
Mitsui Fudosan to start Work-Life Bridge Project to Support Active Roles for Women
~Phase 1 Corporate Collaboration Supporting Work through Simple and Rich Dining~

Tokyo, Japan, October 24, 2016 Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will start Work-Life Bridge, a new project to support an active role for women in its office building business.

Under the slogan “BEYOND THE OFFICE,” the Mitsui Fudosan Group has provided Mitsui Offices with comfortable environments and new soft services for those working in them, as well as proposed new fulfilling office styles for private time and not just for working hours. The new project, Work-Life Bridge, has a basic philosophy of taking women’s perspectives on new working styles and lifestyle hints as a basis to plan measures where the office is not merely a workplace but somewhere to have fulfilling non-working times as it aims to build a bridge between work and life, and support an active role for women.

Phase 1 of this project has the theme of “Corporate Collaboration Supporting Work through Simple and Rich Dining.” In collaboration with Oisix, Inc., which engages in online sales of organic and specially cultivated vegetables and other foods, Mitsui Fudosan will conduct sales events at Mitsui Offices that it owns and operates for Kit Oisix food sets and recipes for main meals and side dishes that can be prepared in 20 minutes. Through concepts such as “food and health” and “time-saving” that are familiar and important to many people, including working women, Mitsui Fudosan supports non-working times in the office as well as times when people are actively engaged in work. (Please refer to the simultaneously released news release for details)

Looking ahead, using Mitsui Offices as a hub and actively engaging in collaborative projects with companies that support the Work-Life Bridge project, Mitsui Fudosan aims to spread the circle of working people and companies supporting an active role for women to support opportunities for all workers to thrive, including women.

**What is the Work-Life Bridge?**

A project team to support an active role for women comprised mainly of women working in the Mitsui Fudosan office building business. The logo for the project is a visualization of ideas such as bridging, linking and connecting expressed in an arch formed by a ribbon with a feminine touch. A mascot character has also been created to make it easier for people to embed this project in their minds. Abbreviating Work-Life Bridge as WLB also enables the W to stand for woman and L to mean lady. Looking ahead, the project aims to bridge work and life and propose a new office lifestyle where all working people can thrive, including women playing an active role.

The main logo for the Work-Life Bridge project, featuring the text "Work-Life Bridge" in a red, cursive font, with a red ribbon arching over the text.

Main logo



Mascot character

Attachments

Women's active engagement is becoming regarded as an important corporate issue by many companies due to factors including government proposals, and measures aimed at women thriving across society as a whole are attracting attention. Mitsui Fudosan is conducting various measures within and outside of the company, not only with the Work-Life Bridge project, but also to support and enable diverse types of human resources.

■ Mitsui Fudosan's Projects

Mitsui Fudosan promotes work-life balance among workers as well as conducts hands-on childcare services and independent research tours during spring and summer vacations as an added-value initiative for tenant companies in Mitsui Offices that the Company owns or operates. In addition, anybody working at a Mitsui Office may use harappa, which are free spaces that have been set up to hold events that add color to people's lives for times before and after working hours, such as morning yoga classes, flower arranging or English conversation lessons.



Nihonbashi Summer School



Kasumigaseki Building
independent research tours



harappa Nihonbashi



A morning yoga class at
harappa Nihonbashi

■ Mitsui Fudosan's Initiatives for Women to Play an Active Role

To be able to respond to the values of customers that are becoming increasingly diversified, Mitsui Fudosan must also incorporate diversity, which essentially means the capability of human resources with diverse value systems and talents to display their abilities, and aims to become an organization to create better synergies.

Mitsui Fudosan enables people to select a working style that matches their stage in life so they can continue their career, while at the same time seeks to enable individuals to maximize the display of their experience and abilities Mitsui Fudosan realizes this is indispensable for its medium- to long-term growth and sustainable development and implements various types of policies.

From the point of view of promoting women taking an active role, Mitsui Fudosan aims to become a leading company for women to thrive and moves ahead with advanced and sophisticated initiatives. Moreover, as a quantitative target, Mitsui Fudosan is engaged in development to realize a threefold increase from fiscal 2015 in the number of women it has in management positions by fiscal 2020.

Toward realizing this target, Mitsui Fudosan has established the Work Styles Planning and Promotion Office and is moving ahead on creating a foundation. The Company aims to achieve greater value creation through both initiatives for reforming awareness towards work in limited operation hours to enhancing work-style quality and establishing an environment with various types of systems and the like.

<http://www.mitsuifudosan.co.jp/recruit/career/diversity/index.html> (Japanese only)