

September 26, 2017

Press Release

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan supports the Olympic and Paralympic Games Tokyo 2020 as a Tokyo 2020 Gold Partner (Real Estate Development).

Nihonbashi City Dressing for Tokyo 2020

Project to Start on Saturday, October 28, 2017,

1,000 Days Before the 2020 Tokyo Olympic and Paralympic Games

～WE MAKE 2020: Everyone Has a Part to Play in Making a Success of the Tokyo 2020 Games～

Tokyo, Japan, September 26, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will join the Tokyo Organising Committee of the Olympic and Paralympic Games to erect large-scale decorations under the theme of "Nihonbashi City Dressing for TOKYO 2020" from Saturday, October 28, 2017, 1,000 days before the Tokyo 2020 Olympic Games, to Wednesday, November 29, 2017, in the Nihonbashi district with which Mitsui Fudosan has strong ties. The City Dressing will be large-scale decorations featuring the emblems of the Olympic and Paralympic Games Tokyo 2020, as well as portraits of Olympic and Paralympic athletes.

This year's Nihonbashi City Dressing will be the third project of its kind to be held so far. The theme of the project is "WE MAKE 2020." It will be an event that uses the entire Nihonbashi district to bring home the fact that everyone, including not just athletes but also spectators and supporters, will have a part to play in making a success of the Tokyo 2020 Games. This theme will be represented primarily by decorating the entire Nihonbashi district with portraits of people from all walks of life who will be involved in the success of the Tokyo 2020 Games. Portraits of more than 150 athletes and members of the general public will be displayed throughout the district. The event will express our collective determination to make a success of hosting the Tokyo 2020 Games through the participation of all residents, visitors and workers in the Nihonbashi district. Over a period of one month, we will support the Tokyo 2020 Games from the Nihonbashi district by hosting various participatory programs that will be open to the public.

Furthermore, in the run-up to the Nihonbashi City Dressing event, we will set up a participatory photo booth that will be called "Nihonbashi City Dressing Photo Set," beginning on Sunday, October 22. Passersby will be able to casually take photos using miniature mockups of Nihonbashi with City Dressing decorations. The photo booth will be set up in Fukutoku Garden and the Edo Sakura-dori underground walkway.

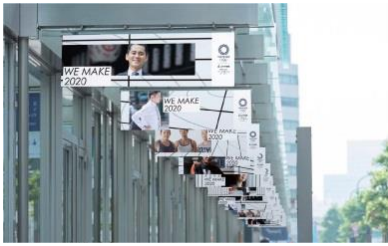
During the event period, the Tokyo Organising Committee of the Olympic and Paralympic Games will open and operate a Tokyo 2020 Official Licensed Merchandise Sales Corner for a limited period on the first floor of Nihonbashi Mitsui Tower.



Wall decorations along the Mitsui Main Building
on Chuo Dori Street



Nihonbashi City Dressing Photo Set



* All images are shown for illustration purposes only.

Mitsui Fudosan, a Tokyo 2020 Gold Partner sponsor in the category of “Real Estate Development,” implemented City Dressing events in Nihonbashi in October 2015 and September 2016, and in Tokyo Midtown in August 2016. In the “Nihonbashi City Dressing for TOKYO 2020” event, guided by the theme of “WE MAKE 2020,” we have created a platform to bring home the fact that everyone has a part to play in making a success of the Tokyo 2020 Games. By doing so, Mitsui Fudosan will add further momentum to the Olympic and Paralympic games, thereby contributing to the success of the Tokyo 2020 Games.

In addition, Mitsui Fudosan will continue to support athletes through events in Nihonbashi, Roppongi, and the Tokyo Bay shore area, as well as by utilizing venues operated by the Company such as LaLaport and MITSUI OUTLET PARK. Through these activities, Mitsui Fudosan will help to liven up both urban districts and the Olympic and Paralympic Movement.

■Outline of Project

1. Nihonbashi City Dressing for Tokyo 2020

Project Period	Saturday, October 28, 2017 to Wednesday, November 29, 2017
Location	Nihonbashi area centered on Chuo Dori Street
Project Details	Large-scale decorations of the Nihonbashi district will be erected, mainly along Chuo Dori Street, featuring the emblems of the Tokyo 2020 Games and portraits of athletes and members of the general public based on the theme of “WE MAKE 2020.” The event will take the opportunity of the “1,000 days to go” mark to express our collective determination to make a success of hosting the Tokyo 2020 Games, through the participation of all residents, visitors and workers in the Nihonbashi district.
Project Structure	Organizer: Mitsui Fudosan Co., Ltd. Co-sponsor: The Tokyo Organising Committee of the Olympic and Paralympic Games Supporters: Tokyo Metropolitan Government (approval pending), Chuo Ward (approval pending), Japanese Olympic Committee, Japanese Para-Sports Association, Japanese Paralympic Committee Cooperation: Ajinomoto Co., Inc., ALL NIPPON AIRWAYS CO., LTD., Japan Airlines Co., Ltd., Nippon Life Insurance Company, Nomura Holdings, Inc., Meiji Co., Ltd., LIXIL Corporation <p style="text-align: right;">*As of September 26</p>



Scenes from the event in the previous fiscal year (Wall decorations along COREDO Muromachi 1 and COREDO Muromachi 3 on Chuo Dori Street)

2. Nihonbashi City Dressing Photo Set

Project Period	Sunday, October 22, 2017 to Wednesday, November 1, 2017
Venue	From Sunday, October 22 to Sunday, October 29 Venue: Fukutoku Garden
	From Monday, October 30 to Wednesday, November 1. Venue: Edo Sakura-dori underground walkway
Project Details	A photo booth with mockups of various Nihonbashi landmarks with city dressing decorations. By entering miniature mockups of Nihonbashi landmarks with city dressing decorations, participants will easily be able to take photos of themselves in banner flags, wall decorations, and glass decorations. This will allow the participants to experience “WE MAKE 2020,” the theme of this City Dressing event.

