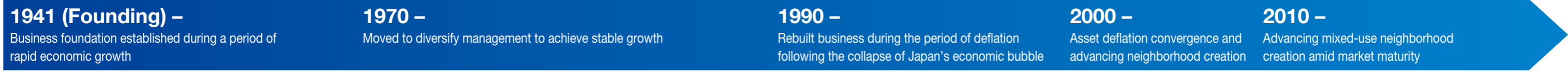


# A History of Value Creation: Unceasing Challenge in Our DNA

The Mitsui Fudosan Group's history can be seen as one that, in step with the development of Japan's economy and society, has created new value by innovating its business in ways that meet the demands of the times and the voices of customers.



## Creation of new value

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



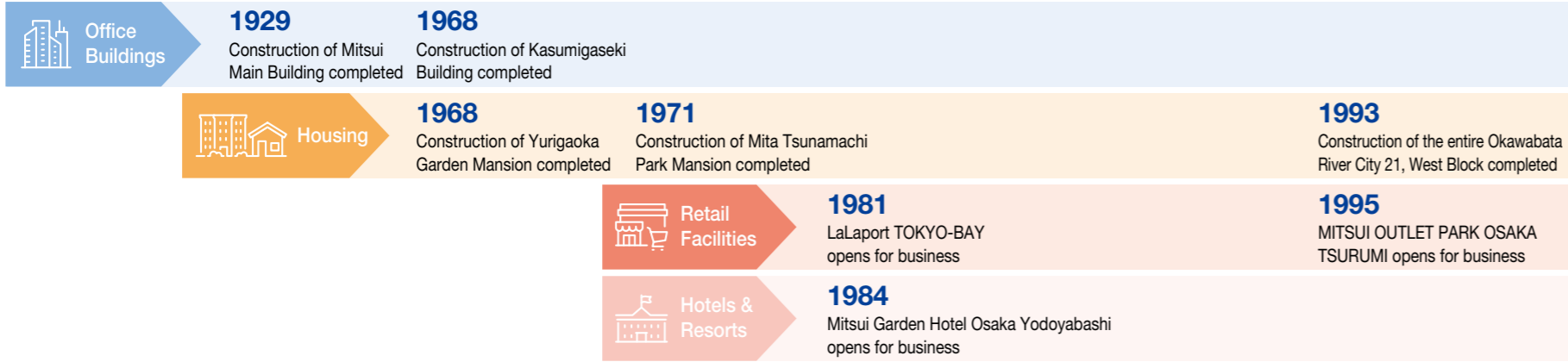
**1995**  
Japan's first genuine outlet mall  
**Creating a new consumption style**  
MITSUI OUTLET PARK OSAKA TSURUMI



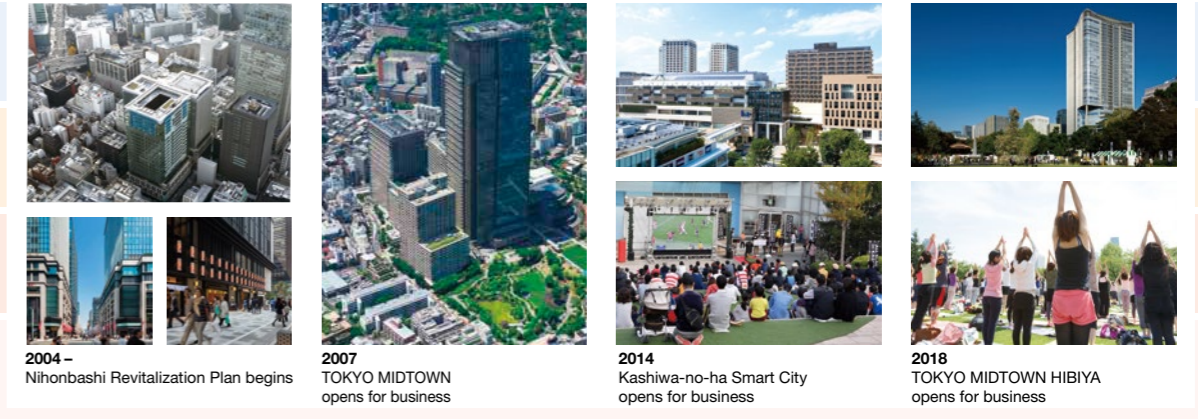
**2001**  
Japan's first corporation listed on the J-REIT  
**Creating new businesses in the real estate industry**  
Nippon Building Fund Inc.



## Expansion of asset classes



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



## Expansion of overseas business areas

