

September 7, 2016

Press Release

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan supports the Olympic and Paralympic Games Tokyo 2020 as a Tokyo 2020 Gold Partner (Real Estate Development) partner.

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## Nihonbashi City Dressing for Tokyo 2020

~A Tokyo 2020 Movement Recapturing the Excitement and Emotion of Rio de Janeiro from Nihonbashi~

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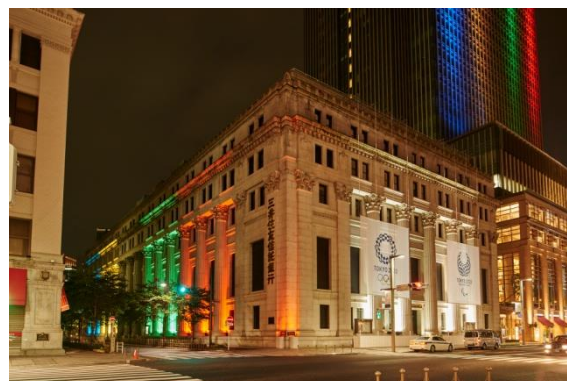
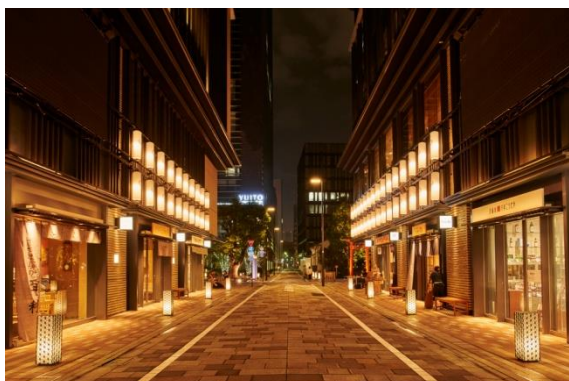
Tokyo, Japan, September 7, 2016 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will join the Tokyo Organising Committee of the Olympic and Paralympic Games to erect large-scale decorations under the theme of "Nihonbashi City Dressing for TOKYO 2020" from September 20 to October 10, 2016, in the Nihonbashi district with which Mitsui Fudosan has strong ties. The City Dressing will be large-scale decorations featuring the emblems of the Olympic and Paralympic Games Tokyo 2020, as well as portraits of Olympians and Paralympians.

In addition, the Go for 2020 Street experiential event, displaying footage on a three-screen LED panel will be held on Naka Dori Street between COREDO Muromachi 1 and COREDO Muromachi 2 from September 20 to October 10, 2016. Under a message of "finally bringing to Tokyo the excitement and emotion of Rio," Go for 2020 Street will show footage of Japanese athletes from the Olympic and Paralympic Games Rio de Janeiro 2016, closely recreating the atmosphere and emotion of those events. Footage under the theme of "The Olympics and Paralympics are Finally Coming to Tokyo" has also been prepared to kick off an Olympic and Paralympic Movement from Nihonbashi, which was also the site from where Japan's five major highways all started.



Wall decorations along the Mitsui Main Building on Chuo Dori Street

## Nihonbashi City Dressing



### ■The Philosophy of Mitsui Fudosan’s Urban Development Utilizing the “Power of Sports”

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 the Olympic and Paralympic Games 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.

List of Projects		
2015	October	Nihonbashi City Dressing
	December	Mitsui Fudosan Ice Rink in Tokyo Midtown
2016	April	First Mitsui Fudosan Sports Academy for Tokyo 2020
	August	Mitsui Fudosan Presents Roppongi City Dressing for Tokyo 2020
	August	Second Mitsui Fudosan Sports Academy for Tokyo 2020
	August	Challenge Park by Mitsui Fudosan
	September	Nihonbashi City Dressing for Tokyo 2020
	October (planned)	Mitsui Fudosan Sports Academy for Tokyo 2020
	November (planned)	Mitsui Fudosan Sports Academy for Tokyo 2020

### ■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.