

DiverCity Tokyo Plaza's first major upgrade since opening

48 New or Renovated Stores Slated to Open, Including a Japan-First Attraction!

Stores scheduled to start opening from November 2 in conjunction with the facility's 6th anniversary

Tokyo, Japan, August 29, 2018 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that starting on November 2, 2018, a total of 48 new or renovated stores open sequentially at DiverCity Tokyo Plaza as part of the shopping mall's first major upgrade since opening in 2012.

DiverCity Tokyo Plaza has strived to be not merely a shopping center, but a place where customers can play, have fun, and relax at amusement facilities such as Zepp DiverCity (Tokyo) and ROUND1 STADIUM. Future development of Tokyo's bayside areas is expected to generate an influx of visitors, starting with those visiting Japan from abroad, therefore this upgrade aims to accommodate this increase in customer footfall, strengthen product lineups, enhance experiential entertainment, and create a more enjoyable place for both domestic and overseas customers.

The colorful lineup of new offerings will meet experience, shopping, and dining needs of different age groups with Japan's first virtual reality-based amusement ride "hexaRide," 12 stores appearing in Tokyo for the first time, 9 stores appearing in a shopping center for the first time, and the opening of 6 stores under new lines of business.

As a place where customers can enjoy shopping for leading Japanese and global fashion brands and fast fashion items, DiverCity Tokyo Plaza seeks to continually evolve and earn further approval from customers by always delivering new added value and services.

Upgrade Highlights

In creating a more comfortable and fun place for even more visitors, 48 new or renovated stores are slated to open, including an attraction appearing in Japan for the first time ever.

- (1) Greater concentration of luxury fashion brands with the opening of new stores by Kate Spade New York, Furla, and Pandora.
- (2) Stronger lineup of experiential entertainment with the opening of Japan's first virtual reality-based attraction "hexaRide."
- (3) Expanded lineup of variety stores and new time-limited popup stores by buzzworthy and trend-setting tenants.
- (4) Broad expansion of store genres, including sports, street, and trendy fashion.
- (5) Store openings by a wide variety of tenants in the area's largest food court, including new formats and firsts for Tokyo, such as Tsukiji Itadori Shimetora and Decora Creamery. More food court seating and a new kids' area and event space.
- (6) Opening of restaurants by varied tenants in the restaurant zone to respond to the needs of Japanese customers and customers from overseas, including new formats and firsts for Tokyo with Japanese, Western, and Chinese cuisine.
- (7) Making DiverCity Tokyo Plaza a more comfortable place to work with the renovation of the workers' common room.



Upgrade Highlight 1: Greater concentration of luxury fashion brands

New stores

■ kate spade new york

New York lifestyle brand of playful items provides inspiration for a colorful life.



■ PANDORA

Jewelry brand from Denmark. Women can show off their beautiful and modern style with products that freely express their individuality, fashion, lifestyle, and unforgettable memories and moments.



■ FURLA

Established in 1927 in Bologna, Italy, Furla's bags are known throughout the world for their first-rate craftsmanship and exquisite style.



■ BANANA REPUBLIC (limited time only)

Global brand founded in San Francisco in 1978. The use of high-quality material and a versatile wardrobe makes Banana Republic an attractive choice.



Pre-Opening



Tokyo's First

To open on August 31



Tokyo's First

To open on September 28

Renovated stores

■ SEE BY CHLOE

See by Chloe boutique offering the latest bags and leather accessories.



■ MICHAEL KORS

Lifestyle brand centering on the luxurious "Jet Set Life" concept. With a newly expanded sales floor, the store will now offer both women's and men's wear.



ARMANI EXCHANGE

List of existing fashion brand

COACH

MARC JACOBS



FOSSIL



*The above photographs and illustrations are concept images

Upgrade Highlight 2: Stronger lineup of experiential entertainment

New stores

■ **hexaRide** **Japan's First** **Tokyo's First** **First in SC** **New Business**

The hexaRide attraction transports visitors away to another world. The world's first virtual reality-based amusement ride is controlled by a 6-axis platform and makes visitors feel like as if they were really there.



■ **LITTLE PLANET**(tentative name)

Tokyo's First **First in SC** **New Business**

Based on the concept that playing turns into learning, this experiential digital-based educational amusement park helps children develop creativity.



■ **LEGO® Store**

The LEGO® Store is a new concept store for a brand known around the world. Children can look, touch, build, and play in the world of LEGO.



