

Accelerating maturity and globalization, ongoing urbanization

Customer-centered management

- ☐ Provide solutions for customer needs created by maturing society and economy
- ☐ Provide solutions that meet customer needs on a global basis

Business model innovation

- $\hfill\square$ Integrate tangibles and intangibles
- ☐ Create new value through collaboration with different industries
- ☐ Create communities

Create value by executing these three strategies

Full implementation of Group management

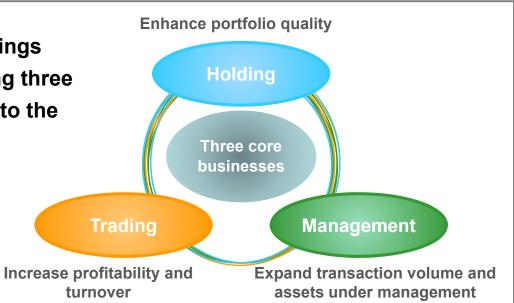
- ☐ Pursue economies of scale
- ☐ Offer one-stop services
- ☐ Network with partners

Strengthen the competitiveness of our domestic business & develop global operations

1-2. Management Strategies

1. Grow in core businesses

Achieve well-balanced earnings growth by flexibly combining three core businesses according to the operating environment.



2. Strengthen our earnings structure

♦ Top-line growth and cost control (Increase profitability through overall Group initiatives)

3. Maintain sound finances

- Maintain the capacity to procure additional funding for new investments
- Ensure financial integrity to prepare against downturns in the financial environment

1-3. Strengthen Competitiveness

Strengthen the competitiveness of our domestic business

Create neighborhoods

- ✓ Larger, higher quality portfolio in central Tokyo area
- ✓ Quickly bring planned developments on stream
- ✓ Promote the Smart City

Evolve the housing business

- ✓ Increase units supplied and profitability in property sales to individuals
- √ Housing brokerage business: maintain No. 1 position
- ✓ Remodeling business: Become the leading brand for highvalue-adding remodeling

Evolution of our model for cooperation with investors

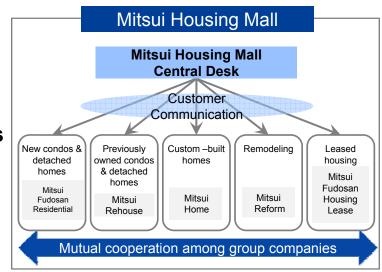
- ✓ Add new asset classes, including logistics facilities
- ✓ Expand assets under management (sponsored REITs, private REITs)

Develop global operations

Be more active in Europe, North America and Asia

- ✓ Europe & N. America: Build up a portfolio mainly consisting of offices for lease
- ✓ Asia: Be more active in developing housing, retail facilities & office buildings







5 Hanover Square (London)



Shanghai New Town Development Project

1-4. Quantitative Targets and Benchmarks

Earnings targets, segment earnings targets, and benchmarks

♦ Achieve both earnings growth and sound finances

	FY2014 Targets (including SPC figures)
Operating income	¥163 billion
Holding	¥87 billion
Trading	¥39 billion
Management	¥48 billion
Net income	¥67 billion
ROA	Approx. 3.8%
Debt/Equity ratio	Approx. 1.8 times
Interest-bearing debt	¥2,160 billion

FY2017 Goal (including SPC figures)
¥240 billion or higher
¥120 billion
¥60 billion
¥60 billion
¥110 billion or higher
Approx. 5.5%
Approx. 1.5 times
Approx. ¥2,100 billion

FY2011 Actual (excluding SPC figures)				
¥126 billion				
¥89.7 billion				
¥15.7 billion				
¥40.6 billion				
¥50.1 billion				
3.55%				
1.62 times				
¥1,743.4 billion				

Reference: Operating income by financial accounting segment

Leasing	¥95 billion		
Property Sales	¥39 billion		
Management	¥40 billion		

¥128 billion
¥60 billion
¥52 billion

¥95.6 billion	
¥15.7 billion	
¥34.3 billion	

1-5. Investment and Disposal Plan

Investment and disposal plan

Investments in Japan and overseas to generate future growth

(Billions of yen)

	Area and Type		FY2012-FY2014	FY2015-FY2017	FY2012-FY2017 Total
Capital expenditures		Investment	300-400	400-500	Approx. 800
		Disposal	Approx. 200		Approx. 200
estic	·	Total	Appro	ox. 600	Approx. 600
Domestic		Investment	1,000-1,100	1,300-1,400	Approx. 2,400 ¹
	Real property 1,000-1,100 1,300-1,400		Real property for sale	1,300-1,400	Approx. 2,400
		Total	Appro	Approx. ±0	
as		Investment	200-300 200-300		Approx. 500 ²
Overseas	Europe, North America & Asia	Disposal	Approx. 100		Approx. 100
ð		Total	Approx. 400		Approx. 400
Net investment (sum of investment and recovery)		500-600	400-500	Approx. 1,000	
Adjusted cash flow ³		400-500	500-600	Approx. 1,000	

^{1.} Two-thirds of total investment will be in property sales to individuals, one-third will be in property sales to investors

^{2. 60%} of total overseas investment will be in Europe and N. America, 40% will be in Asia (including China)

^{3.} Adjusted cash flow = Income before income taxes + Depreciation and amortization, etc. - Income taxes paid

