

# 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
- Focusing on the stock market due to a decrease in the number of new properties and aging buildings

## Competitive Advantages

- Condominium unit sales: Approx. **240,000**\*1
- Mitsui Housing Loop members: Approx. **320,000**\*2
- Brand power as **No. 1** in brokered deals for **37 consecutive years**
- A line-up of varied products and services related to housing (Leasing/sales, new/used, condominiums/detached houses, senior residences, management/operation/brokerage, etc.)
- Planning and development capabilities for realizing a product line-up of city center, large-scale, and redevelopment

\*1 As of the end of FY2022 \*2 As of the end of April 2023

## 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
- Promoting business that leverages Group collaboration in such stock businesses as reconstruction and redevelopment

## 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)



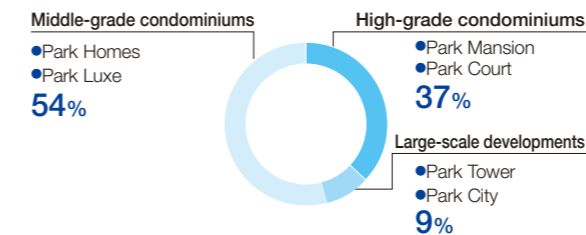
#### Detached Housing



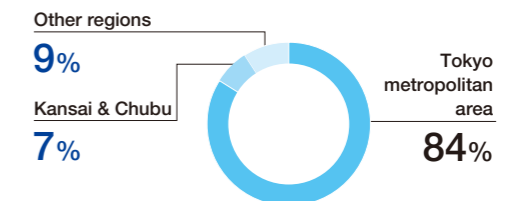
### Condominiums (to individuals)

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

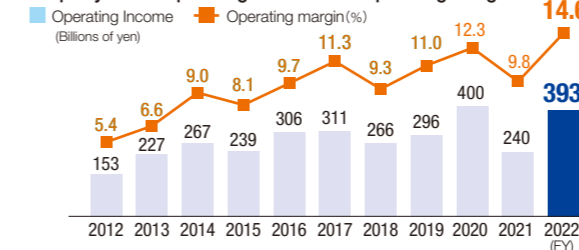
#### Sales by Brand (FY2022)



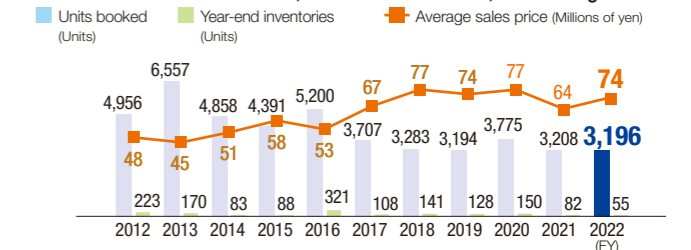
#### Sales by Region (FY2022)



#### Property Sales Operating Income and Operating Margin

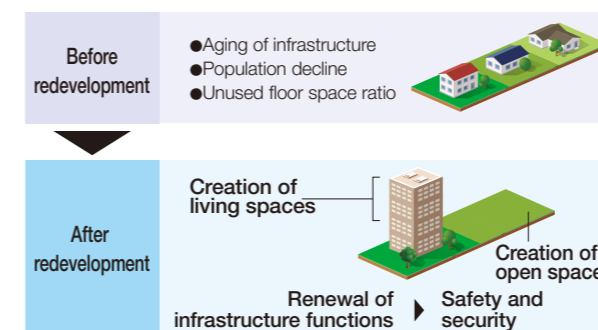


#### Condominiums: Units Booked, Year-End Inventories, and Average Sales Price



## 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



## Future Development Pipeline

Large-Scale Projects **18 properties**

Land Bank (Condominiums) **Approx. 25,000 units**

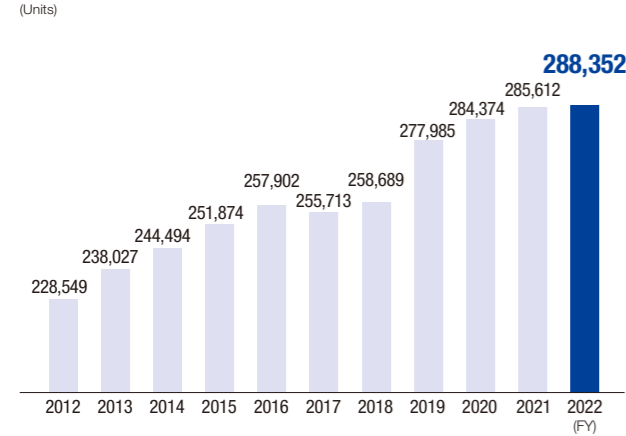
(as of the end of August 2023)

