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**Mitsui Fudosan's Outlet Park Full-scale Reconstruction Business****MITSUI OUTLET PARK YOKOHAMA BAYSIDE****Twofold Increase in Tenants; Grand Opening on Friday, April 10, 2020****Evolution to Longer Stay Outlet Park with Seaside-Integrated Facilities and Enhanced Amenities**

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Tokyo, Japan, October 9, 2019 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that MITSUI OUTLET PARK YOKOHAMA BAYSIDE will have its grand opening on Friday, April 10, 2020. The park, which is located in Yokohama, Kanagawa Prefecture and operated by Mitsui Fudosan Retail Management Co., Ltd., is currently undergoing a full-scale reconstruction.

Since opening Japan's first full-fledged outlet mall on the same site in Yokohama in 1998, Mitsui Fudosan has spearheaded the outlet business in Japan and now operates a total of 17 outlet facilities inside and outside the country. The Yokohama project draws on the company's over 20 years of experience and performance in the outlet business, and as the company's first full-scale reconstruction project involving an outlet facility, a number of enhancement initiatives are being conducted.

The number of tenants will be increased twofold to around 170 (including 12 opening for the first time at an outlet facility in Japan and three for the first time in the Kanto region). Many of the shops and restaurants are currently in the spotlight and include refined lifestyle brands and fine local eateries. By designing the facility to be integrated with the seaside environment, creating a new food court and enhancing common areas like plazas for more liveliness, it will evolve into a facility with high value for longer stays. By collaborating with the marina, local companies and organizations, and the local government, MITSUI OUTLET PARK YOKOHAMA BAYSIDE will be renewed as an outlet facility more fully rooted in the local community.

**Facility Concept: “NEW MARINA LIFE”**

“NEW MARINA LIFE” was chosen as the basic concept for the facility. It reflects the recognition that fine living proposals will be made in a seaside environment with shopping, dining, and participatory outdoor events in the plazas, plus views of one of the largest marinas in Asia.

The special characteristics of the local area, which encompasses Yokohama, Shonan, Hayama and Zushi, and Kamakura, will be drawn on to create a facility with high value for longer stays, where people can enjoy both bustling liveliness and the pleasant seaside.



\*All images are shown for illustration purposes only.

## NEW MARINA LIFE

### 1. Twofold increase in tenants from around 80 to around 170

Many shops and restaurants currently in the spotlight, including refined lifestyle brands and fine local eateries

See p. 3

- (1) Extensive lineup of fine living brands evoking a pleasant seaside
- (2) Shops providing fun outside of shopping through workshops and activities
- (3) Extensive lineup of shops to meet broad-ranging needs, including popular mixed-label boutiques and overseas brands
- (4) Enhanced dining space for new stay-value outside of shopping
  - ◇ Food court with acclaimed local eateries
  - ◇ Seaside restaurants and cafes where people of various ages can spend quality time
  - ◇ New dining space providing pleasant seaside experience and a sense of liveliness
  - ◇ Popular grocery store and candy shop for accentuating fine living

### 2. Evolution into facility space with high value for longer stays through seaside-integrated design and enhanced common areas

See p. 5

- (1) New hybrid mall designed for both openness and comfort
- (2) Brick-and-mortar facility value maximized with events in the courtyards/plazas and more
  - ◇ Over 2,000-m<sup>2</sup> Central Court for resting, playing, viewing
  - ◇ Large-Roofed Whale Plaza, Harbor Gate Plaza, Whale Mist Plaza
- (3) Increased stay-value from full lineup of dining establishments and enhanced childcare amenities
  - ◇ Seaside-integrated design and extensive dining options
  - ◇ Convenient amenities for people with small children, including Umi-no-Mori Baby Lounge

### 3. More extensive collaborations with the marina, local companies and organizations, and the local government for an outlet park more fully rooted in the local community

See p. 8

- (1) Space for community exchanges and conveying the appeal of the Yokohama Bayside Marina area
  - ◇ Reinforcement of comprehensive initiatives with Yokohama Bayside Marina Co., Ltd. covering both tangibles and intangibles
  - ◇ Establishment of Bayside Lounge, a multipurpose space facing the ocean
- (2) Enhanced initiatives with partners to further promote the Yokohama Kanazawa area
- (3) Collaborations with artists with connections to Kanagawa Prefecture
  - ◇ Collaboration with the artwork of Ryohei Yanagihara
  - ◇ Artwork by deaf artist Marina Sugimoto

## 1. Twofold increase in tenants from around 80 previously to around 170

Many shops and restaurants currently in the spotlight, including refined lifestyle brands

Beginning with 12 establishments in a Japanese outlet facility for the first time and three for the first time in the Kanto region, the renovated park will have numerous shops and restaurants, from popular overseas brands, mixed-label boutiques, brands offering new forms of fine living, famous local establishments, and eateries catering to people of a wide range of ages.

