

Housing (Homes and Living)

Market Environment

Risks

- Decline in housing-related demand due to rising interest rates and worsening business sentiment
- Contraction of domestic housing-related market due to population decline

Opportunities

- Heightened awareness concerning housing associated with diversification of customers' lifestyles
- Increased use of online business negotiations and electronic contracts by customers
- Focusing on environment-friendly product planning to realize a decarbonized society

Competitive Advantages

- Condominium unit sales: **Approx. 230,000**
- Mitsui Housing Loop members: **Approx. 290,000**
- Brand power as **No. 1** in brokered deals for **36 consecutive years**
- A line-up of varied products and services related to housing (Leasing/sales, new/used, condominiums/detached houses, management/operation/brokerage, etc.)
- Planning and development capabilities for realizing a product line-up of city center, large-scale, and redevelopment

Business Strategy

- Enhancing the ability to capture business opportunities through strengthening of cooperation among Group companies and mutual customer referrals, etc.
- Provision of proposals and solutions for optimal "Homes and Living" for every life stage of diverse customers
- Deepening and expansion of loyal customers through the one-stop provision of diverse products and services
- Promoting the introduction of ZEH and ZEH-M to realize a decarbonized society

Group Collective Capabilities That Offer One-Stop Accommodation for Varied "Homes and Living" Needs



Property Sales (Property Sales Segment)

Representative Products and Brands

Condominiums (to individuals)



Condominiums (to investors)



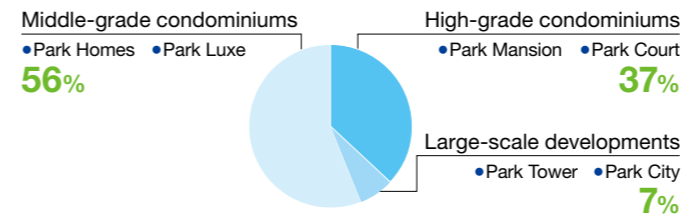
Detached Housing



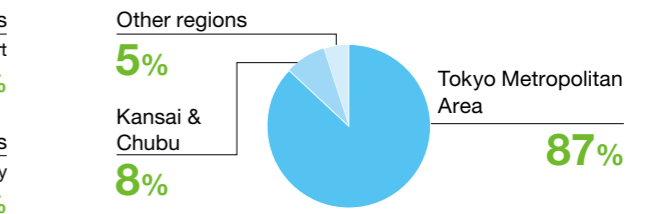
Condominiums (to individuals)

Maintenance of high profit margins and contract rates through a product line-up centered on central Tokyo, large-scale projects, and redevelopment

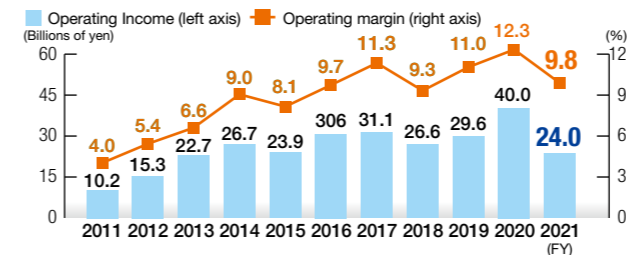
Sales by Brand (FY2021)



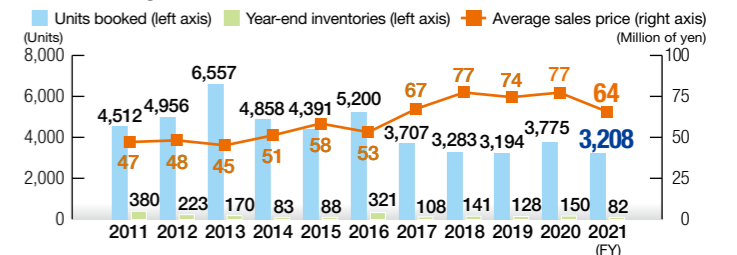
Sales by Region (FY2021)