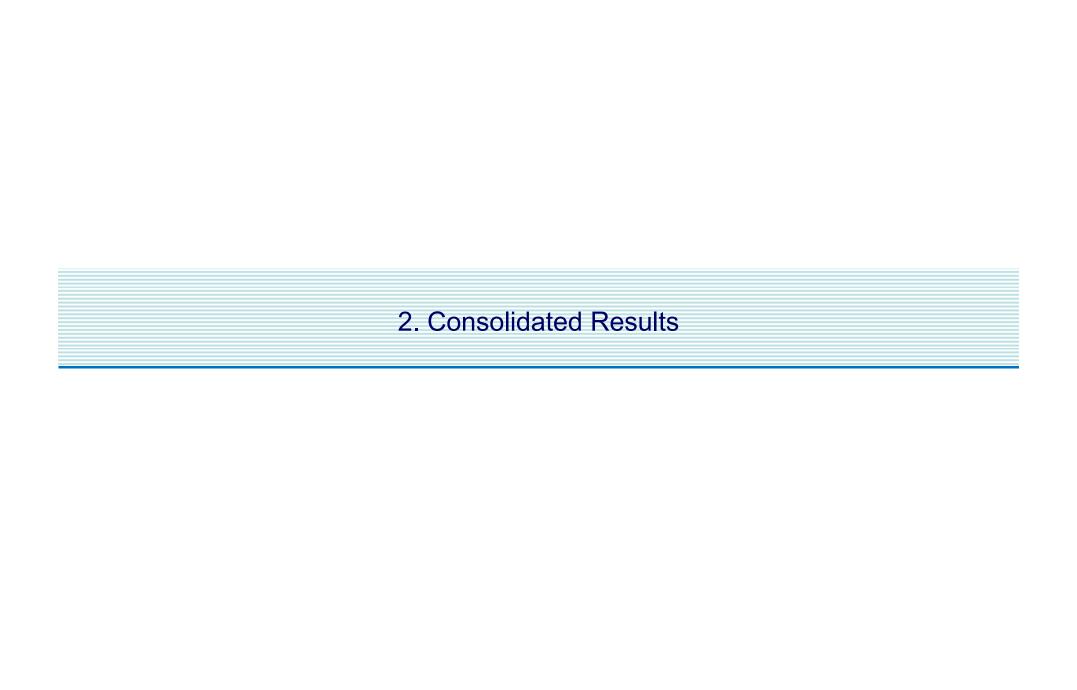
1-6. Basic Policy for Shareholder Returns

Basic policy for shareholder returns

- Shareholder returns over the mid-to-long term are based on comprehensive consideration of reinvesting earnings to increase shareholder value and directly distributing earnings to meet shareholder expectations.
- ♦ We aim to maintain stable dividends in the medium term and increase dividends in the future as a result of earnings growth.

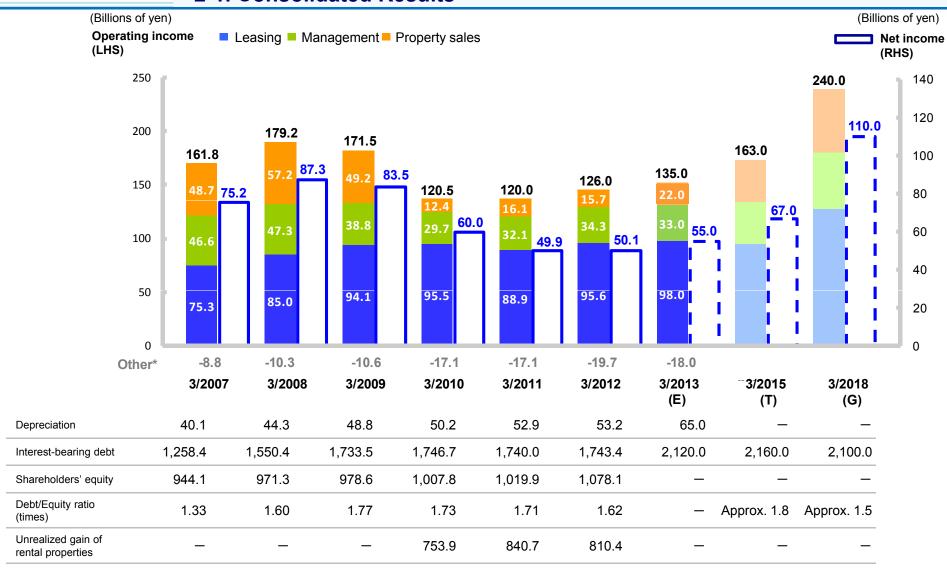
Net Income and Dividends

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012(E)
Net income (Billions of yen)	75.2	87.3	83.5	60.0	49.9	50.1	55.0
Cash dividends per share (Yen)	14	20	22	22	22	22	22



2. Consolidated Results

2-1. Consolidated Results



^{*}Other: the Mitsui Home and Other segments and nonconsolidated general & administrative expenses. Includes SPC figures from the year ended March 2013. Since the early application of a change in the accounting standards regarding a consolidation of special purpose entities is planned for the fiscal year ending March 31, 2013, the consolidated performance forecasts listed in this document incorporate such effects.

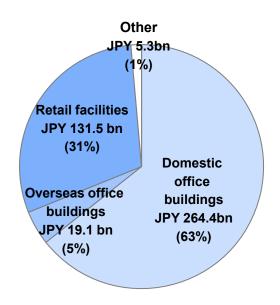
3. Core Businesses: Overview & Strengths

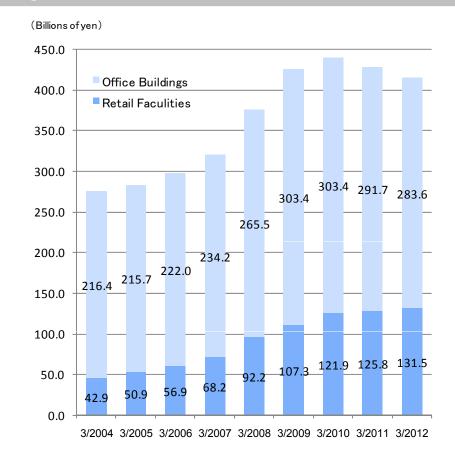
3-1-1. Analysis of Revenue

◆ A well-balanced portfolio between office buildings and retail facilities

Analysis of Leasing Segment Revenue (FY ended March 2012)

Revenue: JPY 420.5 bn





3-1-2. Premier Assets (Office Buildings)



Nihonbashi Mitsui Tower (2005)



Tokyo Midtown (2007)



Shinjuku Mitsui Building (1974)



Kasumigaseki Building (1968)



GranTokyo North Tower (2007)



1251 Avenue of the Americas Building Nihonbashi 1-Chome Building (1986) (2004)



Sumitomo Mitsui Banking Corporation Head Office Building (2010)



Akasaka Biz Tower (2008)



Gate City Ohsaki (1999)

3-1-3 Premier Assets (Retail Facilities)



LaLaport TOKYO-BAY (1981)



Urban Dock LaLaport TOYOSU (2006)



LaLaport YOKOHAMA (2007)



LAZONA Kawasaki Plaza (2006)



MITSUI OUTLET PARK Jazz Dream Nagashima (Expanded in 2011)



MITSUI OUTLET PARK Kisarazu (2012)



Koujun Building (2004)

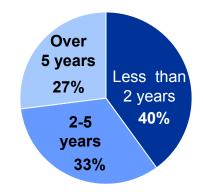


LaLagarden Kawaguchi (2008)