### **(1) Extensive lineup of fine living brands evoking a pleasant seaside**

The renovated park will feature numerous resort-style brands and highly discriminating shops in recognition of the deep connection between the ocean and local life in places like Kamakura, Zushi and Hayama. The brands and shops will propose new lifestyles in which people spend their time in the way that suits them.

### **(2) Shops providing fun outside of shopping through workshops and activities**

Brands that enrich daily life will hold activities, workshops and seminars.

Forms of fun outside of shopping will be provided for experiences only available at the outlet park.

### **(3) Extensive lineup of shops to meet broad-ranging needs, including popular mixed-label boutiques and overseas brands**

There will be twice the number of shops and restaurants and a broader selection of popular brands. From causal basics to popular mixed-label boutiques offering the extraordinary to overseas luxury brands—with this extensive lineup meeting a broad range of needs, the park will provide an even more comfortable shopping experience.

#### **(4) Enhanced dining space for new stay-value outside of shopping**

Taking full advantage of the appealing features of the marina, drinking and dining options were enhanced and strengthened, centering on the area facing the ocean. They include establishments opening for the first time in a commercial complex, popular local eateries based nearby in Yokohama, Shonan and Kamakura, and a number of other restaurants and cafés that truly fit the location.

From lunch to dinner, the dining establishments will enable customers of many ages to relax and enjoy a leisurely time, providing new value for longer stays.

##### **◇Food court with acclaimed local eateries**

The food court will have 10 eateries, with three opening in a commercial complex for the first time, including a popular restaurant from Enoshima and Kamakura and a Yokohama-based ramen shop getting a lot of buzz. The takeout menu is also extensive; customers can eat inside or freely enjoy their food outside in the terrace seating or out in the plaza.

##### **◇Seaside restaurants and cafes where people of various ages can spend quality time**

Resort-style terrace seating will be provided at all restaurants and cafés facing the ocean. The area can be used by people of various ages in all sorts of situations.

##### **◇New dining space providing pleasant seaside experience and a real sense of presence**

There will be a completely new food hall providing the fun of visiting and the liveliness of the seaside.

##### **◇Popular grocery store and candy shop for accentuating fine living**

There will be a number of popular food stores to enrich daily life, including a grocery store offering high-quality food products opening in an outlet mall for the first time and a candy shop highly selective about its ingredients that is highly popular on social media.

## 2. Evolution into facility space with high value for longer stays through seaside-integrated design and enhanced common areas

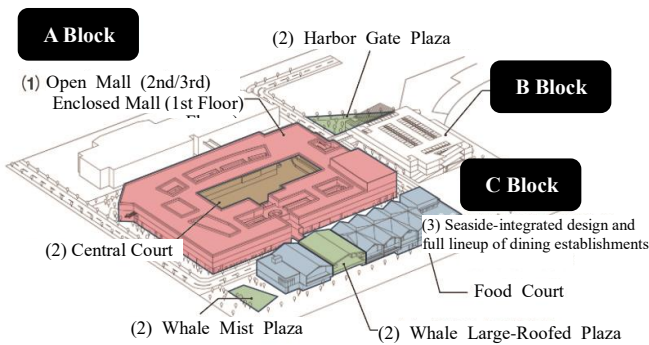
White walls with navy blue accents evoking the sea help produce the kind of lively atmosphere typically found near marinas. The design uses natural wood-toned materials and a rich array of trees and grass to foster a sense of warmth and comfort. The courtyards and plazas will run various programs including collaborative events with the park's shops and restaurants to provide value to visitors only possible at a brick-and-mortar facility.