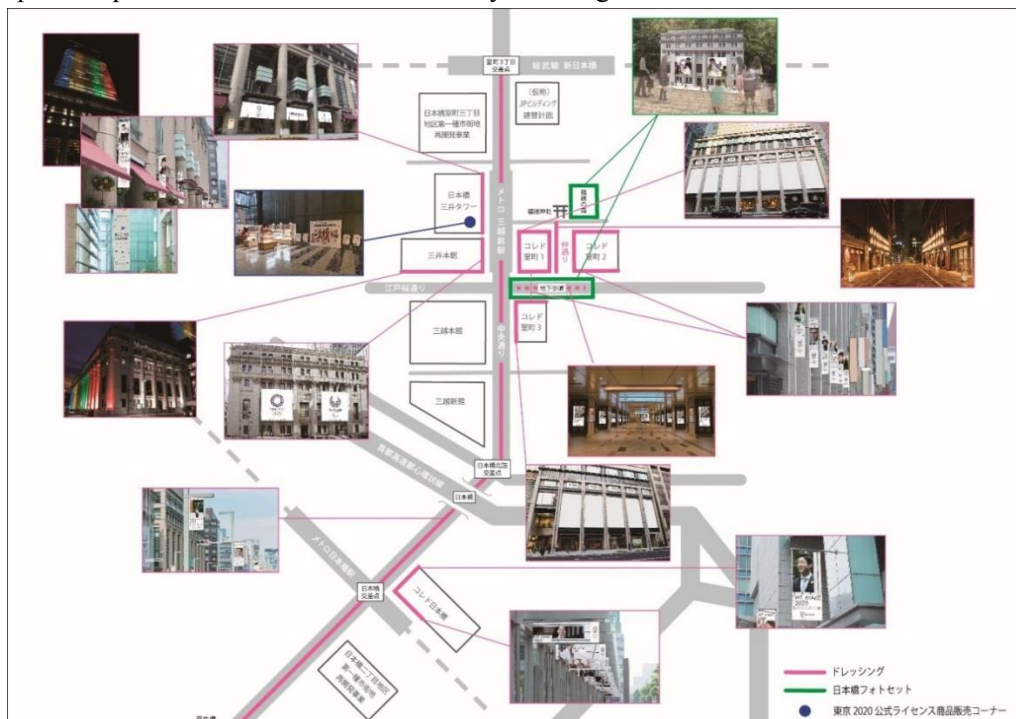
3. Tokyo 2020 Official Licensed Merchandise Sales Corner

Project Period	From Saturday, October 28, 2017 to Wednesday, November 29, 2017 10:00 to 18:00 (scheduled)
Venue	Nihonbashi Mitsui Tower 1st Floor



Scenes from the event in the previous fiscal year (Tokyo 2020 Official Licensed Merchandise Sales Corner)

■Complete map of event sites of Nihonbashi City Dressing for TOKYO 2020



* All images are shown for illustration purposes only. Locations are subject to change.

■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, as the Olympic and Paralympic Games Tokyo 2020 Gold Partner in the category of “Real Estate Development”, 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.

List of Projects		
2015	October	Nihonbashi City Dressing
	December	Mitsui Fudosan Ice Rink in Tokyo Midtown
2016	April	1st Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy/Wheelchair Rugby Academy—
	August	Mitsui Fudosan Presents Roppongi City Dressing for Tokyo 2020
	August	2nd Mitsui Fudosan Sports Academy for Tokyo 2020 —Badminton Academy—
	August	Challenge Park by Mitsui Fudosan
	September	Nihonbashi City Dressing for Tokyo 2020
	October	3rd Mitsui Fudosan Sports Academy for Tokyo 2020 —Climbing Academy—
	November	4th & 5th Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy/Athletics Academy—
2017	January-March	Mitsui Fudosan Ice Rink for Tokyo 2020
	January-February	6th Mitsui Fudosan Sports Academy for Tokyo 2020 —Ice Skating Academy—
	May	Mitsui Fudosan CLIMBING PARK for Tokyo 2020
	May	7th Mitsui Fudosan Sports Academy for Tokyo 2020 —Climbing Academy—
	July	8th Mitsui Fudosan Sports Academy for Tokyo 2020 —Wheelchair Rugby Academy and Nutrition Seminar presented by Meiji Holdings Co., Ltd.—
	July	9th Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy—
	August	10th Mitsui Fudosan Sports Academy for TOKYO 2020 —Basketball Academy—
	August	Kawasaki PARA Festival 2017 Summer Powered by PARA★DO !
	September	11th Mitsui Fudosan Sports Academy for Tokyo 2020 —Soccer Academy and Nutrition Seminar presented by Meiji Holdings Co., Ltd.—
	October	Nihonbashi City Dressing for Tokyo 2020
	October	Nihonbashi City Dressing meets OLYMPIC CONCERT

■Mitsui Fudosan’s Slogan for 2020

**BE  THE
CHANGE**

さあ、街から世界を変えよう。

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.