

August 7, 2019

For immediate release

Mitsui Fudosan Residential Co., Ltd. MITSUBISHI ESTATE RESIDENCE CO., LTD. Nomura Real Estate Development Co., Ltd. Sumitomo Realty & Development Co., Ltd.  
SUMITOMO CORPORATION Tokyu Land Corporation Tokyo Tatemono Co., Ltd. NTT Urban Development Corporation  
NIPPON STEEL KOWA REAL ESTATE CO., LTD. DAIWA HOUSE INDUSTRY CO., LTD.

New Neighborhood Creation in the Middle of Tokyo Consisting of  
24 Buildings <sup>(\*)1</sup> and 5,632 Units Housing Approx. 12,000

**“HARUMI FLAG”**

**Applications to Register from 1,543 Parties in Phase 1 Sales**

**Average Rate of Success Approx. 1 in 2.57, Highest of 1 in 71**

Tokyo, Japan, August 7, 2019 - Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, announced today that Phase 1 Sales in the condominium housing zone in HARUMI FLAG were held by the 10 selling companies from Friday, July 26 to Sunday, August 4. The companies supplied 600 units, the most <sup>(\*)2</sup> in the greater Tokyo area for 2019, and 1,543 parties registered an application to buy the properties.

HARUMI FLAG has attracted an enormous amount of attention, with more than 23,300 entries to register since the official HARUMI FLAG website opened on October 31, 2018, and more than 5,100 parties <sup>(\*)3</sup> visiting the HARUMI FLAG Pavilion that opened on Saturday, April 27, 2019.

Customers that registered their interest in purchasing properties rated the site for the three main reasons of amazing landscapes, being surrounded by the sea on three sides and views of Rainbow Bridge; roominess, with average floor space being at least 20 m<sup>2</sup> greater than the six wards of central Tokyo <sup>(\*)4</sup>; and the highly convenient location in Harumi, Chuo-ku, a hub joining central Tokyo and the Wangan area and just 1.5 miles (2.5 kilometers) from Ginza.

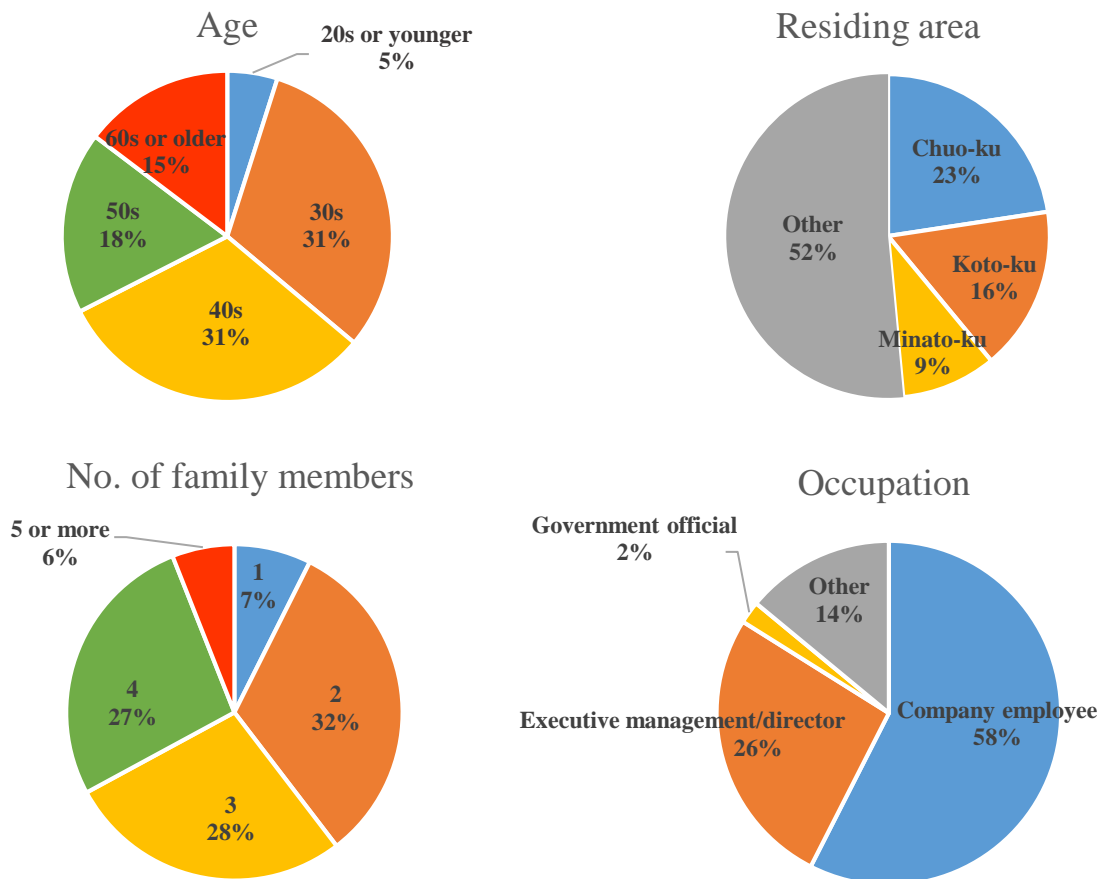
Other factors cited as rating highly were the all-inclusive nature of the development, which encompasses retail and childcare facilities, elementary and junior high schools and parks; a universal design town easy to live in for anybody from child-raising generations through to seniors; and 51 different types and varieties of shared rooms in common facilities and 26 rooms, including the SKY LOUNGE on the 48<sup>th</sup> floor of a tower, that can be used by any resident of the residential zones.