Existing store tenant:
TYFFONIUM

The only art entertainment theater in the world where visitors can experience a next-generation "mixed-reality" attraction that goes beyond the realm of virtual reality.



Upgrade Highlight3: New pop-up stores and expanded lineup of variety stores

New stores

■ **Air Bic Camera**

Boutique shop offering foreign visitors a broad range of mainly popular home appliances, such as digital cameras, audio equipment, wristwatches, and SIM cards.



■ **KIN29SHOP TOKYO**

Official Kinnikuman shop chock full of must-have items for any Kinnikuman fan, such as limited edition goods and figurines.



Limited time only POP-UP STORES

New arrival at DiverCity Plus!

Buzzworthy and trend-setting shops will fill this space for limited periods. Customers will likely discover something new every time they visit.

First Phase: **Maker's Watch Knot POP UP SHOP** (Nov.2 – Late Nov.)

Maker's Watch Knot is a completely new brand of high-quality, exquisitely designed wrist wear made in Japan. Customers can place custom orders for as little as ¥10,000-20,000.

Customers will be sure to find a watch that suits them from this store's selection of more than 10,000 timepieces.



List of existing store tenants



Gift & Life Style Shop
WABI x SABI



*The above photographs and illustrations are concept images

Upgrade Highlight 4: Broad expansion of store genres, including sports, street, and trendy fashion

New stores

■ Super Sports Xebio

Large sports store with products for all sports lovers, including beginners, athletes, students, or families. The store will also house a small L-Breath outdoor lifestyle shop.



■ PLST

Boutique shop selling selected stylish and in-vogue items imported from mainly original product lines overseas.



■ CHARLES & KEITH

Charles & Keith sells sophisticated items at reasonable prices in 38 countries for fashion-conscious women who seek to incorporate the latest catwalk trends.



H.L.N.A ZONE, H.L.N.A SKYGARDEN



The H.L.N.A ZONE on the 5th floor brings together fashion brands that embody skateboarding culture. There are plenty of products in stock, ranging from popular fashion items to sports gear.

The 7th floor offers a genuine skate park capable of accommodating around 500 spectators. The area can also be used for various events, serving as a crossover space for action sports, fashion, music, art, and culture.



New stores

■ HUF

First in SC

Founded by legendary skater Keith Hufnagel in 2002, HUF has grown to become a global lifestyle brand of apparel and footwear.



Tokyo's First First in SC New Business

CRAY TOKYO



List of existing store tenants



Relocated / Remodeled



RODEO CROWNS



*The above photographs and illustrations are concept images

Upgrade Highlight 5 : Expanded seating (roughly 800 seats) and further diversification of use of facilities in Tokyo Gourmet Stadium, one of the largest food courts in the area

Establishment of new kid-friendly areas

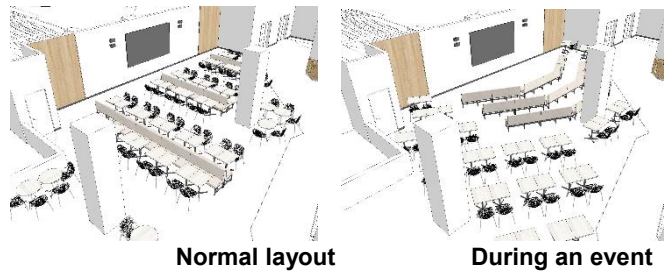
New kids areas inside the food court will be established near the main entrance. The areas are located on either side of the food court to facilitate greater accessibility for families with children. Furniture height and layout will comfortably suit their needs and equipment to assist milk formula preparation will also be provided.

Plastic replica food will also be on display at the main entrance to make it easier for domestic and overseas visitors to view the signature dish of each stall in the food court.



Establishment of new event space

The seating layout within the food court can be changed and utilize a giant wall monitor when conducting events. Events that primarily took place outside in the past can be held inside the facility.



Along with the first appearance in a food court by the popular Tsukiji sushi restaurant Itadori, a wide variety of tenants are slated to open their first store in Tokyo or under a new format

New stores

■ Tsukiji Itadori Shimetora

First in SC

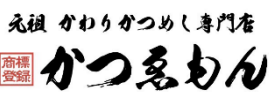
Itadori is a famous Tsukiji brand. Try one of their many different bowls of rice plentifully topped with fresh seafood delicacies such as the aromatic broiled sea urchin. Finish off your rice by soaking it in hot tea and assorted seasonings. You can also try their popular deep-fried thin udon noodles topped with stir-fried vegetables and seafood.



