

## Creating Neighborhoods by Utilizing the “Power of Sports”

### “Mitsui Fudosan SPORTS LINK CITY FUN-TE!” Project Starts!!

Renovation of facilities including Ice Rink Sendai and a new football park to make the Izumi ward of Sendai City in Miyagi Prefecture a communication center for sports promotion, earthquake reconstruction, and community revitalization

Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has undertaken a large-scale renovation of the sports wing of the Sendai-Izumi Shopping Center, located in the Izumi ward of Sendai City, Miyagi Prefecture. Mitsui Fudosan has also decided to establish the new “MIFA Football Park Sendai (tentative name)” on adjacent land as a football park with the concept of creating communication through music and football.

The renovation of the sports wing will include “Ice Rink Sendai”, the city’s only year-round ice rink, which has produced numerous world class figure skaters including Shizuka Arakawa and Yuzuru Hanyu.

Mitsui Fudosan is creating neighborhoods utilizing the “power of sports.” Based on that concept, this new project will contribute to community revitalization and sports promotion by being a facility that connects individuals and provides people of a wide span of generations from children through to adults a place to enjoy sports.

With the decision to move ahead on this project, the entire facility has been renamed “Mitsui Fudosan SPORTS LINK CITY FUN-TE!”



Perspective drawing of the  
“Mitsui Fudosan SPORTS LINK CITY FUN-TE!”



Perspective drawing of “Ice Rink Sendai”



Perspective drawing of the  
“Mitsui Fudosan SPORTS LINK CITY FUN-TE!”

## ■ Overview of Main Renovations

- Renovations will be carried out on the exterior and landscaping of the Sports Wing, the location of “Ice Rink Sendai” operated by Kato Shokai Co., Ltd., which was built 29 years ago
- Renovations will be made to the interior of “Ice Rink Sendai”

“Ice Rink Sendai” is a year-round ice rink, the only one in Sendai and one of just two located in the Tohoku region. The local skating team uses the rink and it has produced many top stars, including Shizuka Arakawa and Yuzuru Hanyu. The renovations will cover the exterior and interior and provide new changing rooms, classrooms, and meeting areas, and a new lounge and exhibition space. The renovation is intended to provide an opportunity to increase the number of ice skating fans and ice skaters using the rink in addition to being a facility capable of producing top skaters for the future.

\* Regular operations will continue while renovations are taking place (except for certain periods)

Ice Rink Sendai website (Japanese only) <http://icerink-sendai.net/>



Perspective drawing of the Sports Wing following renovations



Perspective drawing of the lounge following renovations

## ■ Overview of “MIFA Football Park Sendai (tentative name)”, operated by MIFA Football Park

MIFA is an acronym from Music Interact Football for All. The organization aims to create communication through music and football, with members including UKASUKA-G, a unit comprised of Kazutoshi Sakurai from pop band Mr. Children and rapper GAKU-MC. “MIFA Football Park Sendai (tentative name)” aims to become a place where smiles and laughter will permeate the Tohoku area through the media of music and football.

The creation of “MIFA Football Park Sendai (tentative name)” is intended to contribute to sport promotion, regional revitalization, and contribution to reconstruction from the Great East Japan Earthquake in the Tohoku area by providing a place to create communication through football and music and connect people from children through to adults across communities, generations and genders.

Furthermore, the “SOLTILO FAMILIA SOCCER SCHOOL” will also open at “MIFA Football Park Sendai (tentative name)”. Professional soccer player Keisuke Honda is the producer for SOLTILO, which has the concept of using soccer to convey the importance of having dreams. The organization has opened about 70 schools, including some overseas. This will be its first location in the Tohoku area.

“MIFA Football Park Sendai (tentative name)” will have a junior-sized soccer pitch of 40 m × 60 m that can also be divided into three futsal courts. The plan is to operate a soccer school and rental courts. The facility has a roof, enabling play even when the weather is bad.

MIFA website (Japanese only): <http://mifa.co.jp/>





MIFA Football Park event



MIFA Football Park event



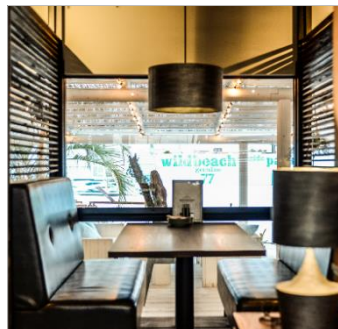
SOLTILO FAMILIA SOCCER SCHOOL

### ■ Overview of “WILD BEACH Sendai (tentative name)”, operated by Recreations Co., Ltd.

Recreations Co., Ltd. has established outdoor facilities in Tokyo’s Toyosu and Shinjuku districts, and Kisarazu city in Chiba Prefecture, designed to be “more convenient, refined and stylish.” The company will open “WILD BEACH Sendai (tentative name)”, its first location in the Tohoku area. The multi-use facility will combine white beaches extremely popular mainly among children and young people, with café, barbecue, and glamping elements.

Under the theme of fusing sports and the outdoors, “WILD BEACH Sendai (tentative name)” is to develop as a new type of outdoor facility for a variety of uses, including dining, holding events and accommodation when using “Ice Rink Sendai” or “MIFA Football Park Sendai (tentative name)”.

WILD BEACH website (Japanese only): <http://wildbeach.jp/>



### ■ 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, 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.

#### ■ Mitsui Fudosan’s Slogan for 2020



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.