

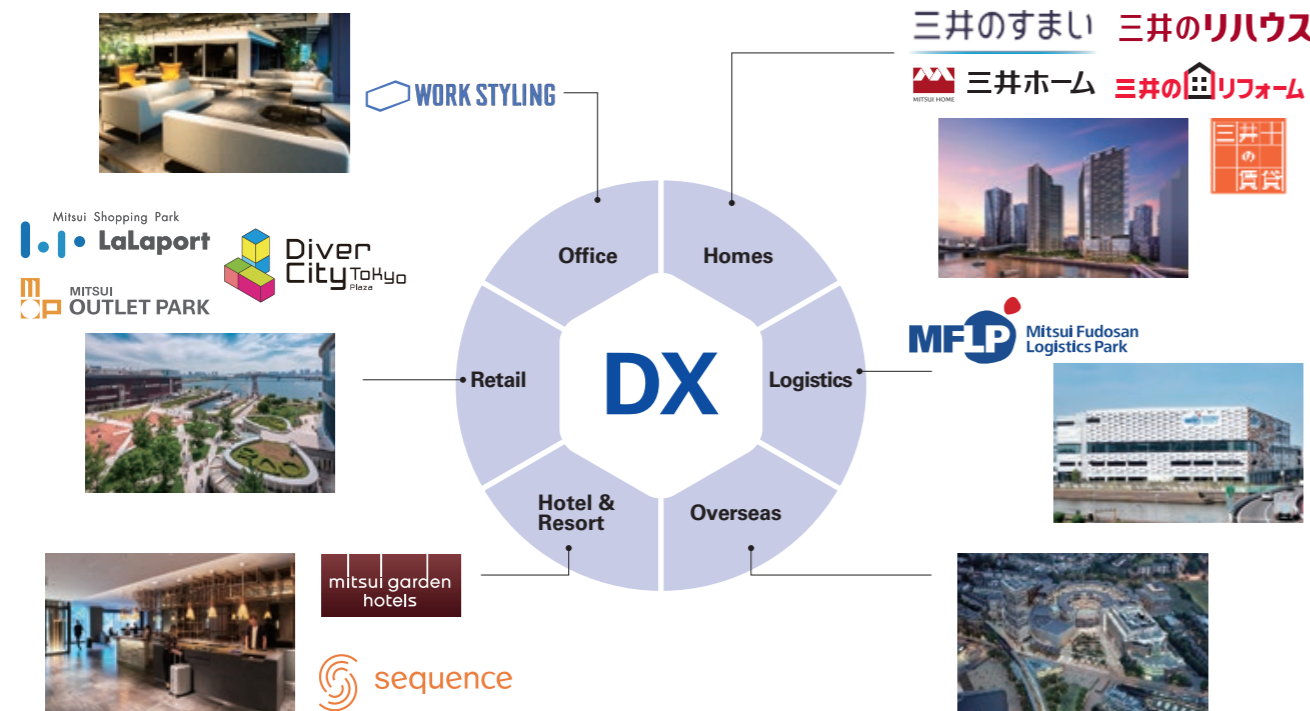
CLOSE UP DX Initiatives

Promotion of DX Across All Businesses

Digital transformation (DX) is picking up speed under the COVID-19 pandemic, affecting the ways people work and live.

Mitsui Fudosan's VISION 2025, Group long-term

vision calls for harnessing technology to innovate the real estate business. Under this idea, we are promoting business transformation through DX in all of our businesses.



DX: Example 1 Office

Supporting the Creation of New Workplaces for Customers

At our WORK STYLING shared offices for corporate clients that address diversifying workstyles, users can enter and leave offices using a two-dimensional code-based non-contact system. Single-person rooms are equipped with sound masking to enhance the sound environment and privacy.

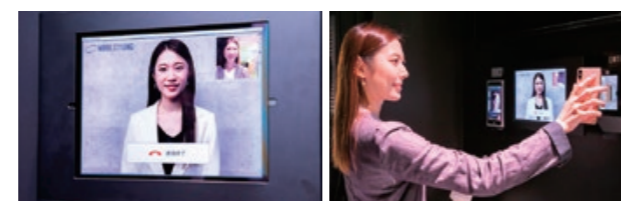
We are also expanding services that harness ICT, including online support from concierges at the single-person-room facility WORK STYLING SOLO.



Development of a LINE mini-app for easily reserving conference rooms and single-person rooms from the WORK STYLING website



WORK STYLING SOLO satellite office, specialized for single-person rooms



Online concierge

Two-dimensional code-based entry/exit management

DX: Example 2 Logistics

Logistics Solutions Utilizing ICT

Even as flourishing electronic commerce (EC) boosts demand in the logistics industry, worsening labor shortages have made automation and efficiency improvement vital issues. Mitsui Fudosan has opened the MFLP ICT LABO 2.0, logistics ICT experience showroom, within the MFLP Funabashi &GATE logistics facility. This location exhibits the industry's first* "Full Automation Logistics Model" that automates logistics business flows from receipt to shipment, and proposes solutions for logistics automation and labor saving in warehouses.

*The first initiative by which a developer that develops and operates logistics facilities has set up an experience showroom specialized in ICT.

Features of the MFLP ICT LABO 2.0 Logistics ICT Experience Showroom

- Exhibit the first-in-industry, human intervention-free "Full Automation Logistics Model"
- Present Japan's first standing exhibit of approximately 30 types of cutting-edge, logistics ICT-related equipment, including transfer robots

ICT LABO20



MFLP ICT LABO 2.0, logistics ICT experience showroom



Unmanned forklift system

Rack mobile robot performing picking work

DX: Example 3 Hotel and Resort

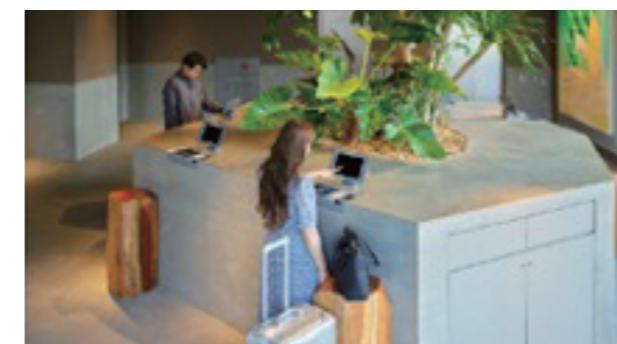
sequence, a Next-Generation Hotel Utilizing the Latest ICT

Amid a growing need for avoidance of touch and face-to-face contact, Mitsui Fudosan's sequence hotel brand enables facial recognition-based check-in and check-out.

After pre-registering via app, guests can check in on their own by facial recognition, without personal

interaction. Entry into rooms and hotel facilities, and access to the guests-only self-service cloak room, can all be handled through facial recognition.

This is Japan's first facility where guests can do everything from check-in to unlocking doors using facial recognition alone.

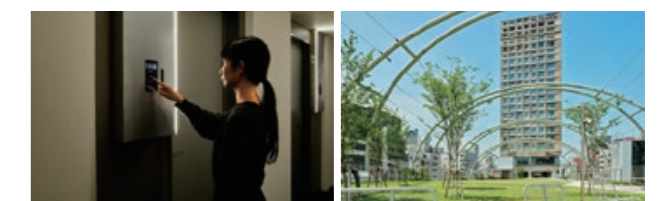


Reception



Facial recognition-based check-in

Guest room



Facial recognition when entering guest room

Exterior view of sequence MIYASHITA PARK