### Property Management (Management Segment)

Condominium Units under Management **Approx. 290,000**

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

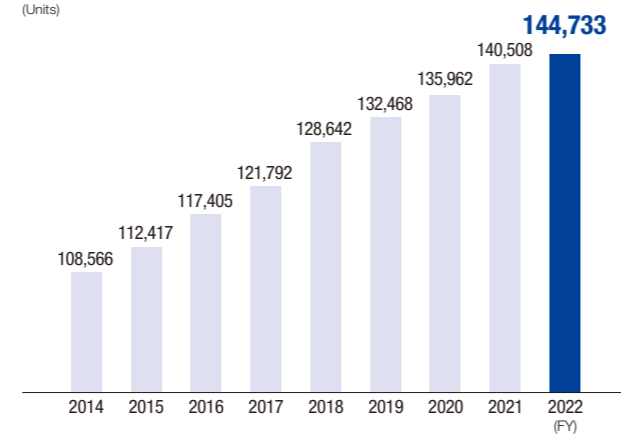
#### Number of Condominium Units under Management



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



### Car Park and Car Sharing Businesses That Support Enriching Lifestyles

Number of Hourly Parking Facilities 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.



Number of Car Sharing Members **Approx. 380,000** (as of the end of April 2023)

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 lineup of vehicles, including minivans and Mercedes-Benzes.



### Brokerage (Management Segment)

Number of Deals Brokered **Approx. 39,000**  
**No. 1 for 37\*** consecutive years

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

\* From FY1986 to FY2022



#### Brokerage Market (FY2022)

Rank	Company	Fee/Revenue (Billions of yen)	Transactions (Units)	Transaction volume (Billions of yen)	Number of stores
1	Mitsui Fudosan Realty Group	91.0	39,106	1,918.4	291
2	Company A	82.6	29,577	1,821.3	206
3	Company B	72.5	34,906	1,396.1	249
4	Company C	45.2	9,985	1,060.3	88
5	Company D	24.9	8,128	566.1	68

Source: "Fudosan Keizai Tsushin (The Real Estate Business Daily)," May 18, 2023, 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 49 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 49 years)

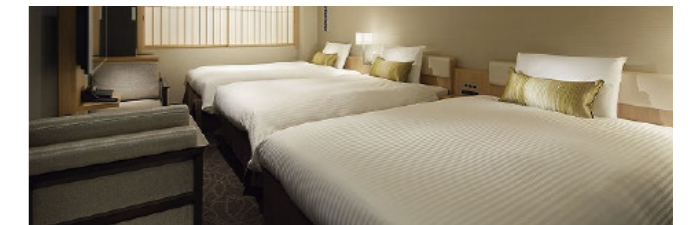


Wooden Facility Construction\* **Over 5,700** \* Clinics, welfare, facility construction

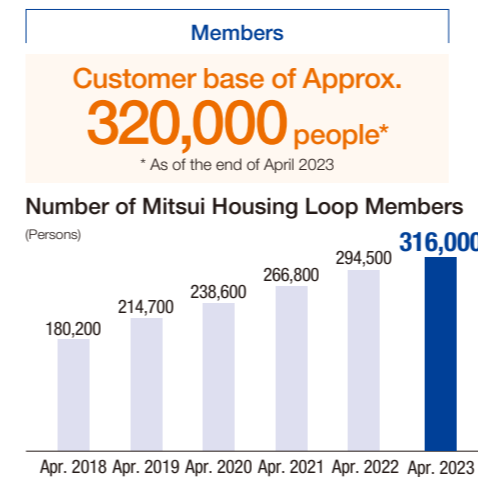


### Other (Other Segment)

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



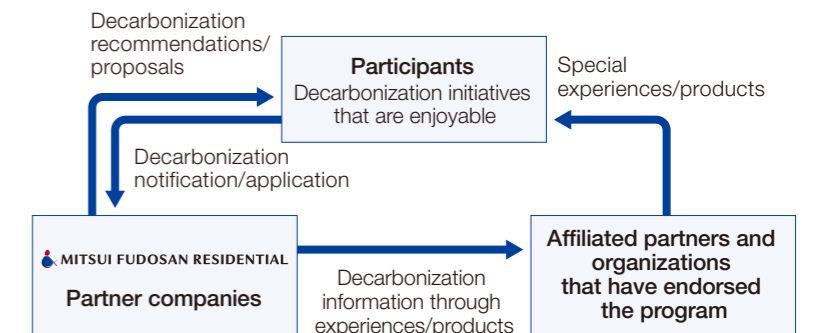
Members **Customer base of Approx. 320,000 people\*** \* As of the end of April 2023

#### Providing Comfortable and Economical Services for People Living in Mitsui Homes



### TOPICS Launch of the Sustainable Living (Sus-Katsu) Program for the purpose of enjoyably engaging in sustainable decarbonization initiatives

Along with organizing decarbonization activities to do in homes and lifestyles, and recommending decarbonization activities to residents and tenants, Mitsui Fudosan Residential Co., Ltd. will introduce\* at its properties a framework where data on the amounts of electricity and gas used by each residence is used to make CO<sub>2</sub> emissions and reductions visible on devices like smartphones and PCs, and perks are provided according to reductions. Every effort is being made to realize a decarbonized society by encouraging customers to embrace decarbonization activities and making them an enjoyable cycle that is sustainable.



\* The program and systems are to be successively introduced at condominiums in the Tokyo metropolitan area for which planning commenced in fiscal 2022.