
Mitsui Fudosan to Launch the WORKSTYLING Project (Multi-Site Shared Offices for Corporate Clients)

Tokyo, Japan, April 6, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has launched the WORKSTYLING Project and started providing a new solution for work places through multi-site shared offices for corporate clients that respond to various work space challenges. At a time when society is aging and the working population decreasing, and companies are being required to enhance productivity and use various human resources (diversity and inclusion), corporate workers' long working hours are coming under question and there is an ever greater need for efficient and creative work. Based on its statement of "BEYOND THE OFFICE,"*1 Mitsui Fudosan has utilized its know-how in creating work places appropriate for a new age to propel this project for workstyle reforms.

WORKSTYLING, Multi-Site Shared Offices for Corporate Clients

The office space available for many companies has reached a limit in regard to existing working styles, creating an increasing need for co-working spaces and satellite offices. However, at the same time this has raised the issue of ensuring high security and the cost of establishing and operating such facilities, and the reality is that the environment for corporate employees working outside of the office remains inadequate. Mitsui Fudosan has established WORKSTYLING share offices to provide workers with a wide variety of work place choices meeting their working style or life stage needs while they remain a member of a company, as well as raised the quality of services, including security. A pioneering trial office aimed to create a facility meeting the needs of both companies and employees following use by more than 2,000 company workers and feedback from more than 500 hearings.

Currently, 10 bases have been established, mainly in central Tokyo, and the objective is to develop bases in about 30 locations in the main areas of Japan within the 2017 fiscal year. Looking ahead, the Mitsui Fudosan Group will exercise its collective capabilities and aim to provide work spaces and added services not just for office buildings, but for all varieties of lifestyle scenarios, taking into account the potential requests obtained from opinions provided by actual users.



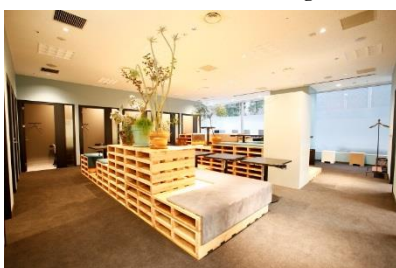
WORKSTYLING Shinagawa



WORKSTYLING Yaesu



WORKSTYLING Shinjuku



WORKSTYLING Osaka



WORKSTYLING Shibuya

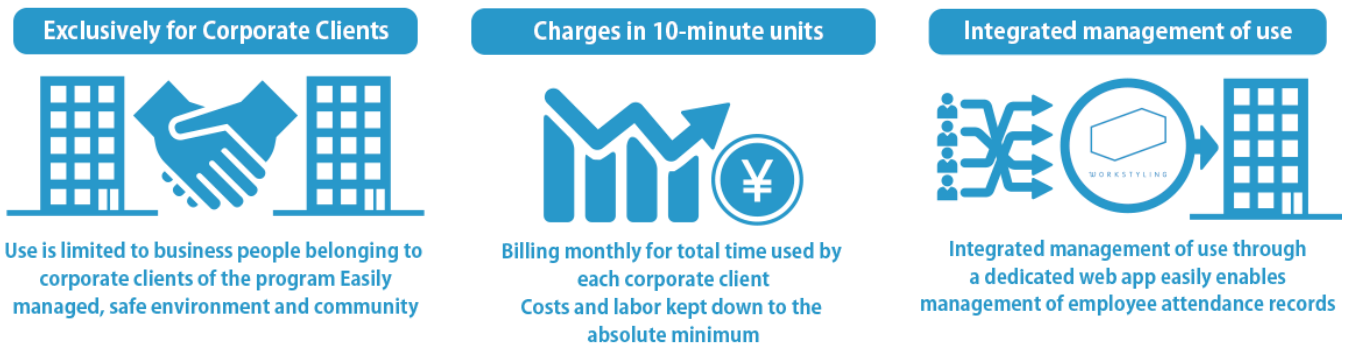


WORKSTYLING Kasumigaseki

■ Key Points Related to WORKSTYLING Multi-site Shared Offices for Corporate Clients

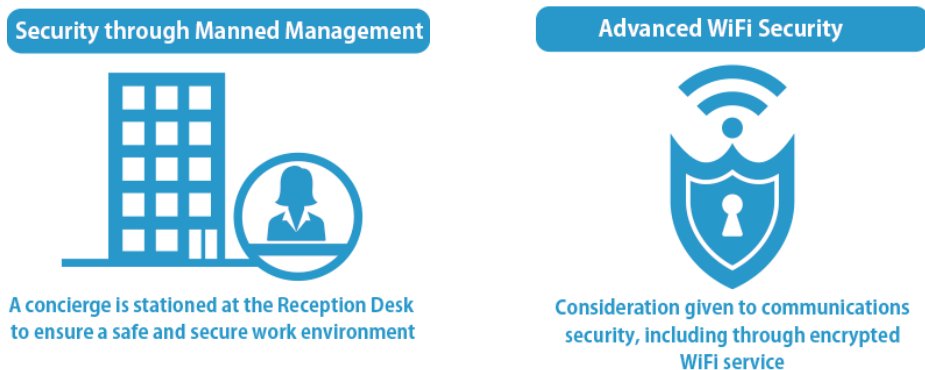
1. Contract System for Companies

- Limited to corporate clients
- Company employees from corporate clients are eligible to use any base on a 10-minute time share basis
- Employing a weighted payment schedule that bills monthly on a cumulative basis for total time used by each corporate client
- A dedicated web app enables easy attendance management of employees working outside of the company for corporate clients by using integrated management of access records and use of private and meeting rooms



2. Security

- Enhanced security allowing use only by individuals authorized by companies
- A concierge is stationed at the Reception Desk to ensure high security
- Consideration given to communications security, including through encrypted WiFi service



3. User Experience

- Availability of various types of spaces such as private rooms, meeting rooms and open spaces create areas enabling seamless connections between individual work and team meetings, creating opportunities for mixing and input
- All bases are fully equipped with the latest teleconferencing systems. Tele-presentation systems using large, high-quality displays enable meetings at times and places where it is easy to come and go
- A dedicated web app supports searches and reservations for private and meeting rooms at all bases, recommendations functions for users and reservation confirmations, as well as a shared calendar function

- Concierge service provides support in such ways as dealing with customers and acceptance of deliveries. Furthermore, the concierge also responds in such ways as setting up meeting rooms, providing a service lending business support tools such as displays, keyboards and chargers.

Support for Teleconferencing



Teleconferencing is possible between WORKSTYLING bases and between client companies, cutting down on time lost by traveling and assembling for meetings

Provision of Business Support Tools



Providing daily work support, handling various types of items needed for operations or to raise creativity

Access Using QR Code



No cards needed. Access bases simply by scanning a QR code on a mobile phone

4. Bases Spreading Nationwide

- Plans are to establish bases in approx. 30 locations during fiscal 2017 in the main areas of Japan, focused on city centers
- Corporate clients' registered users can use all bases



Openings are planned in major cities nationwide with a focus on the Tokyo metropolitan area

■ Space Creation in WORKSTYLING

For the objective of maximizing organizational and team performance, and the performance of individual corporate workers as a matter of course, focus was placed on the ideal relationship between individuals and organizations and environments created that enabled free coming and going for meeting and relaxing. To give examples, these are places that enable easily gathering information for participants before meetings; for meetings to proceed smoothly using ICT such as teleconferencing systems; to be able to gather thoughts following a meeting; to share rough ideas; and, home to other hard and soft measures to raise productivity.