**A Block Station Urban Gate**



**B Block Harbor Gate**



**C Block Seaside Terrace Seating**

\*All images are shown for illustration purposes only.

### **(1) Seaside-integrated design and full lineup of dining establishments**

A Block is the facility's largest block and will feature greater circularity for more convenient shopping, including a circuit-style mall area and a bridge on the second floor for smooth access to the other blocks.

A Block's second and third floors are an open-air mall with the feel of a marina, and the first floor is an enclosed, indoor mall unaffected by the season or weather. With different types of mall space in the same block, shoppers will be able to enjoy both the openness of the outdoors and the comfort of an indoor environment.

The mall passageways will have original planters from garage YOKOHAMA (see Page 3) to create a refined, cutting-edge space.



Open Mall (2nd/3rd Floors)



Enclosed Mall (1st Floor)

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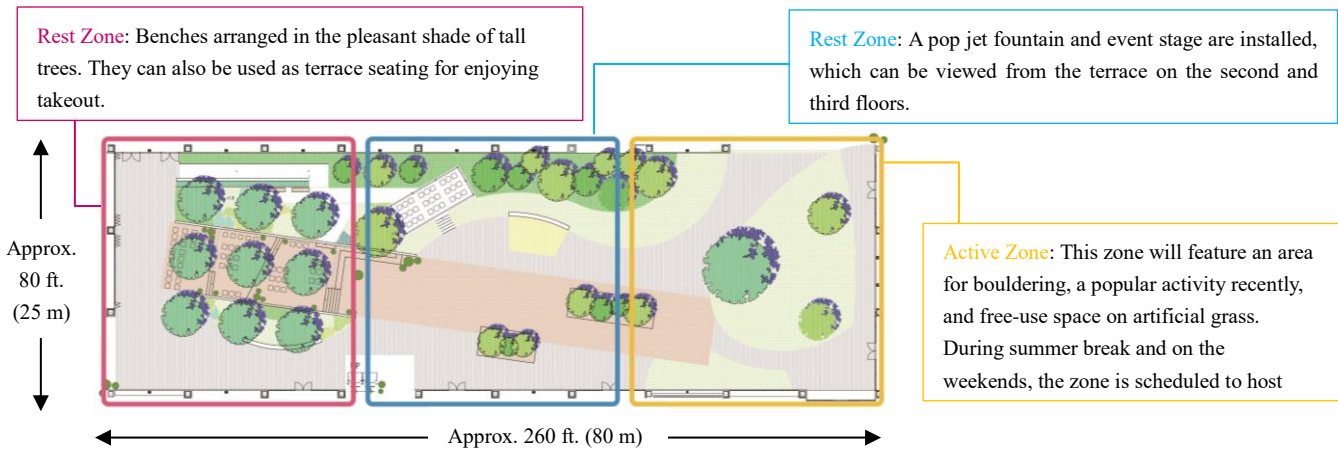
**(2) Brick-and-mortar facility value maximized with events in the courtyards/plazas and more**

◇ Over 215,000 ft<sup>2</sup> (2,000 m<sup>2</sup>) Central Court for resting, playing, viewing



A Block Central Court

The Central Court is a large, over 215,000 ft<sup>2</sup> (2,000 m<sup>2</sup>) courtyard that will accommodate shoppers wanting to take a break or before going home and children who want a place to play outside. Centering on a pier design, it will be divided into three zones. Colorful walls reminiscent of shipping containers will create a lively space appropriate to a marina-adjacent facility.



**◇ Large-Roofed Whale Plaza**

The Large-Roofed Whale Plaza with a two-level, approximately 6,400 ft<sup>2</sup> (600 m<sup>2</sup>) vaulted ceiling will provide all-weather event space. A large rug-style mat of artificial grass in the shape of a large whale is planned for the middle of the plaza to pay tribute to the whale monument that was the symbol of the facility since its initial opening in 1998.



C Block Large-Roofed Whale Plaza

**◇ Harbor Gate Plaza**

Harbor Gate Plaza will serve as the flow line for people who have come by car. It will host participatory store events, an exhibit of cabin cruisers and more to provide a fuller range of experiences outside of shopping.

**◇ Whale Mist Plaza**

Whale Mist Plaza next to C Block is planned as a reception area for boating events with cabin cruisers and other boats. Events full of local color will be held to help promote the marine recreation sector.