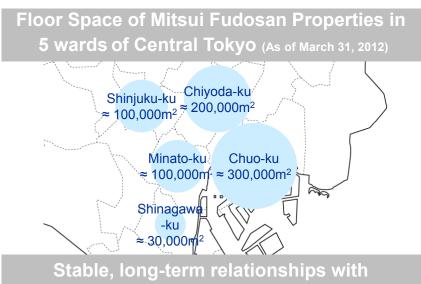
3-1-4. Mitsui Fudosan's Strengths (Office Buildings)

A portfolio concentrated in central Tokyo and relationships with quality tenants (3,000 companies)

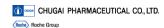




Average contract duration: 4.3 years







approximately 3,000 tenant companies



























3-1-5. Major Projects (Office Buildings)

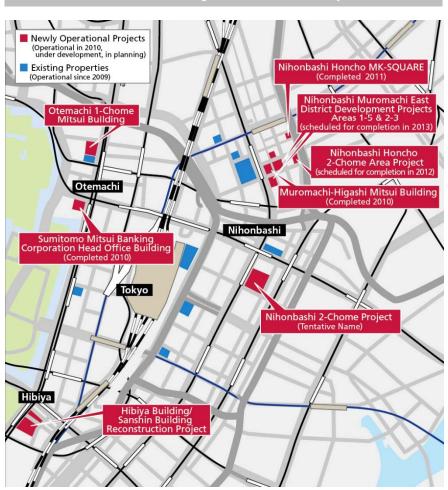
Using our development capabilities to continuously improve our portfolio

Major Newly Operational Projects

FY Completed	Project Name (* Indicates subleased or jointly owned property)	Rentable Floor Space		
2011	Nagoya Mitsui Building New Building	≈ 11,000 m²		
	Nihonbashi Honcho MK-SQUARE*	Chuo-ku, Tokyo	≈ 8,000 m²	
	Shimbashi M-SQUARE	Minato-ku, Tokyo	≈ 5,000 m²	
	Onarimon M-SQUARE	Minato-ku, Tokyo	≈ 6,000 m²	
	Hamarikyu Mitsui Building*	Chuo-ku, Tokyo	≈ 12,000 m²	
	Yokohama Mitsui Building	Yokohama, Kanagawa	≈ 49,000 m²	
	Hiroshima Train Vert Building*	Hiroshima, Hiroshima	≈ 14,000 m²	
2012	DiverCity Tokyo*	Koto-ku, Tokyo	≈ 44,000 m ²	
	Nihonbashi Honcho 2-Chome Project*	Chuo-ku, Tokyo	≈ 14,000 m²	
2013	Nihonbashi Muromachi East District Development Projects Area 2-3*	Chuo-ku, Tokyo	≈ 20,000 m²	
	Nihonbashi Muromachi East District Development Projects Area 1-5*	Chuo-ku, Tokyo	≈ 9,000 m²	
2014	Sapporo Mitsui Building Reconstruction Project *	Sapporo, Hokkaido	≈ 25,000 m²	
	Chiyoda Fujimi 2-Chome Project*	Chiyoda-ku, Tokyo	TBD ¹	

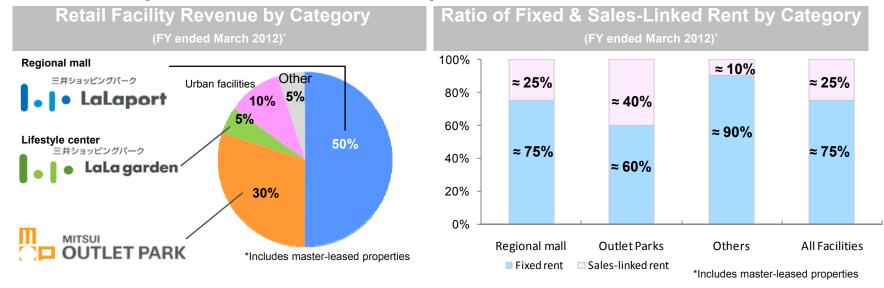
^{1:} Total floor space for office/retail building: approx. 123,000 m²

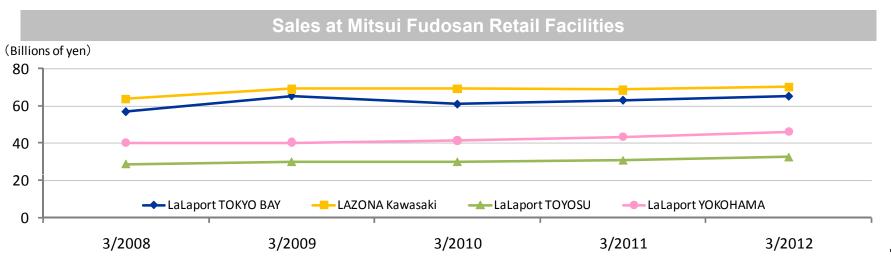
Central Tokyo Portfolio Map



3-1-6. Mitsui Fudosan's Strengths (Retail Facilities)

- Diverse types of facilities and a stable revenue structure
- Relationships with 2,000 tenant companies





3-1-7. Major Projects (Retail Facilities)

We develop facilities that are best suited to their area.

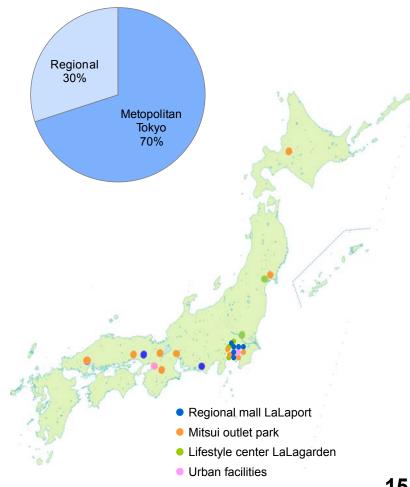
Major Newly Operational Projects

FY Opened	Project Name (* indicates master-leased or jointly owned property)	Location	S	tore floor space
2011	MITSUI OUTLET PARK Jazz Dream Nagashima 4 th Stage	Kuwana, Mie	*	9,000 m ²
	Shanjing Outlet Plaza •Ningbo*	Ningbo, Zhejiang , China	*	26,000 m ²
	MITSUI OUTLET PARK Kurashiki	Kurashiki, Okayama	*	20,000 m ²
	Ginza Komatsu*	Chuo-ku, Tokyo	≈	9,900 m ²
2012	DiverCity Tokyo*	Koto-ku, Tokyo	*	50,000 m ²
	MITSUI OUTLET PARK Kisarazu	Kisarazu, Chiba	*	28,000 m ²
	LaLaport Shinmisato ANNEX	Misato, Saitama	*	3,000 m ²
	Higashi Ikebukuro 1-Chome Project	Toshima-ku, Tokyo	*	8,700 m ²
2013	Niigata bandai 1-chome Project	Niigata	*	22,000 m ²
	Nihonbashi Muromachi East District Development Projects Area 2-3*	Chuo-ku, Tokyo	*	14,000 m ²
	Nihonbashi Muromachi East District Development Projects Area 1-5*	Chuo-ku, Tokyo	*	5,000 m ²

