

A History of Value Creation: Unceasing Challenge in Our DNA

Mitsui Fudosan has its origins in Echigo-ya, a clothing store opened in 1673 in what is now the Nihonbashi district of Tokyo. In 1941, the real estate division of Mitsui Company was separated from the parent and Mitsui Fudosan Co., Ltd. was established. Through numerous transitional periods in Japan's economy and real estate markets, the Company began with land reclamation in coastal areas, then developed Japan's first skyscraper and first genuine outlet mall, listed Japan's first J-REIT as a fusion of real estate and financing, and otherwise leveraged its spirit of enterprise and customer orientation to create new value.

The Mitsui Fudosan Group's Roots

Around 350 years ago, Takatoshi Mitsui founded Echigo-ya, a clothing store in the Nihonbashi district of old Edo. The store's business developed rapidly based on the groundbreaking business philosophy of "cash only and fixed, low prices." This spirit of enterprise and focus on customers continues within the Mitsui Fudosan Group today. Echigo-ya's business continued to expand and it developed into Mitsui Company. In 1941, Mitsui Company's Real Estate Division, which managed the real estate held by the company, was spun off and became Mitsui Fudosan Co., Ltd.



Takatoshi Mitsui, the Company's founder (Photo provided by Mitsui Bunko)



Echigo-ya in Nihonbashi during the Edo period (Picture from the Mitsui Memorial Museum collection)

Creation of new value

Expansion of asset classes

Expansion of overseas business areas

1941 (Founding) — Business foundation established during a period of rapid economic growth

1970— Moved to diversify management to achieve stable growth

1990— Rebuilt business during the period of deflation following the collapse of Japan's economic bubble

2000— Asset deflation convergence and advancing neighborhood creation

2010— Advancing mixed-use neighborhood creation amid market maturity

Late 1950s- Contributing to infrastructure development in the Tokyo metropolitan area
Transforming sea into land

Keiyo Rinkai reclamation project

1968 Japan's first skyscraper
Pioneering Japan's skyscraper era

Kasumigaseki Building

1981 A forerunner in shopping centers
Creating new lifestyles

LaLaport TOKYO-BAY

1993 A forerunner in Tokyo Bay-area tower condominium buildings
Resolving housing issues in the city center

Okawabata River City 21, West Block

1995 Japan's first genuine outlet mall
Creating a new consumption style

MITSUI OUTLET PARK OSAKA TSURUMI

2001 Japan's first corporation listed on the J-REIT
Creating new businesses in the real estate industry

Nippon Building Fund Inc.

Leveraging Our Strengths to Create Mixed-Use Neighborhoods Fusing an Array of Functions

Office Buildings

1929 Construction of Mitsui Main Building completed

1968 Construction of Kasumigaseki Building completed

Housing

1968 Construction of Yurigaoka Garden Mansion completed

1971 Construction of Mita Tsunamachi Park Mansion completed

1993 Construction of the entire Okawabata River City 21, West Block completed

Retail Facilities

1981 LaLaport TOKYO-BAY opens for business

1995 MITSUI OUTLET PARK OSAKA TSURUMI opens for business

Hotels & Resorts

1984 Mitsui Garden Hotel Osaka Yodoyabashi opens for business

2004 – Nihonbashi Revitalization Plan begins

2007 TOKYO MIDTOWN opens for business

2014 Kashiwa-no-ha Smart City opens for business

2018 TOKYO MIDTOWN HIBIYA opens for business

2014 Construction of Mitsui Fudosan Logistics Park Yashio completed

North America

1973 Mitsui Fudosan (USA) established

1984 HALEKULANI (Hawaii) opens for business

1986 Acquisition of 1251 Avenue of the Americas (New York)

2013 San Francisco Branch established

Europe

1990 Mitsui Fudosan (U.K.) Ltd. established

Asia

1972 Establishment of TID Pte Ltd., a joint venture with Hong Leong Group in Singapore

2005 Establishment of the Shanghai Representative Office in China

2013 Participation in housing business in Southeast Asia

2016 MITSUI OUTLET PARK Linkou opens for business in Taiwan

2020 Construction of RMZ Ecoworld 30 started in India

Hudson Yards

Television Centre