

Mitsui Fudosan Becomes an Official Sponsor of Sports Climbing

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 to become an official sponsor of the Sport Climbing category ("Sport Climbing") of the Japan Mountaineering Association to support sport climbing and climbers Akiyo Noguchi, Miho Nonaka, and Miwa Oba.



Photo (top left) Miwa Oba

Photo (bottom left) Miho Nonaka

Photo (right) Akiyo Noguchi

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 and urban development partner, 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

The number of people engaged in sport climbing has broken through the 500,000 mark and the number of climbing facilities within Japan has grown in conjunction with the increase in participants, increasing by 3.5 times over six years. The sport is very popular among children and the young, has broad appeal, and is projected to further increase in popularity.

Sport climbing can be enjoyed by people of all ages, and by families and communities, making it highly compatible with visitors to Mitsui Fudosan-operated facilities such as LaLaport, MITSUI OUTLET PARK, and Tokyo Midtown. This led to the decision for Mitsui Fudosan to become an official sponsor. Mitsui Fudosan will support the popularization of sport climbing through LaLaport KASHIWANOHA and LaLaport TOKYO-BAY, which have climbing wall facilities, and by holding experiential events at Mitsui Fudosan facilities throughout Japan.

■ Profiles and records of athletes that Mitsui Fudosan will support as an official sponsor

Akiyo Noguchi

- Born 1989, in Ryugasaki City, Ibaraki Prefecture. 165 cm.
- Women's bouldering yearlong No. 1 at the 2015 Worldcup (No. 1 in 2009, 2010, 2014 and 2015)
- 9-time winner of the bouldering Japan Cup (every year from 2006-2014)

Miho Nonaka

- Born 1997 in Toshima-ku, Tokyo. 162 cm.
- Runner-up at the 2014 Worldcup
- Winner of the 2015 Asian Continental Championship
- Winner of the bouldering and lead categories of the 2015 Japan Youth Championships

Miwa Oba

- Born 1998 in Okazaki City, Aichi Prefecture. 164 cm. Student at Ferris University.
- Winner of the women's lead at the 2011 JFA Youth Championships
- Third-place in the women's lead at the 2013 IFSC World Youth Championship
- Winner in women's bouldering and lead at the 2015 IFSC Climbing Asian Youth Championship

■ Sponsorship of Upcoming Events

Date	Name of event	Location
April 23-24	IFSC Climbing Worldcup bouldering	Kazo City, Saitama Prefecture
May 14-15	Japan Climbing Youth Championships	Kurayoshi City, Tottori Prefecture
June 11 - 12	Lead Japan Cup	Morioka City, Iwate Prefecture

■ Mitsui Fudosan's Slogan for 2020

BE THE CHANGE

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.