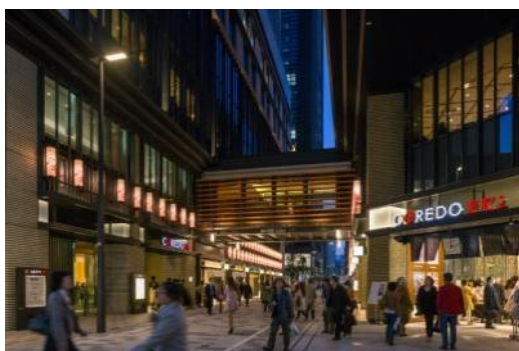

Nihonbashi Revitalization Plan's Two Projects Awarded the Land, Infrastructure, Transport and Tourism Minister's 2016 Land Use Model Award

Tokyo, Japan, November 7, 2016 Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that the Nihonbashi Muromachi East District Development Project and Nihonbashi-honcho 2-chome Redevelopment Project forming part of the Nihonbashi Revitalization Plan in which the Company is involved were awarded with the Land, Infrastructure, Transport and Tourism Minister's Fiscal 2016 Land Use Model Awards, which is sponsored by the Institute for Future Urban Development.

The Land Use Model Awards seek exemplary cases of successful models with land being used effectively with appropriate maintenance management and awards those cases, introducing them nationwide to spread their initiatives. The awards were held this year for the 13th time. The judging panel examines cases based on the two themes of creative methods used to bring projects to fruition and contribution the project made to energizing surrounding areas and society.

The Nihonbashi Muromachi East District Development Project and Nihonbashi-honcho 2-chome Redevelopment Project share the Nihonbashi Revitalization Plan concept of "Proceeding to Create While Retaining and Reviving" while rebuilding or redeveloping across multiple large-scale districts, retaining the fixed historical and other identities of those areas and regenerating them as sustainable cities in harmony with the environment to successfully create new value for the Nihonbashi district. Moreover, these developments were also highly assessed for being outstanding examples of district development and redevelopment with Mitsui Fudosan providing comprehensive management to take the lead in multiple rebuilding projects, devising a clear concept for the overall area while incorporating the needs of local landowners, and developing to enhance the value of the entire Nihonbashi area.



Nihonbashi Muromachi East District Development Project (photo of COREDO Muromachi 1, 2 and 3)



Fukutoku Shrine(part of the Nihonbashi Muromachi East District Development Project)
Fukutoku Garden(part of the Nihonbashi-honcho 2-chome Redevelopment Project)



Fukutoku Shrine



Mebuki cafe

Overview of the Nihonbashi-honcho 2-chome Redevelopment Project

Address: Inside Nihonbashi Honcho 2-chome, Muromachi 2-chome, Nihonbashi, Chuo-ku, Tokyo

Applicable area

Nihonbashi Muromachi East District

Designated as a special district under the Act on Special Measures concerning Urban Reconstruction Development Project

Nihonbashi Honcho 2nd District Project



■Reference Information

•In Nihonbashi, we are working on the Nihonbashi Revitalization Plan, a collaborative public, private and community initiative based on the concept of creating while retaining and reviving. Mitsui Fudosan, as a promoter of the Nihonbashi Revitalization Plan, undertakes many initiatives and has positioned this project, among the 10 that comprise the plan, as the 2nd Stage.

Nihonbashi Revitalization Plan's 2nd Stage Project Map