■ Katsuemon

Tokyo's First First in SC New Business

Eat the cutlets separately from the rice, or place them on top of the rice and eat it all together. Visitors can enjoy a rich variety of cutlets.



■ DECORA CREAMERY

Tokyo's First

Decora Creamery offers soft-serve ice cream in a new cute and delightful style. Visitors can enjoy ice cream or bubble tea covered in fluffy cotton candy at this café.



■ TORIKAI EXPRESS

Tokyo's First

At Torikai Express you can casually enjoy the authentic flavors of the award-winning Torikai Oyakodon – a bowl of rice topped with chicken and eggs cooked together. This dish was awarded the “gold” prize in the Don Grand Prix for four years running.



■ ELK NEW YORK BRUNCH

Tokyo's First

Although popular in Kansai, Elk is opening its first New York Brunch store in Kanto. The restaurant's “Pancake Pop Sundae” is their most popular item.



■ Legendary Sutodonya

The sutadon (“stamina bowl”) is a huge bowl of rice containing the equivalent of about three standard rice bowls and topped with copious amounts of thinly-sliced, stamina-inducing pork belly coated in a secret garlic soy sauce.



Upgrade Highlight 6: Restaurant zone catering to diverse customer needs, including new store formats

New stores

■ Carl's Jr.

Originating from California, this hamburger restaurant operates more than 3,900 stores in 46 countries. Come and try one of their big, juicy burgers.



■ PANDA EXPRESS Tokyo's First

Choose what you like from the variety-filled menu at Panda Express, which includes the much-loved and original "orange chicken." Enjoy dining on American Chinese food from California.



■ Obon de Gohan

Nutritionally balanced homemade dishes in a café setting. Choose from more than 15 main dishes and different types of rice. A plentiful dessert menu is also available.



■ Bunji

First in SC

At Bunji, you can eat your fill of traditional foods and artisanal products from Miyagi Prefecture, including specialty Sendai beef tongue, boiled beef tongue, and Shiogama oden (hotchpotch). The restaurant also has a careful selection of local sake and shochu from Miyagi Prefecture.

三日月 文治



■ THEBUFFET LaLaDream

Tokyo's First First in SC New Business

A new buffet-style restaurant where you can enjoy a seasonal world of sweets with visual presentation. Be sure not to miss the chefs preparing fresh dishes in the open kitchen.



■ Daihachi

Tokyo's First First in SC New Business

This Japanese-style pub is committed to quality, so it only procures its beef in bulk--the whole animal. Try their delicious black wagyu offal skewers.



Upgrade Highlight 7: Making DiverCity Tokyo Plaza a more comfortable place to work with the renovation of the workers' break room

The break room will be renovated and transformed into an extravagant and trendy space where employees can relax.

The room will have its own powder room and equipped with facilities such as charging stations. A meeting space will also be constructed where employees can hold meetings or simply get to know each other.

DiverCity Tokyo Plaza hosts social parties to encourage interaction between employees and has in place a substantial training system aimed at improving the skills of all workers. DiverCity Tokyo Plaza aims to be a better place to work with the creation of an environment that enriches the working and private lives of all employees. Initiatives include the provision of employee discounts and services that can be redeemed at stores throughout the complex.



*The above photographs and illustrations are concept images

<Attachment material>

Overview of DiverCity Tokyo Plaza

Location	1-1, Aomi, Koto-ku, Tokyo
Access	Approx. 5 minutes on foot from Daiba Station on New Transit Yurikamome Line Approx. 3 minutes on foot from Tokyo Teleport Station on the Tokyo Waterfront Area Rapid Transit Railway Rinkai Line Approx. 1 kilometer from Daiba interchange of Metropolitan Expressway (Shutoko) Route 11 (Daiba Line)
Hours of Operation	Shopping and services: 10:00 to 21:00 Food court: 10:00 to 22:00 Restaurants: 11:00 to 23:00 * Excluding certain establishments
Site area	Approx. 354,133 ft ² (32,900 m ²)
Number of stores	Approx. 160 stores
Gross floor area	Approx. 1,509,100 ft ² (140,200 m ²)
Rentable spaces	Approx. 505,903 ft ² (47,000 m ²)
Parking spaces	Approx. 1,400 spaces
Operation and management	Mitsui Fudosan Retail Management Co., Ltd.
Website	http://www.divercity-tokyo.com/en/

Location map

