Mitsui Fudosan's Value Creation

Dramatically Growing the Overseas Business

Market Environment

European and North American Market Risks

- Changes in office and housing needs associated with remote work and other changes in working styles
- Changes in social awareness of sustainability and tightening of regulations concerning properties
- Risk of interest rate and tax hikes due to shift from monetary easing policy

Opportunities

- Preference for high-guality properties in favorable locations due to changes in the need for real venues
- Increase in demand for office properties with superior environmental performance
- Increase in demand for "Laboratory and Office" buildings associated with the growth of the life sciences industry

Competitive Advantages





1985

2012

2015

1985-2008

(Mitsui Eudosan (LISA) established in

Over **40** years

Mitsui Fudosan (U.K.) Ltd. (Established in 1990)

Over 30 years

Mitsui Fudosan (Asia) Pte. Ltd. (TID Pte. Ltd. established through joint venture in 1972) Over **40** years

Asian Market

Risks

- Changes in the need for real retail facilities associated with growth in E-commerce
- Geopolitical risks caused by US-China tensions
- Risk of prolonged economic stagnation due to COVID-19

Opportunities

- Expansion of demand for consumption of experiences, etc. unique to real retail facilities
- Firm personal demand due to economic growth, growth of the middle class and personal consumption, the advance of urbanization, etc.

Graduated from Harvard Business School

Worked at Morgan Stanley, most notably

Senior Advisor to MFA's BOD

at Mitsui Eudosan America, Inc.

CEO of Mitsui Eudosan America. Inc

as Managing Director in charge of real estate finance

Business Strategy

- Achievement of dramatic growth by combining partner strategies with Group strengths nurtured through domestic business, and by capturing outstanding business opportunities
- •Maintenance and strengthening of competitiveness by discerning changes in the market environment and reworking product planning as needed to support area and product strategies, sustainability, etc.
- Business development matched to market characteristics, focused on "Laboratory and Office" buildings, and rental housing in Europe and North America, retail facilities and condominiums in Asia, etc.

Overseas Partnership Strategy

Advancing business in each region with approximately 50 partner companies

Major Partner Companies		market.
USA	Related, Oxford Properties	inancot.
	Tishman Speyer, Hines	Asia
UK	Stanhope	Develop w facility bus Chinese ar spending a
Singapore	Hong Leong Group	
Thailand	Ananda	
China	Greentown Group	

Overseas Sites and Business Development Areas





See our investor presentations for details. https://www.mitsuifudosan.co.jp/english/corpo ntation2111e.pdf





Area Strategy

Europe and North America

Develop with a focus on office and rental housing business in a mature, highly transparent and liquid real estate

> with a focus on condominium sales and retail isiness that takes into account growth in the and Asian markets driven by rising consumer and advancing urbanization.



*Total overseas income[a] ÷ (consolidated operating income + pro forma operating income of overseas affiliates[b]) x 100

[a] Total of overseas operating income and pro forma operating income of overseas

[b] Total of overseas equity method affiliated companies operating income or amount rotal of overseas equity memoral minimud animated companies operating income of an out equivalent to operating income multiplied by Mitsu Fudosan's equity interest, and profit/loss on sales of stocks of overseas equity method subsidiaries and affiliates purpose of real estate sales). The amount equivalent to operating income is the amount of profit calculated from net income on a simplified basis after taking into consideration the tax burden