Conceptual image of the completed HARUMI FLAG

- \*1: Total of residential buildings and retail properties
- \*2: Phase 1 sales of 600 units was the largest sale of condominiums in the greater Tokyo area (Tokyo and three surrounding prefectures) for 2019.  
Applicable period: (Based on MRC surveys supplemented by condominium apartment data for January-May 15, 2019)  
Data source: MRC June Edition, July 2, 2019, Marketing Research Center Co., Ltd.
- \*3: As of August 4, 2019
- \*4: The six central Tokyo wards are: Chuo, Minato, Chiyoda, Shibuya, Shinjuku and Bunkyo

## ■ Profile of Registered Applicants



## ■ Status of Phase 1 Sales

<b>Sales zone</b>	Sea Village (Towers A, B and D)	Park Village (Towers A, B, C and F)
<b>Registration acceptance</b>	Friday, July 26-Sunday, August 4, 2019	
<b>Registration application status</b>	Total applications to register: 1,543 parties Maximum competitive ratio: 1-in-71 Average competitive ratio: 1-in-2.57	
<b>Condominiums for sale:</b>	211 units	389 units
<b>Net floor area:</b>	85.37 m <sup>2</sup> to 152.1 m <sup>2</sup>	66.59 m <sup>2</sup> to 106.82 m <sup>2</sup>
<b>Floor plans</b>	3LDK-4LDK	2LDK-4LDK
<b>Sales prices</b>	3LDK (¥75.5 million-¥92.0 million) 3LDK (¥84.5 million-¥230.0 million) * Most common price range: Approx. ¥86 million (units of ¥1 million)	2LDK (¥54.5 million-¥69.6 million) 3LDK (¥59.3 million-¥126.9 million) 4LDK (¥63.9 million-¥132.4 million) * Most common price range: Approx. ¥64 million (units of ¥1 million)

## Reference

### ■ HARUMI FLAG Development Overview

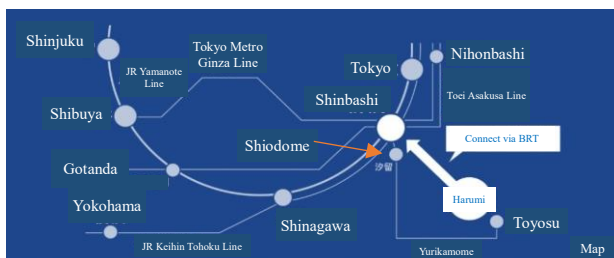
<b>Total development area</b>	1,441,355 ft <sup>2</sup> (133,906.26m <sup>2</sup> )
<b>Total planned units</b>	5,632 residential units (4,145 units in built-for-sale districts, 1,487 units in rental housing districts (including senior housing and shared housing); also, stores, daycare center (block numbers TBD), and retail properties

### ■ Development Overview of Each HARUMI FLAG District

	Port Village	Port Village	Port Village	Port Village	Retail property
<b>Main uses</b>	Rental housing (including senior housing and share houses), stores, daycare facilities and nursing homes	Condominium housing	Condominium housing, Stores	Condominium housing, Stores	Retail properties
<b>Location</b>	501, Harumi 5-chome, Chuo-ku, Tokyo (lot number)	502, Harumi 5-chome, Chuo-ku, Tokyo (lot number)	503, Harumi 5-chome, Chuo-ku, Tokyo (lot number)	504, Harumi 5-chome, Chuo-ku, Tokyo (lot number)	505, Harumi 5-chome, Chuo-ku, Tokyo (lot number)
<b>Site area</b>	283,092 ft <sup>2</sup> (26,300.14m <sup>2</sup> )	254,386 ft <sup>2</sup> (23,633.20 m <sup>2</sup> )	403,014 ft <sup>2</sup> (37,441.27 m <sup>2</sup> )	378,629 ft <sup>2</sup> (35,175.79 m <sup>2</sup> )	122,233 ft <sup>2</sup> (11,355.86 m <sup>2</sup> )
<b>Number of buildings</b>	4	5	7	7	1
<b>Number of residential units</b>	1,487 units	686 units	1,822 units	1,637 units	—
<b>Floor(s)</b>	15-17 floors above ground, 1 floor below ground (block-type building)	14-18 floors above ground, 1 floor below ground (block-type building)	14-18 floors above ground, 1 floor below ground (block-type building) 50 floors above ground, 1 floor below ground (tower)	14-18 floors above ground, 1 floor below ground (block-type building) 50 floors above ground, 1 floor below ground (tower)	3 floors above ground, 1 floor below ground
<b>Parking spaces</b>	312	313	831	758	104

#### BRT to Shimbashi Station and Toranomon

BRT will connect HARUMI FLAG with Shimbashi Station and Toranomon. From Shimbashi Station terminal, there is direct access to major downtown lines via JR, Toei Subway, Tokyo Metro, etc.



Source: Tokyo Metropolitan Government website

From “Project Plan for BRT Connecting Downtown and Bayside Areas” (revised August 2018) issued by the Tokyo Metropolitan Government Bureau of Urban Development and Keisei Bus Co., Ltd. <http://www.toshiseibi.metro.tokyo.jp/kiban/brt/index.html>

#### Distance to Major Areas



\*The distances listed are straight-line distances. Distances by road: Tokyo: Approx. 2.7 miles (approx. 4.5 km); Ginza: Approx. 1.9 miles (approx. 3.1 km); Toranomon: Approx. 2.9 miles (approx. 4.7 km); Shiodome: Approx. 2.1 miles (approx. 3.5 km); Toyosu: Approx. 1.5 miles (approx. 2.4 km); Tokyo Big Sight: Approx. 3.4 miles (approx. 5.4 km); Odaiba: Approx. 3.4 miles (approx. 5.4 km); Shinagawa: Approx. 5.2 miles (approx. 8.3 km)