Property Sales Operating Income and Operating Margin



Condominiums, Units Booked, Year-End Inventories, and Average Sales Price



Future Development Pipeline

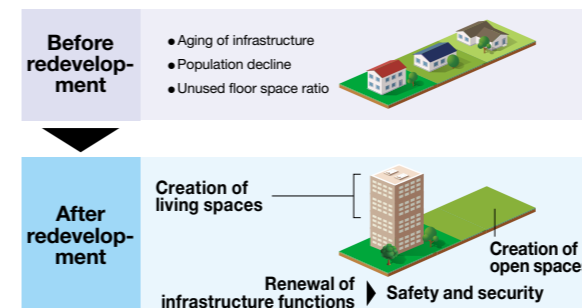
Large-Scale Projects **16 properties** Land Bank (Condominiums) **Approx. 27,500 units**

(As of the end of August 2022)

TOPICS

Value created by large-scale redevelopment projects in urban centers

Using redevelopment techniques for high-level utilization of low-utilization land and development of blocks creates new living spaces in urban centers, as well as new value that greatly enhances the appeal of neighborhoods, by creating prosperity, safety, security, and open spaces for people to relax.



Example of creation of value through large-scale redevelopment

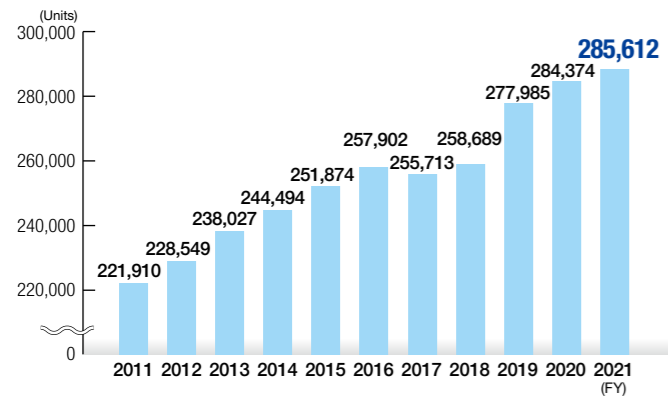


Property Management (Management Segment)

Condominium Units under Management **Approx. 280,000**

We leverage the Group's collective capabilities, as well as expertise cultivated through a track record spanning many years, to provide condominium management services.

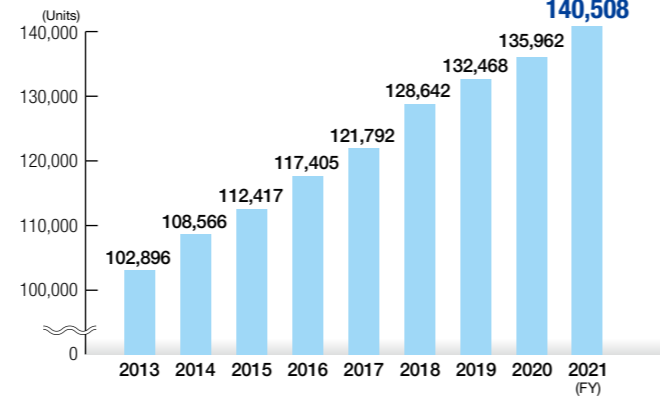
Number of Condominium Units under Management



Number of Rental Housing Units for Lease under Management **Approx. 140,000**

We provide rental condominium operation and brokerage-related services that benefit both property owners and tenants.

Rental Housing Units for Lease under Management



Number of Rental Housing Units for Lease under Management

Number of Rental Housing Units for Lease under Management **Approx. 250,000**

Since it was launched in 1994, Mitsui Car Park Leasing has developed a business operating car parks all over Japan. It has contributed to dynamic neighborhood creation by providing car park management support services that enable land to be used effectively.



Members **Approx. 320,000**

We are expanding the car sharing business, centered on Mitsui Car Park Leasing locations in the Tokyo metropolitan and Kansai areas. Careco features a full line-up of vehicles, including minivans and Mercedes-Benzes.



Brokerage (Management Segment)

Number of Deals Brokered **Approx. 41,000**
No. 1 for 36* consecutive years

We are realizing safe and reliable deals that meet the needs of diverse customers in areas such as real estate sales, purchases, rental, and usage.

* From FY1986 to FY2021



Brokerage Market (FY2021)

	Fee/Revenue (Billions of yen)	Transactions (Units)	Transaction volume (Billions of yen)	Number of stores
1 Mitsui Fudosan Realty Co., Ltd.	90.1	41,183	1,892.6	291
2 Company A	71.5	28,750	1,577.9	199
3 Company B	71.2	38,144	1,453.3	256
4 Company C	39.8	10,081	964.8	94
5 Company D	22.9	8,226	550.3	71

Source: "Fudosan Keizai Tsushin (The Real Estate Business Daily)," May 25, 2022, Real Estate Economic Institute Co., Ltd.