\*All images are shown for illustration purposes only

### **(3) Increased stay value from full lineup of dining establishments and enhanced childcare amenities**

#### **◇ Seaside-integrated design and extensive dining options**

C Block, which faces the marina, features an exterior design with a triangular gabled roof reminiscent of a seaside warehouse. The east side will have a food court (see p. 6), and the west side will have extensive dining options, including BAYSIDE FOOD HALL (see p. 8). The seaside dining establishments and food court will have open-air terrace seating for feeling the ocean breeze and to create a lively atmosphere befitting its seaside location.



C Block Seaside terrace seating



C Block Design rendering

#### **◇ Convenient amenities for people with small children**

The Umi-no-Mori Baby Lounge will be provided free of charge to enable people with small children to spend time in greater comfort. There will be a space for babies and toddlers up to age 2 to crawl around and stand up with support and also rest space. The design is suggestive of playing at the ocean and the area, on the theme of tree-growing, will be environmentally friendly as well in its use of local wood products from Kanagawa Prefecture.



Umi-no-Mori Baby Lounge

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**3. More extensive collaborations with the marina, local companies and organizations, and the local government for an outlet park more fully rooted in the local community**

The park was established as Japan’s first full-fledged outlet mall and over the course of 20 years since its opening grew with the support of the community amid as the substantially changing times. Even though the park will be completely transformed with this full-scale reconstruction, it intends to further develop and deepen relationships with the community through comprehensive, continuing initiatives with local organizations.

**(1) Facility designed to serve as space for community exchanges and conveying the appeal of the Yokohama Bayside Marina area**

**i. Reinforcement of comprehensive initiatives with Yokohama Bayside Marina Co., Ltd. covering both tangibles and intangibles**

There will be a boat dealership on the site and a boat owners salon to further strengthen marina amenities. Marine recreation will be promoted as well through participatory events with cabin cruisers and boats.



**ii. Establishment of Bayside Lounge, a multipurpose space facing the ocean**

A multipurpose space facing the ocean will be established on the third floor of C Block to serve as a space for local activities and promotions in collaboration with the NPO Aozora Factory. It will also be open for use as a space for the activities of people in the local community.





## **(2) Enhanced initiatives with partners to further promote the Yokohama Kanazawa area**

By enhancing partnerships with local companies, organizations, government agencies, universities and citizens, the park will contribute to solutions to local issues.



### **LINKAI 横浜金沢**

LINKAI Yokohama Kanazawa is Yokohama's largest industrial park and has numerous companies in the manufacturing, transport and wholesaling industries in particular.

Meetings and other gatherings will be held in Bayside Lounge.



### **Yokohama Bayside Marina Development Association**

The association aims to create an urban resort at the marina, which is one of Japan's largest.

The park will contribute to the district's development as its representative commercial facility.



### **Yokohama Kanazawa Seaside Area Management Association**

The association aims to raise the living-related value of Kanagawa Seaside Town through collaboration between local residents and universities, corporations and other entities.

The park plans to co-sponsor various events and support the research of students at Yokohama City University.



### **NPO Aozora Factory**

The partnership aims to promote the appeal of LINKAI Yokohama Kanazawa and create further value; activities will take place through collaborations between industry, academia and government.

The plan for the park is to host workshops, meetings and other events.

### **(3) Collaborations with artists with connections to Kanagawa Prefecture**

#### **◇ Collaborative project featuring the artwork of Ryohei Yanagihara**

Ryohei Yanagihara based his activities in Yokohama and produced many works of art on the theme of the ocean, ships and ports; he also is known for designing Uncle Torys advertisements and illustrating children’s books. Yanagihara had a deep connection to Yokohama, and plans call for using his works in park signage and maps to produce a distinct sense of Yokohama.



Example of his work, entitled *Daremo inai umi* (“Deserted Sea”)

#### **◇ Artwork by deaf artist Marina Sugimoto**

Marina Sugimoto is an illustrator and the proprietor of Nan-na Kobo in Yuigahama, Kamakura, and her name comes from the word “marina.” The park plans to display her three-dimensional illustrations in C Block.