Scheduled for completion in FY2014 and after

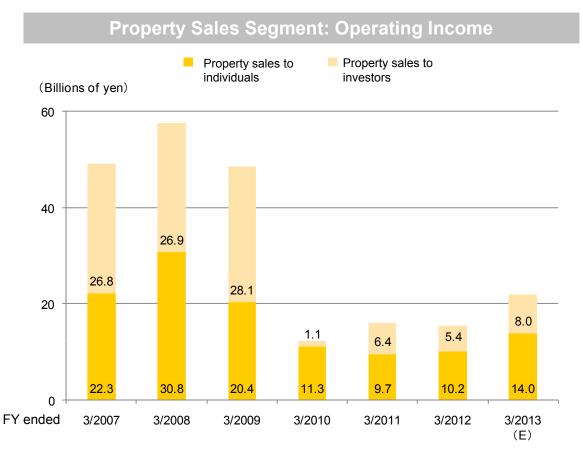
- ·Fujimi LaLaport Project (Fujimi, Saitama)
- Osaka Izumi Project(Izumi, Osaka)
- Osaka Banpaku Site Plan (Suita, Osaka)

Sales by Area (FY ended March 2012; nonconsolidated)



3-2-1. Mitsui Fudosan's Strengths

- Property sales to individuals:
 Development and sale of condominiums and detached housing to individuals
- Property sales to investors:
 Development and sale of income generating properties to institutional investors



Property Sales to Individuals (Booked in FY ended March 2012)





THE ROPPONGI TOKYO

Park Homes Kaminoge Atelier

Property Sales to Investors
(Booked in FY ended March 2012)





Higashi Gotanda SQUARE Shin-Kawasaki

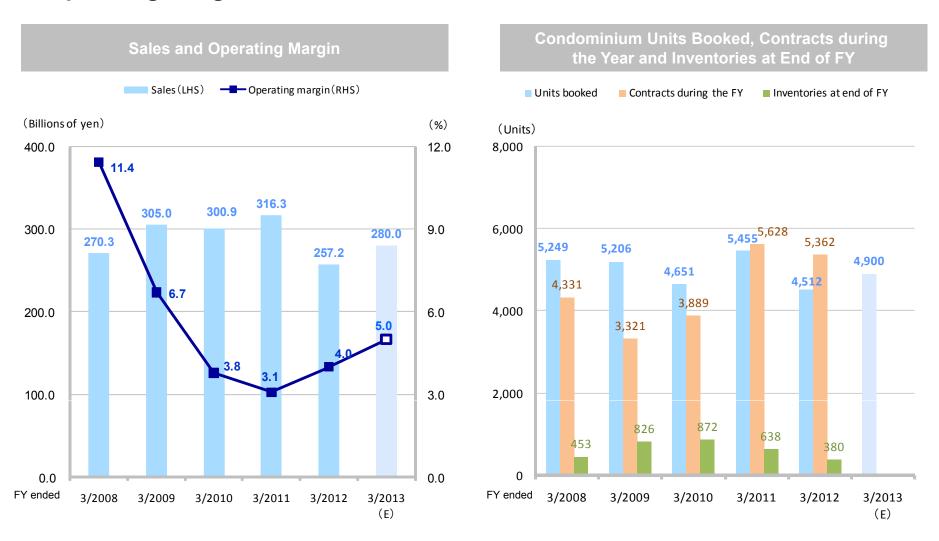
Shin-Kawasaki Mitsui Building

3-2-2. Major Projects (Property Sales to Individuals)



3-2-3. Mitsui Fudosan's Strengths (Property Sales to Individuals)

Operating margin has bottomed and the sales environment is robust



3-2-3. Mitsui Fudosan's Strengths (Property Sales to Individuals)

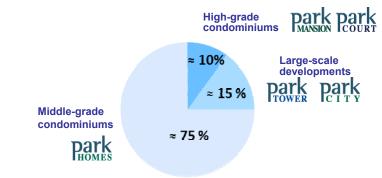
Development of competitive products primarily in metropolitan Tokyo

Land Bank (Condominiums)
(As of March 31, 2012)

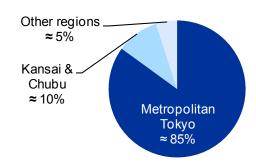
Land acquired approximately 21,000 units (incl. Project stage of redevelopment)





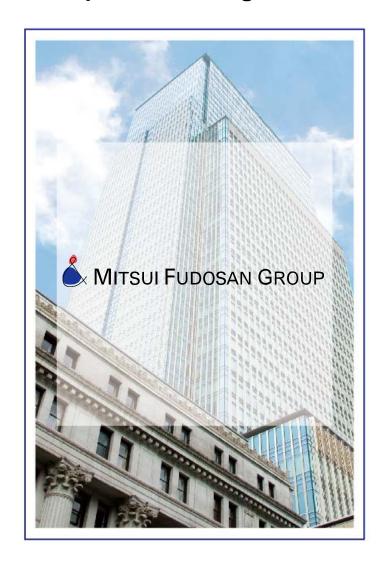


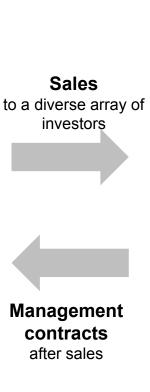
♦Sales by Region



3-2-4. Model for Cooperation with Investors

Multiple exit strategies and a model for cooperation with investors







3-2-5. Property for Sale (Property Sales to Investors)

We use our development capabilities to create superior assets

Inventory of Property for Sales to Investors*

Jingumae M-SQUARE



Completed in 2009

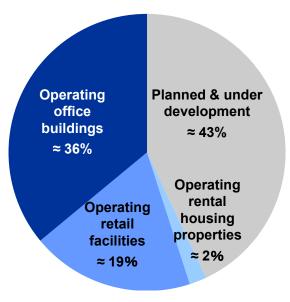
Higashi Ikebukuro 1-Chome Project



Opened in 2012

Total: ≈ JPY 447bn (As of March 31, 2012)
On balance sheet: JPY 235 bn

Off balance sheet: JPY 212 bn



^{*} Consolidated basis. On-balance sheet real properties for sale including advances paid for purchases, and assets held by SPCs for the property sales business



