

Mitsui Fudosan Becomes Official Sponsor of the Japan Women's Basketball Team

Urban Development Utilizing the "Power of Sports"

Mitsui Fudosan Co., Ltd. (Head Office: Chuo-ku, Tokyo; President and Chief Executive Officer: Masanobu Komoda) recently signed an agreement with the Japan Basketball Association to become the official sponsor of the Japan women's basketball team, AKATSUKI FIVE.

Sports not only improve the mental and physical health of people through actions such as "Doing," "Watching" and "Supporting," it also creates new connections and has the power to revitalize communities. For Mitsui Fudosan, whose Group Statement includes an aim for a community that brings affluence and comfort to urban living and targets creation of communities that get better as they age, sees sports as an important element for attractive urban development and promotes utilization of the "Power of Sports" in urban development.

Moreover, as a Tokyo 2020 Gold Partner in the category of Real Estate Development, Mitsui Fudosan has created the slogan of "BE THE CHANGE" and seeks to change itself under the themes of "Communicating," "Connecting" and "Accepting," and to use urban development as a base that will create positive change in the people, communities and society that it aims to transform.

■ Background to providing sponsorship

Basketball is the sport that more people have experienced than any other, and one in which anybody can take part and enjoy. It is also a sport made attractive by speed and liveliness, and it is exciting to watch people take up the challenge of playing the game.

In addition to the attractions of basketball, Mitsui Fudosan agrees with the AKATSUKI FIVE taking matters into their own hands to change and continue taking on the world, and has therefore decided to support the team as its official sponsor.

In Mitsui Fudosan-operated Tokyo Midtown, LaLaPort and MITSUI OUTLET PARK and areas in which the Company is undertaking urban development, Mitsui Fudosan will revitalize communities for people living, working and resting there through "Doing," "Watching" and "Supporting" basketball.

■ Mitsui Fudosan's Slogan for 2020



さあ、街から世界を変えよう。

The logo of BE THE CHANGE, which carries the meaning of each person bringing about their own change, has been designed with the motif of a "Wind" changing the world. The symbol painted in the two Mitsui Fudosan corporate colors conveys the image of a "Bird riding the wind and flying through the skies." The slogan contains the philosophy of "If people change, they can change the world" for 2020 and beyond.

■ Initiatives going forward

Mitsui Fudosan will sponsor the “Mitsui Fudosan BE THE CHANGE CUP” series of women’s basketball international exhibition games. Looking ahead, Mitsui Fudosan will support the success of the AKATSUKI FIVE and develop initiatives such as recruiting High Five Kids, namely, children who will be able to high-five players. The Company aims to create positive change in people, communities and society through the bonds created by supporting sports.

■ Overview of the “Mitsui Fudosan BE THE CHANGE CUP”

Name	“Mitsui Fudosan BE THE CHANGE CUP”
Opponent, Time and Place	Australia Saturday, May 7 Ao-Re Nagaoka (Niigata Prefecture) Monday, May 9 Yoyogi 2nd Gymnasium (Tokyo) Tuesday, May 10 Yoyogi 2nd Gymnasium (Tokyo)
Organizer	Japan Basketball Association
Special sponsorship	Mitsui Fudosan Co., Ltd.
Co-host	Nagaoka City (Nagaoka game)