New Construction under Consignment (Other Segment)

Using the 2x4 construction method, which excels in earthquake resistance, thermal insulation, and other areas of basic performance, Mitsui Home has delivered over 250,000 new buildings in 48 years, primarily made-to-order homes. In addition to homes, it is also actively taking on construction consignments for large-scale facilities and overseas projects.

Buildings Delivered

Approx. 250,000
(cumulative total over the past 48 years)



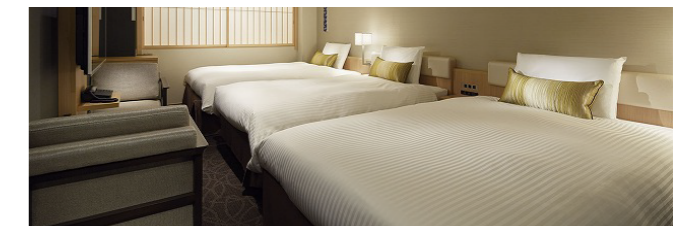
Large-Scale Facilities Delivered

Over 5,000



Other (Other Segment)

We offer space design, renovation, and renewal services for homes, offices, hotels, and more. Utilizing the design capabilities that are our strength, we provide wide-ranging support to all customers in every area, both individuals and corporations.



TOPICS

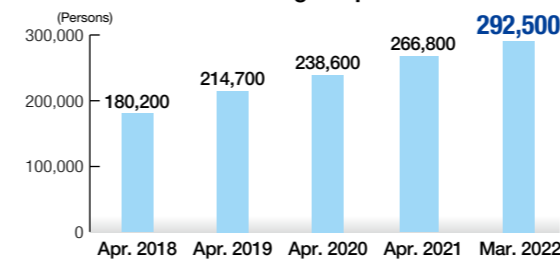
Mitsui Housing Loop—Providing one-stop solutions for homes and living

Members

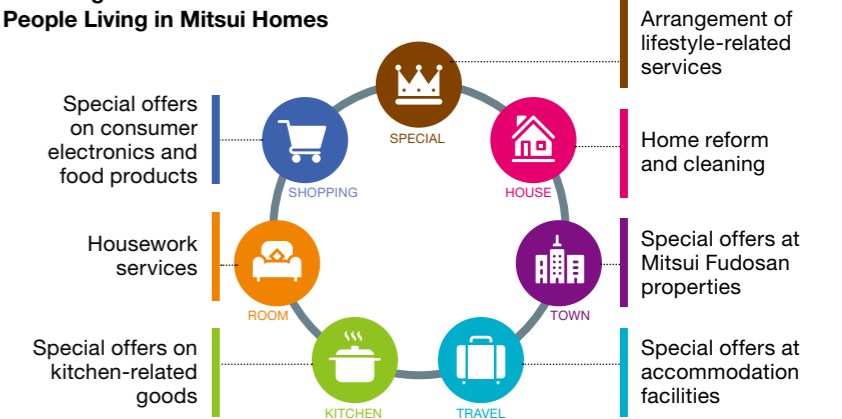
Customer base of Approx. 290,000 people*

* As of the end of March 2022

Number of Mitsui Housing Loop Members



Providing Comfortable and Economical Services for People Living in Mitsui Homes



TOPICS

Mitsui Fudosan Residential Co., Ltd. — Formulating a “Carbon-Neutral Design Promotion Plan” to realize decarbonization of homes and lifestyles

In order to achieve the target of reducing greenhouse gas emissions by over 40% by fiscal 2030 (compared with fiscal 2019), we aim to achieve carbon neutrality with our customers through the three “R” measures.

- Reduction:** Saving energy by improving the performance and durability of homes
 - Achieve ZEH/ZEB level environmental performance in all new construction by fiscal 2030, etc.
- Renewable energy:** Creating a system to promote the introduction of renewable energy and adopt energy-creation technologies
 - Promotion of the introduction of collective receiving of electricity from renewable sources, etc.
- Relation:** Providing mechanisms and services for realizing carbon neutrality in our customers' lives together
 - Creating a system that encourages customer actions and choices (e.g., visualization of environmental contribution, provision of benefits, etc.)