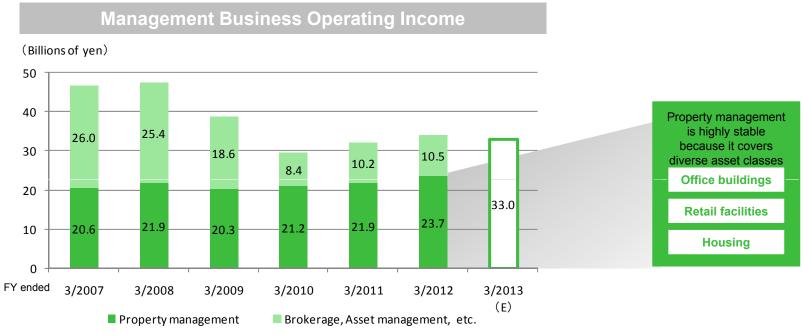
Completed in 2008

3-3-1. Mitsui Fudosan's Strengths

- Property management:
 Stable revenue growth from increases in properties under management
- Brokerage, Asset management, etc. :

Brokerage: Brokerage service for individuals (Mitsui Rehouse), etc.

Asset management: Asset management services through three REITs and private funds



3-3-2. Mitsui Fudosan's Strengths (Property Management)

Property Management



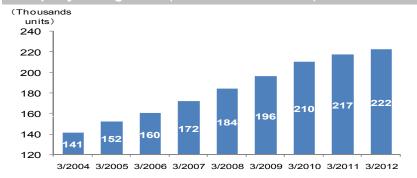
Ranking: Revenue of Car Park Leasing

No.		Revenue (Billions of yen)
No.1	Park24	95.0
No.2	Repark of Mitsui	38.2
No.3	Nihon Parking	10.6
No.4	Nippon Parking Development	7.9
No.5	Paraca	6.7



Source:16/11/2011 Nikkei Marketing Journal

Property Management (Sales condominiums): Track Records

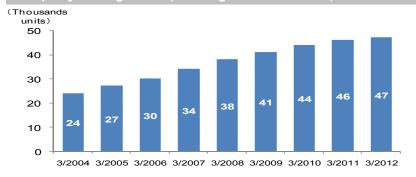


Ranking : Units of Property Mgmt (Sales condominiums)

No.		Units
No.1	Daikyo Group	408,184
No.2	Nihon Housing Group	379,081
No.3	Tokyu Community Group	304,708
No.4	Haseko Community Group	282,698
No.5	Daiwa House Group	282,042
No.6	Mitsui Fudosan Housing Service Group	221,910

Source: Mansion Kanri Shimbun (as of March 31,2012)

Property Management (Leasing condominiums):Track Records



Ranking: Condominium units of Property Mgmt consigned by J-REIT

No.		Units
No.1	Mitsui Fudosan Housing Lease Co.,Ltd.	7,250
No.2	Itochu Urban Community Co.,Ltd.	6,862
No.3	Haseko Livenet, Inc.	2,939
No.4	Taisei Housy Property Co.,Ltd.	2,447
No.5	Tokyu Community Corporation	1,556

Notes: Property in Tokyo 23 wards, consigned by residential type J-REIT

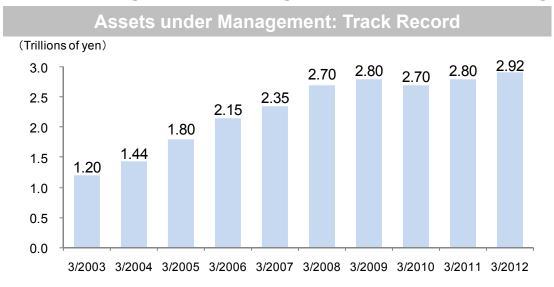


いちばんに、住む人のこと。

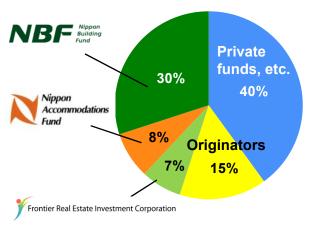
Source: Survey by Mitusifudosan housing Lease Co.,Ltd As of March 31,2012

3-3-3. Mitsui Fudosan's Strengths (Brokerage, Asset Management, Etc.)

Providing asset management services through three REITs and private funds



Assets under Management (FY ended March 2012)



◆ The brokerage business achieved its highest transaction volume ever

Brokerage market (FY ended March 2012)

		Fee/Revenue (Billions of yen)	Transactions (Unit)	Number of stores
1	Mitsui Fudosan Realty	59.8	36,071	260
2	Sumitomo Real Estate Sales	45.9	31,443	246
3	Tokyu Livable, Inc.	30.1	14,912	121
4	Nomura Real Estate Holdings, Inc.	16.3	5,762	46
5	Mitsubishi UFJ Real Estate Services	10.9	4,994	41

Nagoya 9% Metropolitan Tokyo 16%

Number of Stores by Area

Other 10%

Source: 18/5/2012 jyuutaku-sinpo





4-1. Consolidated Income Summary (Overall)

		_			(Billions of yen)
	3/2012 (FY2011)	3/2011 (FY2010)	Change	Full-Year Forecast (as of Oct.2011)	Actual/ Forecast
Revenue from operations	1,338.1	1,405.2	-67.1	1,360.0	98.4%
Operating income	126.0	120.0	5.9	122.0	103.3%
Non-operating income & expenses Equity in net income of affiliates Net interest expense Other	-23.5 3.7 -26.5 -0.7	-23.8 0.6 -27.2 2.6	0.3 3.0 0.7 -3.3	-22.0 — -27.0 5.0	_ _ _ _
Ordinary income	102.5	96.2	6.3	100.0	102.5%
Extraordinary gains/losses Extraordinary gains Extraordinary losses Income taxes Minority interests	-8.0 -8.0 -43.7 -0.5	-12.5 20.9 -33.4 -32.9 -0.8	4.5 -20.9 25.4 -10.8 0.2	-10.0 — — -41.0 -1.0	- - - -
Net income	50.1	49.9	0.2	48.0	104.4%

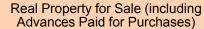
◆Extraordinary losses

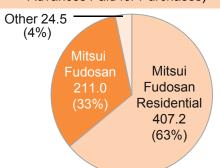
Loss on disposal of fixed assets	-5.6	Mitsui Fudosan & others
Loss on valuation of investment securi	-1.2	Mitsui Fudosan & others
Provision for loss on disaster	-0.7	Mitsui Fudosan Residential & others
Loss on disaster	-0.3	Mitsui Fudosan & others

