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For immediate release

Mitsui Fudosan Co., Ltd.

11 Years since MITSUI OUTLET PARK SENDAI PORT Opened for Business A Renovation Zone Comprising of 9 New Stores to Open on July 20

The newly established Mori no Minato Marche will recommend
carefully chosen food and lifestyle goods.

The environmental design will also be updated to offer a high-quality space where families
with small children can easily spend time together.

Tokyo, Japan, June 12, 2019 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has decided to open 9 new stores at MITSUI OUTLET PARK SENDAI PORT on July 20 (Saturday) as part of a renovation for the facility’s 11th anniversary.

MITSUI OUTLET PARK SENDAI PORT opened for business in 2008, and has been growing in accordance with its aim to become the best and largest outlet mall in Tohoku. This renovation features full-scale refurbishment of the Market Street restaurant and retail zone, which will have a grand reopening as Mori no Minato Marche. This new area will host 9 high-quality select stores and cafes, such as the café ITAGAKI, which is a new business format for the fresh fruit specialty shop of the same name founded in Sendai in 1897, Lindt Chocolat Café by the premium chocolate brand loved by more than 120 countries around the world, and John Masters Organics Select, an organic cosmetics brand that will be making its first appearance in Tohoku as an outlet shop. These stores will be arranged in a calming space that harmonizes with the warmth of the natural texture of wood. Accompanied by an enhanced lounge space and the installation of private baby care rooms, Mori no Minato Marche will bolster initiatives to create a comfortable experience for families with small children.

As it marks its 11th anniversary, MITSUI OUTLET PARK SENDAI PORT will continue over the next 10 years to evolve into a facility where visitors can spend even more quality time than ever before.

Renovation Highlights

Towards becoming the largest outlet mall in the Tohoku region that offers a relaxing and comfortable visit

- (1) A newly established Mori no Minato Marche area with 9 new stores, including 4 making their debut in Tohoku
- (2) Installation of private baby care rooms and hands-on digital attractions targeting families with small children
- (3) Enhancements to a cozy and relaxing lounge, terrace spaces and an information desk where visitors can feel free to stop by



Perspective image of Mori no Minato Marche

Renovation Feature (1)

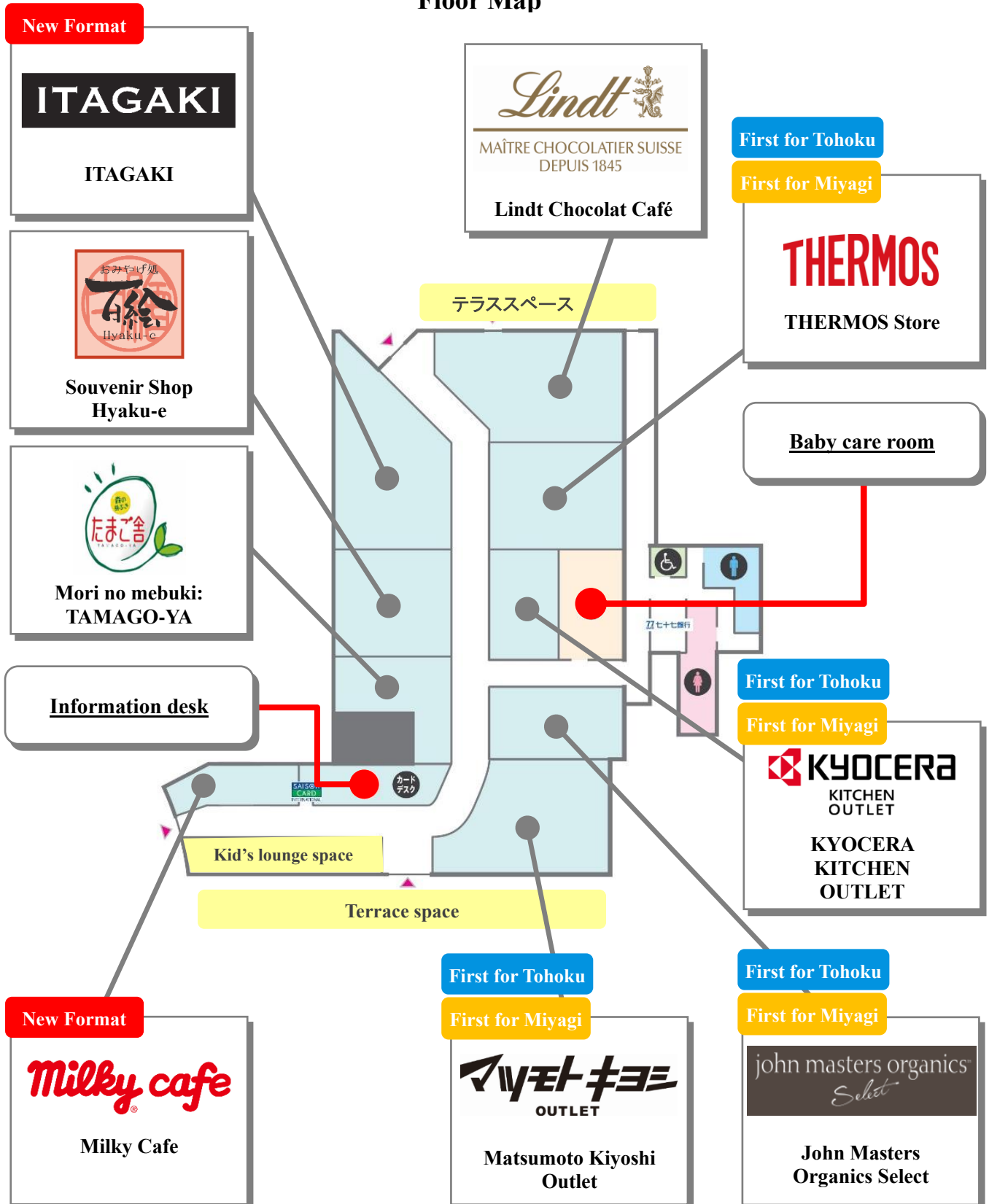
A newly established Mori no Minato Marche area with 9 new stores, including 4 making their debut in Tohoku

