

Example 1 —Neighborhood Creation That Brings About Sustainable Value— Urban Development Originating in Parks

Through the development of parks, Mitsui Fudosan provides places where encounters among people, things, experiences, and culture, along with exchanges of diverse sensibilities, create communities that give rise to new value.

Stakeholders' Diverse Needs

Local residents

- Safe, secure, and convenient living
- Enhanced environment for child-rearing

Workers

- Out-of-the-ordinary experiences
- Access to cutting-edge trends
- New shopping experiences

Tenant companies

- Increased visitors and sales
- Collaboration with reliable partners

Government bodies (administrators)

- Utilization of private-sector know-how
- Reduction of maintenance costs

External Environment Recognition

- Low birthrates and increase in dual-career households
- Diversification of lifestyles
- Diversification and fragmentation in perceptions of value
- Increase in awareness of sustainability

Fusion of Social Value with Economic Value



Our Strengths

- Engaged in every asset class**
 - Office tenants: approx. 3,000 companies
 - Retail tenants: approx. 2,400 companies
 - Hotels operated by the Company: approx. 13,000 rooms
- Expansive value chain**
(development, store/corporate leasing, retail/hotel operation)
- Development capabilities necessary for creating neighborhoods**

The Potential of Parks

- Spaces where diverse people and generations relax**
- Sources of urban enrichment and comfort**
- Over 110,000 parks nationwide (128,000 ha*)**

*Source: Urban park database, Ministry of Land, Infrastructure, Transport and Tourism

Our Park-Integrated Development Projects

Opened in 2007

TOKYO MIDTOWN (Minato Ward, Tokyo)



Opened in 2018

TOKYO MIDTOWN HIBIYA (Chiyoda Ward, Tokyo)



Opened in 2020

RAYARD MIYASHITA PARK (Shibuya Ward, Tokyo)



RAYARD Hisaya-odori Park (Nagoya City, Aichi)



Future

Uchisaiwai-cho 1-Chome District (Chiyoda Ward, Tokyo)



Tokyo Dome (Bunkyo Ward, Tokyo)