4-2. Consolidated Segment Revenue & Operating Income

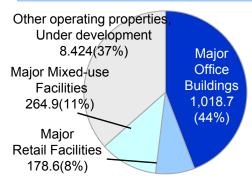
				(Billions of yen)
	3/2012 (FY2011)	3/2011 (FY2010)	Change	Full-Year Forecast (as of Oct.2011)
Revenue from operations	1,338.1	1,405.2	-67.1	1,360.0
Leasing	420.5	423.4	-2.9	418.0
Property sales	321.3	405.2	-83.8	339.0
Management	286.6	277.9	8.6	281.0
Mitsui Home	207.5	205.1	2.4	215.0
Other	102.0	93.4	8.5	107.0
Operating income	126.0	120.0	5.9	122.0
Leasing	95.6	88.9	6.7	92.0
Property sales	15.7	16.1	-0.4	18.0
Management	34.3	32.1	2.2	32.0
Mitsui Home	4.1	3.7	0.4	4.8
Other	-0.8	1.0	-1.8	-2.0
Eliminations or corporate	-23.1	-21.9	-1.2	-22.8

4-3. Consolidated Balance Sheets Summary





Tangible and intangible fixed assets

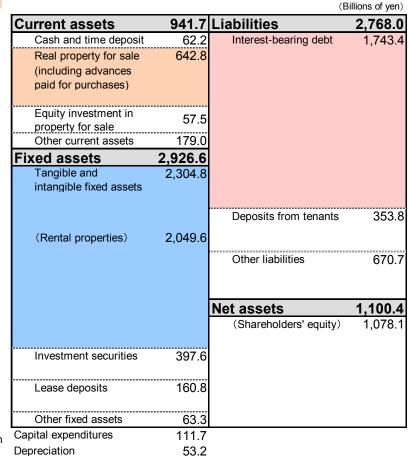


- * Major Properties; balance above ¥10 billion at end of period (including properties under development)
- * Other operating properties; balance below ¥10 billion at end of period
 - ◆Rental properties (Billions of yen)

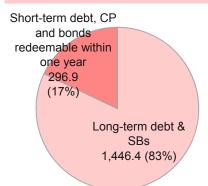
Market value
Book value
Unrealized gain

At March 31,2012 (FY2011 end) 2,860.0 2,049.6 810.4

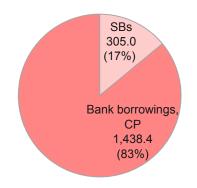
Total assets: JPY 3,868.4 bn



Interest-Bearing Debt by Type & Maturity (B/S basis)



Interest-Bearing Debt by Type (SBs, Bank Borrowings, CP)



At March 31,2011 (FY2010 end)

10 end)

2,827.6

1,986.8

840.7

Defference

32.4

62.8

-30.3

4-4. SPC Investments and Off-Balance-Sheet Debt

Reference

58

66



Assets for **Property Sales** Business: JPY 212 bn

(Billions of yen) **Assets** 481 Debt 357 Off-balance 357 Assets to be 52 sheet debt valued up 160 Assets to be developed Assets for holding Equity investments **Equity** 124 in property for sale 124 On-balance sheet

- Investment securities
- Amounts on the right represent the total amount of assets, debt and equity corresponding to Mitsui Fudosan's equity share in each individual vehicle.
- Disclosure standards differ from those used for the "Guideline Applied to Disclosure of SPCs" presented since the year ended March 31,
- > All figures are rounded off to the nearest billion yen.
- The categories "Assets to be valued up," "Assets to be developed," and "Assets for holding" conform to proprietary Mitsui Fudosan standards.

5. Forecast for the Year to March 2013 (FY 2012)

5. Forecast for the Year to March 2013 (FY2012)

5-1. Consolidated Income

llions of	

	Year to March 2013 (FY2012) Forecast	Year Ended March 2012 (FY2011) Actual	Change
Revenue from operation	1,460.0	1,338.1	121.8
Leasing	434.0	420.5	13.4
Property sales	405.0	321.3	83.6
Management	294.0	286.6	7.3
Mitsui Home	216.0	207.5	8.4
Other	111.0	102.0	8.9
Operating income	135.0	126.0	8.9
Leasing	98.0	95.6	2.3
Property sales	22.0	15.7	6.2
Management	33.0	34.3	-1.3
Mitusi Home	4.8	4.1	0.6
Other	0.0	-0.8	0.8
Eliminations and corporate	-22.8	-23.1	0.3
Non-operating income & expenses	-26.0	-23.5	-2.4
Net interest expense	-32.0	-26.5	-5.4
Other	6.0	2.9	3.0
Ordinary income	109.0	102.5	6.4
Extraordinary gains/losses	-10.0	-8.0	-1.9
Net income before income taxes	99.0	94.5	4.5
Income taxes	-43.0	-43.7	0.7
Minority interests	-1.0	-0.5	-0.4
Net income	55.0	50.1	4.8

Since the early application of a change in the accounting standards regarding a consolidation of special purpose entities is planned for the fiscal year ending March 31, 2013, the consolidated performance forecasts listed in this document incorporate such effects.

5. Forecast for the Year to March 2013 (FY2012)

5-2. Financial Position, Property Sales to Individuals (Reference)

lions	

	Year to March 2013	Year Ended March 2012 (FY2011)	Change
	(FY2012) Forecast	Actual	Gildings
Real property for sale (including advances paid for purchases)			
New acquisitions of real property for sale	330.0	284.2	45.7
Cost recovery through property sales	350.0	258.3	91.6
Tangible & intangible assets			
New investments	160.0	111.7	48.2
Depreciation	65.0	53.2	11.7
Interest-bearing debt	2,120.0	1,743.4	376.5

