

Kashiwa-no-ha Smart City Urban Development Awarded

Title of BEST FUTURA MEGA PROJECT at the MIPIM Awards 2017

Tokyo, Japan March 23, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that the flagship project in its smart city strategy, Kashiwa-no-ha Smart City (Kashiwa City, Chiba Prefecture), was awarded the top prize in the BEST FUTURA MEGA PROJECT category at the MIPIM Awards* 2017.

The MIPIM Awards are one of the most prestigious in the global real estate industry. Each year, the awards recognize outstanding projects involving innovation or great accomplishments in various categories.

*MIPIM (Marché International des Professionnels d'Immobilier) is an event for real estate and construction industry professionals from around the world. The MIPIM awards are held each year to award projects that have won high regard from real estate or construction perspectives.

About Kashiwa-no-ha Smart City

Kashiwa-no-ha Smart City is an urban development project undertaken by Mitsui Fudosan since 2005 in the area around the Kashiwa-no-ha Campus Station on the Tsukuba Express Line. The project seeks to address social issues and to create “an Environmental-Symbiotic City,” “a City of Health and Longevity” and “a City of New Industry Creation” through the partnership between the public, private and academic sector.

At the recent MIPIM Awards 2017, the project received an award in the BEST FUTURA MEGA PROJECT category for realizing future urban development potential and being an environmentally considerate city, as well as contributing to the creation of communities with close ties to the local area.

Mitsui Fudosan will continue these initiatives at Kashiwa-no-ha Smart City, aiming to realize an international academic city and an environmental city for the next generation.



Full exterior view of Kashiwa-no-ha Smart City (Kashiwa-no-ha Campus Station and surroundings)

Reference

Main Evaluation Points – Kashiwa-no-ha Innovation Campus and LEED-ND

Next Development Area of Kashiwa-no-ha: Kashiwa-no-ha Innovation Campus

Urban development is underway at the Kashiwa-no-ha area to become an international academic and environmental city for the next generation under the Kashiwa-no-ha International Campus Town Initiative, jointly formulated by Chiba Prefecture, Kashiwa City, Chiba University, the University of Tokyo, Urban Renaissance Agency and Mitsui Fudosan.

The surrounding areas are also home to the University of Tokyo, Chiba University, national research institutions and incubation facilities for venture enterprises. Under the Kashiwa-no-ha International Campus Town Initiative, our goal in developing the district is to harness the concentration of such facilities to create an international academic city. Under the Initiative, the area adjacent to the northern part of the already completed station-front area is designated as Kashiwa-no-ha Innovation Campus, a multi-purpose industry creation area. The goal is to promote multifunctional, compact urban development that generates bustling activity by areas for work as well as residential areas as a result of bringing living and work closer together.

Acquisition of Platinum Certification under the LEED-ND International Environmental Certification Program

In November 2016, Kashiwa-no-ha Smart City was the first in Japan to be awarded the highest ranking of “Platinum Certification” in the LEED-ND (Neighborhood Development) international environmental certification program for advancing urban development in the Kashiwa-no-ha area through a partnership between the public, private and academic sectors, and for setting a level for environmental performance standards related to new buildings and so forth.

Location Map of Kashiwa-no-ha Campus



| | |
|-----------|------------------------------|
| 柏の葉キャンパス | Kashiwa-no-ha Campus |
| つくばエクスプレス | Tsukuba Express Line |
| 秋葉原 | Akihabara |
| 浅草 | Asakusa |
| 北千住 | Kita-Senju |
| 柏 | Kashiwa |
| 成田国際空港 | Narita International Airport |
| 25 k m圏 | 25 km radius |
| 常磐自動車道 | Joban Expressway |

■ Present Kashiwa-no-ha Smart City (aerial photograph of the site from the west)



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|-----------------|------------------------------|
| イノベーションキャンパスゾーン | Innovation Campus Zone |
| 柏の葉キャンパス駅 | Kashiwa-no-ha Campus Station |

■ Future conceptual drawing of Kashiwa-no-ha Innovation Campus (of the site from the north)



■ Related websites (URL)

Official Kashiwa-no-ha Smart City website

<http://www.kashiwanoha-smartcity.com/en/>

Official MIPIM website (prize winners, facilities, etc.)

<http://www.mipimawards.com/mipimawards2017/en/page/winners-2017>