Value Creation Process

We have inherited the "spirit of enterprise" and "customer orientation" in our DNA, and in accordance with the principles embodied by the " 👗" logocoexist in harmony with society, link diverse values and achieve a sustainable society-the Mitsui Fudosan Group views the paradigm shift of society and economy in every era as opportunities. Accordingly, we leverage our strengths of engagement in every asset class, an expansive value chain, and the development capabilities necessary for creating neighborhoods to solve social issues through neighborhood creation with the aim of achieving a sustainable society and driving sustainable profit growth.

Management Resources P.9

Solve social issues through neighborhood creation under the " " logo principles*1 III

P.5



Unused commitment line: ¥400.0 billion



Our DNA

• Spirit of enterprise

Customer orientation

Our Strengths

- Engaged in every asset class Offices, retail, logistics, housing, hotels, etc.)
- Expansive value chain (Investment, development, management, leasing and sales)
- Development capabilities necessary for creating neighborhoods







1 Coexist in harmony with society, link diverse values and achieve a sustainable society



(established in VISION 2025, Group Long-Term Vision) P.25

E-commerce mall linked to real store

Material issues for value creation P.27

- Reduce environmental impact and generate energy
- Create new industries through open innovation
- Establish ultra-smart societies by creating neighborhoods
- Achieve health, safety, and security in people's daily lives
- Achieve a society where a diverse workforce can thrive
- Continuously improve compliance and governance

• Population decline • Low birthrates and an aging society • Evolution of ICT External Environment Recognition

Population decline

Low Dirthrates and an aging society

Evolution of values

Increasing awareness of sustainability, among others What we want to be [Group Statement]

The Mitsui Fudosan Group aims to bring affluence and comfort to urban living

P.3

Establish a **Sustainable Society**

.....

P.27 PP.41-44



Drive Sustainable Profit Growth

P.28 P.39

Earnings and profit growth

Improvements in asset and capital efficiency

> Shareholder return enhancements