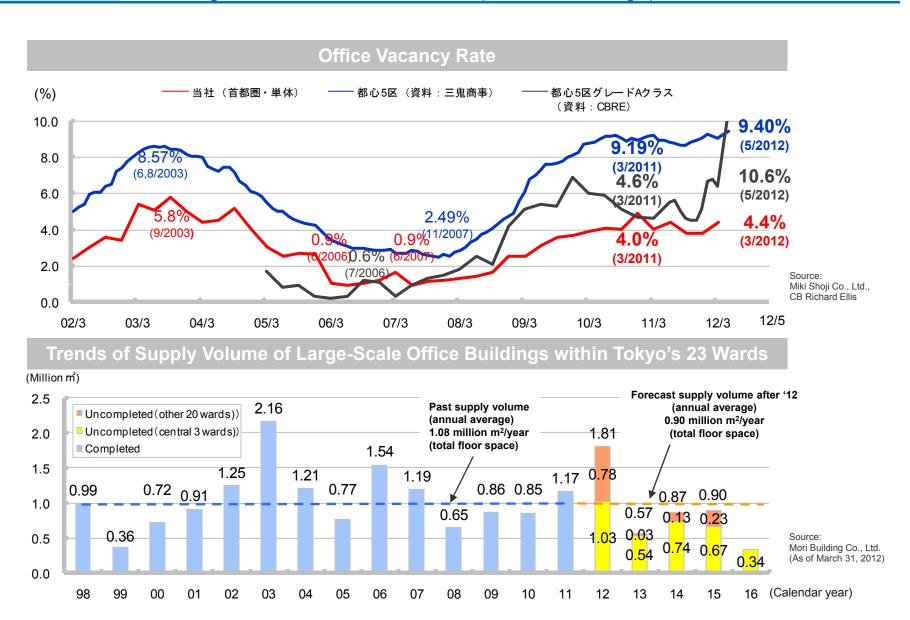
(Billions of yen)

	Year to March 2013 (FY2012) Forecast	Year Ended March 2012 (FY2011) Actual	Change
Revenue from operation	280.0	257.2	22.7
Condominiums Detached housing	228.0 52.0	213.8 43.4	14.1 8.5
Operating margin(%)	5.0%	4.0%	1.0pt
Reported Number of Units	5,800	5,316	(Units) 484
Condominiums Detached housing	4,900 900	4,512 804	388 96

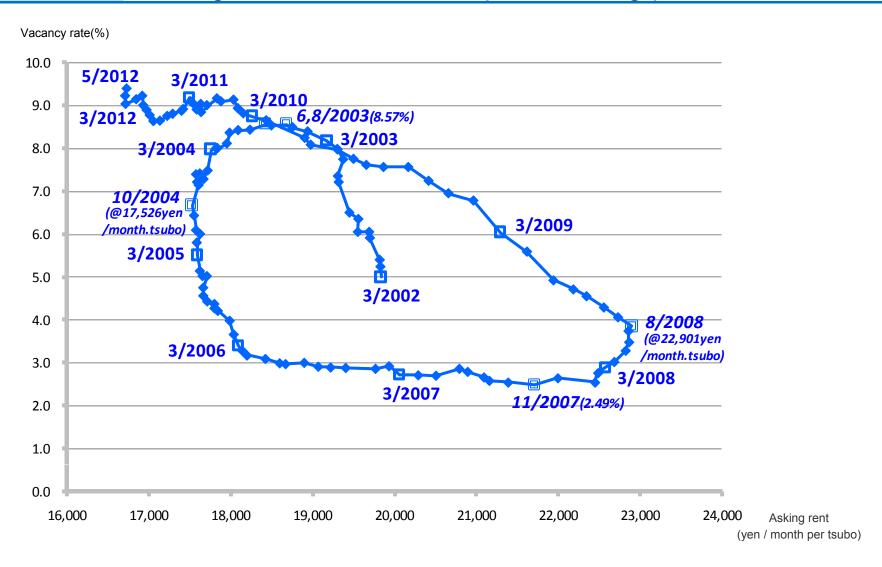
Since the early application of a change in the accounting standards regarding a consolidation of special purpose entities is planned for the fiscal year ending March 31, 2013, the consolidated performance forecasts listed in this document incorporate such effects.



Leasing Business Market Trends (Office Buildings)

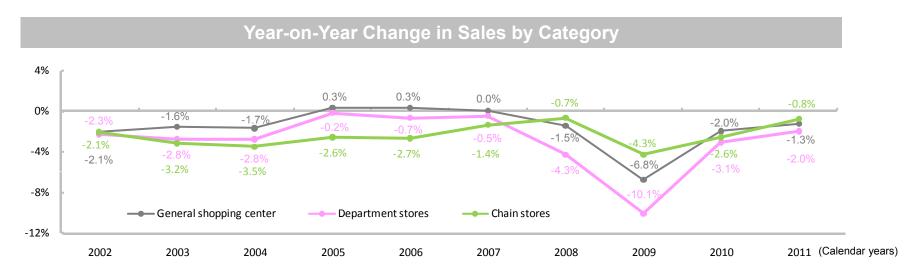


Leasing Business Market Trends (Office Buildings)



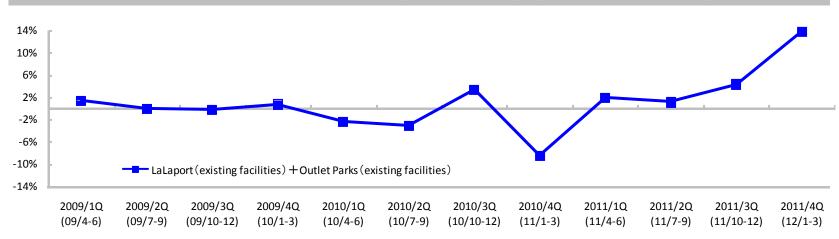
Source: Miki Shoji Co., Ltd.

Leasing Business Market Trends (Retail Facilities)



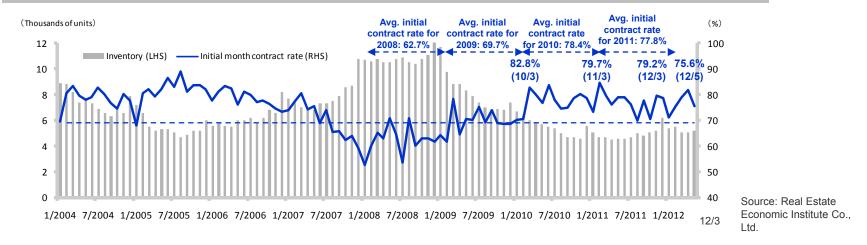
Source: Japan Department Stores Association, Japan Council of Shopping Centers, Japan Chain Stores Association

