

Chapter 2 Evolution as a Neighborhood Promoting Business

■Business creation center BASE Q

BASE Q aims to create new value and address social issues using the concept of outstanding questions leading to outstanding answers.

In addition to holding many events in this past year and communicating the ideas of those taking on challenges incorporating global transformations, BASE Q has held the Innovation Building Program for major Japanese companies, and this is steadily making progress through the participation of many people.

The aim in its second year is to produce further concrete results.

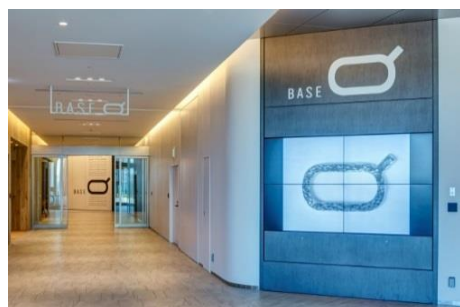
Please watch out for results.

**Keiichiro Mitsumura, BASE Q
Operations Supervisor, Manager,
Venture Co-creation Department,
Mitsui Fudosan**



■Main participating companies

- Sony Music Entertainment (Japan) Inc.



■Main BASE Q events

- DesignShip

One of Japan's largest design conferences, crossing industry borders

- Topic Lab QROSS SESSION

- Smart Kitchen Summit Japan 2018

- Node Tokyo 2018 (international blockchain conference)

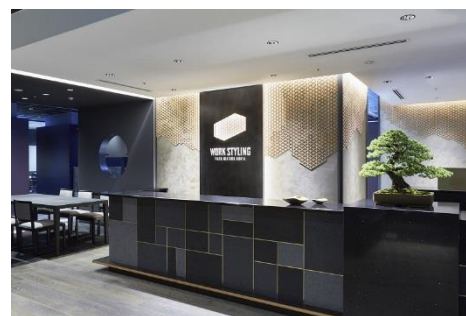
■Opening of WORK STYLING Tokyo Midtown Hibiya

Mitsui Fudosan has rolled out 35 bases across Japan for WORK STYLING multi-base share offices for corporations since April 2017. WORK STYLING Tokyo Midtown Hibiya opened in November 2018.

Currently, there are more than 300 member companies and WORK STYLING is used by over 50,000 members each month, with plans to exceed more than 50 bases before the end of fiscal 2020.

WORK STYLING has three services: SHARE, which are multi-base share offices for companies; FLEX, which are flexible service offices for companies; and STAY, which are work spaces with accommodations. WORK STYLING Tokyo Midtown Hibiya provides SHARE and FLEX services.

WORK STYLING, which aims for members to use it as a place for open innovation, also provides services matching members and promoting collaborations between member companies. There is a full-time "Business Stylist" who aims to connect active members at WORK STYLING Tokyo Midtown Hibiya.



■Comment from an office tenant

“Important points are the convenience of the Hibiya neighborhood and the sense of security in the office”

Shusaku Shidahara, Manager, Planning and General Affairs Unit, General Affairs Division, Asahi Kasei Corp.

Having relocated our head office to Tokyo Midtown Hibiya really gave us confidence as we made great strides forward compared to before the relocation in terms of employees’ working styles and productivity.

To give one example, we set up spaces we call Connection Areas, which have the aim of encouraging more communication among employees. Connection Areas have been set up on almost all office floors, and have ICT equipment like Surface Hub and BIG PAD installed to support things like meetings with overseas bases and café-style seats and sofas that are unlike ordinary office equipment. These areas can be used as a change of pace for individuals, or as somewhere that employees can go to relax and actively communicate among themselves.

The thing I feel most and the biggest change brought about by having an office in Hibiya has got to be the improvement in convenience. Access to JR trains is closer and it is extremely convenient if we need to use the Shinkansen for a business trip. We have also handed out about twice more visitor cards to people from outside the company since we relocated. As Tokyo Midtown Hibiya is a Hibiya landmark, it’s easy for us to invite customers to visit and convenient for them to stop by.

Another important point to make is the feeling of security I’ve had in the office since relocating. Hibiya Mitsui Tower boasts the highest-rated seismic-resistant design, S1, and from the standpoint of business continuity, there are emergency power facilities with a minimum power supply of 72 hours, making this building with advanced specifications extremely reassuring.

