

For immediate release

Mitsui Fudosan Residential Co., Ltd.
Mitsui Fudosan Housing Lease Co., Ltd.

Responding to customers' needs as a unified group
Aiming to Further Expand Development of the Rental Housing Business

Mitsui Fudosan Housing Lease Co., Ltd. to change its name to Mitsui Fudosan Residential Lease Co., Ltd.

The Mitsui Fudosan Group has unified under the rental housing business slogan of “Best Partner for Life and Living” and strives to provide products and services that respond to the diversifying and increasingly sophisticated needs of customers to actively enhance customer satisfaction.

On October 1, 2015, Mitsui Fudosan’s rental housing business and Mitsui Fudosan Residential Lease’s housing sales business were integrated to provide a prompt, one-stop response to residential needs that are diversifying due to changes in customers’ lifestyles. In conjunction, Mitsui Fudosan Housing Lease became a member of the Mitsui Fudosan Residential Group and aims to grow by leveraging synergies in the rental housing and housing sales businesses.

In light of these developments and to clearly position Mitsui Fudosan Housing Lease as the core company involved in the property management business within the Mitsui Fudosan Residential Group, it will change its company name to Mitsui Fudosan Residential Lease Co., Ltd. on April 1, 2016.

Company Name Change

Current Company Name

Mitsui Fudosan Housing Lease Co., Ltd.

New Company Name

Mitsui Fudosan Residential Lease Co., Ltd.

■ Regarding the Name Change

The times require rental housing to evolve as the requirements of those choosing rental housing and living spaces diversify and elaborate. Mitsui Fudosan Housing Lease, operating under the Mitsui Housing brand, strives to understand and accommodate the unique needs of tenants on a daily basis and uses those experiences to make proposals to landowners seeking to effectively use real estate.

Fiscal 2016, when the name changes to Mitsui Fudosan Residential Lease is a milestone year that marks the company’s 30th anniversary. Utilizing past experience, Mitsui Fudosan Residential Lease will propose “attractive rental housing” and “comfortable urban living” that leads to satisfaction and profit for all those involved. Furthermore, strengthening the alliance with Mitsui Housing Loop, a membership service for residents of housing supplied by the Mitsui Fudosan Group, will improve ties with all Group companies. This would actively “strengthen the competitiveness of the housing business,” a growth strategy included in its medium-term business plan, Innovation 2017 Stage II, and enable provision of products and services with even greater added value.

■ Company Overview

Trade name (new company name)	Mitsui Fudosan Residential Lease Co., Ltd.
Head office	2-1-1 Nishi Shinjuku, Shinjuku-ku, Tokyo
Representative	President and Chief Executive Officer <u>Yoshihito Kakuda</u>
Establishment date	April 1, 1986
Capital	¥490 million
No. of employees	616 (As of March 31, 2015)
Revenue	¥69.800 million (As of March 31, 2015: Non-consolidated)
Major shareholders	Mitsui Fudosan Residential Co., Ltd. (100%)
Business	<ul style="list-style-type: none"> ▪ Total management from rental condominium business from planning to operation and administration, centering on the greater Tokyo, Kansai and Nagoya areas ▪ Provision of enhanced services for making residents' lives comfortable ▪ <u>Housing management agency services</u> (nationwide)
Business scale	<p>Brokered cases (As of December 31, 2015)</p> <p>Number of condominiums under management: 57,579 units</p> <p>Number of properties under management: 2,563 buildings</p> <p>Number of housing management agency service cases: 11,764 cases</p>
Group companies	<p>RESIDENT FIRST Co., Ltd.</p> <p>Brokering of rental condominiums mainly in central Tokyo</p> <p>Accommodation First Co., Ltd.</p> <p>Providing high-quality services, including lobby reception services</p>