Mitsui Fudosan: Year-on-Year Change in Sales by Type of Retail Facility

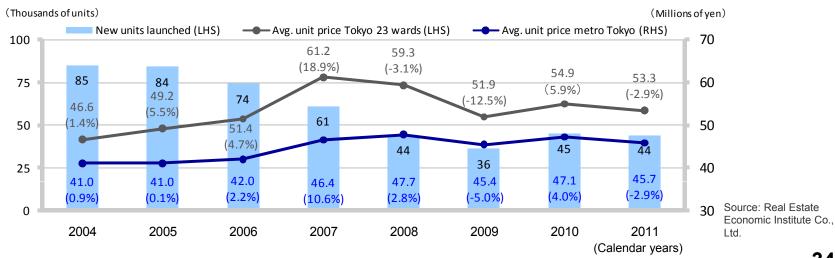


Property Sales Business Market Trends (Property Sales to Individuals)

Metropolitan Tokyo Condominium Market: Initial Month Contract & Unsold Inventory

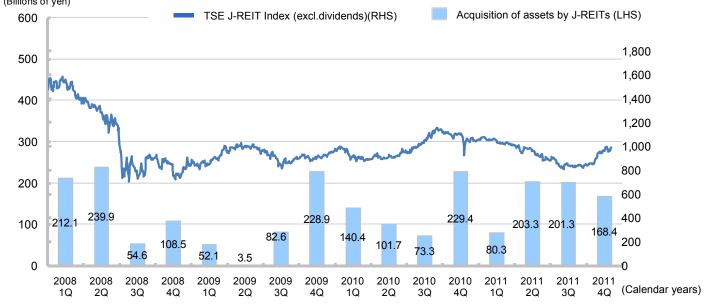


Metropolitan Tokyo Condominium Market: New Units Launched and Average Price per Unit

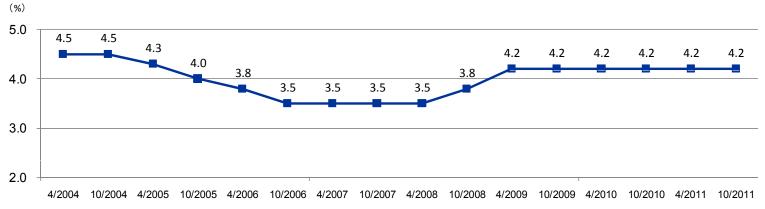


Property Sales Business Market Trends (Property Sales to Investors)



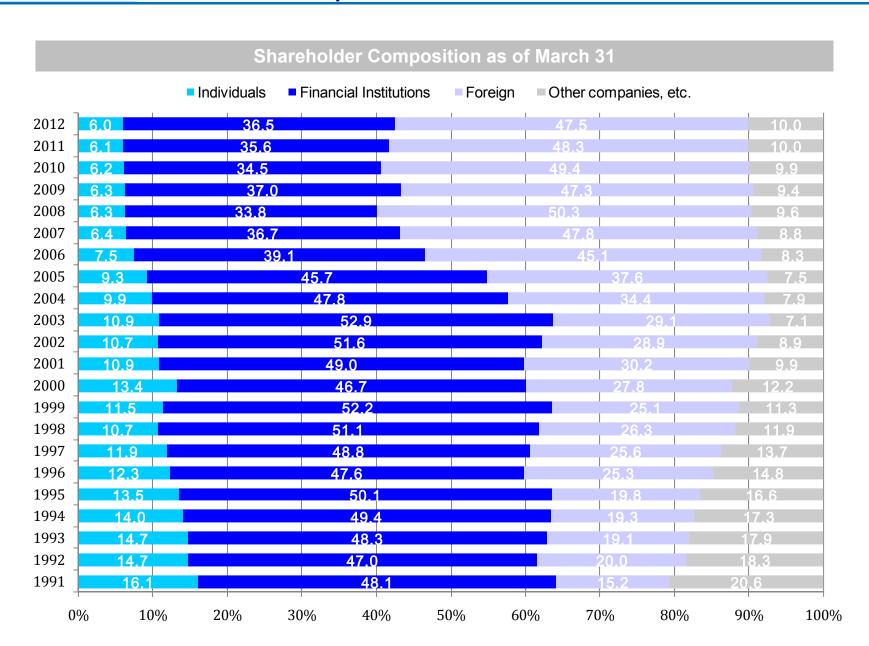


Cap Rates Trend (Results of the Real Estate Investor Survey, A Class Buildings in Tokyo's Marunouchi and Otemachi Districts)

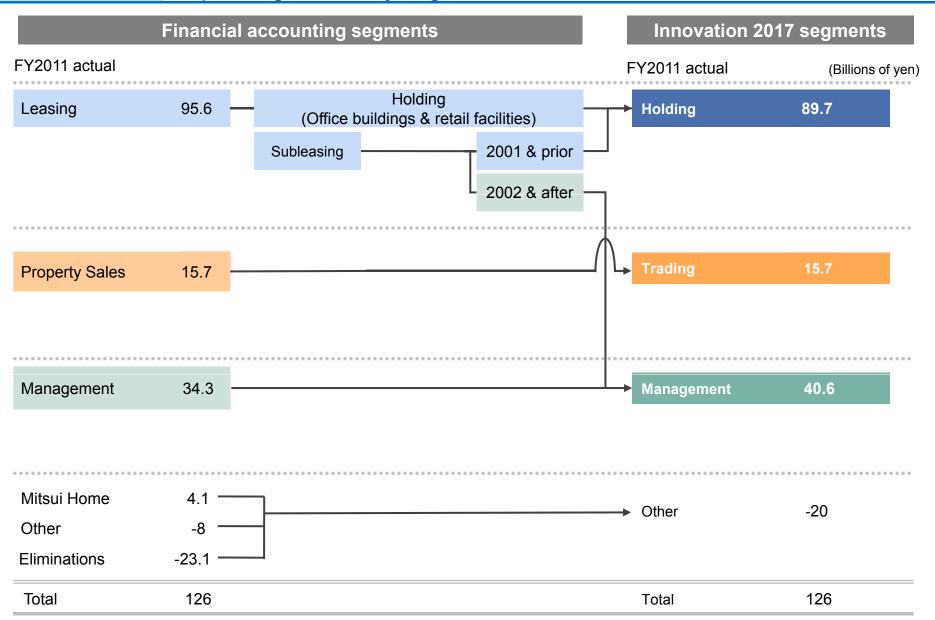


Source: Results of Real Estate Investor Survey, Japan Real Estate Institute

Shareholder Composition



Operating Income by Segment



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Actual results may differ from our forecasts depending on factors including changes in economic conditions, market trends and operating conditions.

Although we exercised due care in preparing this presentation, we assume no obligation to update, revise or correct the statements and do not warrant their usefulness, suitability for a specific purpose, functionality or reliability.

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Investment decisions should be based solely on the judgments of the investor.