The renovation will newly establish nine stores, including 4 stores making their debut in the Tohoku region and 2 in new business formats. From local favorites to global brands, the facility will offer high-quality select cafes and shops to further meet demands for daily use.

*The perspective layout of each shop and product pictures are all concept images.



Mori no Minato Marche Floor Map



Renovation Feature (2)

Installation of private baby care rooms and hands-on digital attractions targeting families with small children

MITSUI OUTLET PARK SENDAI PORT strives to be a place where families with small children can spend time comfortably, and is bolstering initiatives for these visitors at Mori no Minato Marche. The facility has installed private baby care rooms after receiving requests from visitors for a stress-free area to feed infants during their shopping trip, alongside the establishment of a kid's area that has hands-on digital attractions so that children can play safely while their parents take a break. With these functions, visitors can spend valuable time together with their families during their shopping trip.

■ Installation of private baby care rooms

The baby care rooms are individual rooms to be used for feeding and changing diapers.

Visitors can sit on a sofa and care for their babies in comfort in a space surrounded by the warmth of wood.



Baby care room (Perspective image)

■ Establishment of hands-on digital attractions in the kid's space

Digital attractions that stimulate children's creativity while playing games have been set up in the kid's space. Parents can also join their children in enjoying these activities.



Digital attractions (Perspective image)

Renovation Feature (3)

Enhancements to a cozy and relaxing lounge, terrace spaces and an information desk where visitors can feel free to stop by

The facility is focusing on improving upon the comfortable stay afforded by Mori no Minato Marche, allowing visitors to relax between shopping stints in the lounge space or enjoy a drink in the terrace space when the weather is nice. There is also an information desk in front of the lounge space where visitors can feel free to stop by and ask questions.



Near the lounge space and information desk (Perspective image)

<Attached Document 1>

Overview of MITSUI OUTLET PARK SENDAI PORT

Location	123 Nakano-Ideka, Miyagino-ku, Sendai City, Miyagi
Access	<By car> Approx. 1.5 miles (2.5 km) from the Sendai-Port IC <By public transportation> 8 minutes on foot from Nakanosakae Station on the JR Senseki Line
Opened	September 2008
Area	Approx. 936,460 ft ² (approx. 87,000 m ²)
Floor space	Approx. 365,972 ft ² (approx. 34,000 m ²)
Store area	Approx. 215,278 ft ² (approx. 20,000 m ²)
Number of stores*	120
Structure	Steel structure, two floors above ground
Parking spaces	3,000
Design and construction	Sumitomo Mitsui Construction Co., Ltd.
Website	https://mitsui-shopping-park.com/mop/sendai/english/
Operation and management	Mitsui Fudosan Retail Management Co., Ltd.

<Attached Document 2> Locati