Example of her work, entitled *Miura Koajiro Bay*

## Services and initiatives aligned with social issues and needs, including measures for environment and inbound travelers

The Mitsui Fudosan Group is committed to social and economic development as well as global environmental preservation under the principles of harmony and coexistence while working to link diverse values as represented by its “&” logo. It has set forth the “&EARTH” principle as its Group Vision. &EARTH expresses the Group’s recognition that urban development is interlinked with the planet and its aim of a society that enriches both people and the planet.

### ■ Environmental preservation measures promoted by the park

Along with tenant shops and restaurants and local community members, the company will strive to make the park a facility in harmony with the environment.

#### ◇ Facility initiatives

- Plans call for LED lights throughout the facility, installation of electric vehicle chargers, and use of water-saving restroom facilities.
- As an example of a &EARTH environmental promotion and social contribution activity, each year clothing no longer needed by customers at home will be collected and recycled at the park.

#### ◇ Support for tenant initiatives

- The park will support the practice of charging a small fee for shopping bags.

#### ◇ Collaboration with local partners

- The park will conduct eco-activities in the Kanazawa district in collaboration with the NPO Aozora Factory.



### ■ Hospitality services for overseas customers

There will be an expanded range of services for travelers from overseas, including large lockers, free WiFi, and active promotion of duty-free shopping. Customers will also be allowed to pay with the Ginren Card at all shops and restaurants.

【Free WiFi】



【Duty-Free Logo】



【Ginren Card】



### ■ Better accessibility

Parking spaces will be increased by around 2.5 times compared to the park before it closed in order to provide a more comfortable experience for everyone. A new bus stop is being added as well for boarding district tourism buses.

In addition, plans call for providing customers who have the Mitsui Shopping Park Card (Saison; a point card with credit card functionality) with free parking (with some restrictions).

## **Enhanced services and amenities for people raising children**

Services for families with children will include a “mamaro” nursing room with fully private rooms, a baby lounge, kids space, nursing rooms, stroller rentals and more. The food court will have a kids space and also a raised seating section that will be easy to use for people with small children.



## **Universal design**

For people in need of nursing care, the park will have wheelchair parking areas and also rent out wheelchairs. There will also be multipurpose restrooms that accommodate use by a wide range of people.

## **Facilities for employees in support of work style reform**

There will be employee lounges in each block with differing design concepts to provide varied, comfortable spaces. The lounges will have counter seats with partitions, a sofa area for relaxing, plug-ins for mobile phone charging, free WiFi, sinks for teeth-brushing, a powder area, a smoking area, and a shop for employees, as amenities will be provided that meet diverse needs.



Employee Lounge (rendering)

## **Mitsui Shopping Park Point Service**

The Mitsui Shopping Park Point Service is a valuable, convenient point service that allows customers to earn and use Mitsui Shopping Park Points, which can be used at approximately 60\* commercial facilities operated by the Mitsui Fudosan Group nationwide.

There are two types of point cards based on different styles of use: the Mitsui Shopping Park Card (Saison; a point card with credit card functionality), which will never charge an annual fee and provides numerous usage benefits, and the Mitsui Shopping Park Point Card (no credit card function).

\*As of October 9, 2019 \*Not available at all stores; the way points are awarded may differ.

\*For details, please refer to the website (in Japanese) <https://mitsui-shopping-park.com/msppoint/>

## **Mitsui Shopping Park App**

This convenient, money-saving app can be used at commercial facilities operated by the Mitsui Fudosan Group, including Mitsui Outlet Park and LaLaport. People can download the app and register their favorite facilities to receive discounts and services exclusively for app members and other money-saving coupons as well as the latest news on sales and events at the facilities.

Further, linking the app and point card allows members to confirm their point member information and enjoy more convenient shopping through use of a function for earning or using their Mitsui Shopping Park Points with QR codes in the app and through use of the app’s payment function that allows for credit payments.

\*Excludes certain facilities and stores

\*For details, please refer to the website (in Japanese) <https://mitsui-shopping-park.com/msppoint/app/>



\*All images are shown for illustration purposes only.

**< Attachment 1 > Overview of MITSUI OUTLET PARK YOKOHAMA BAYSIDE**

|                               |   |   |
|-------------------------------|---|---|
| Location                      | 5-2 Shiraho, Kanazawa-ku, Yokohama, Kanagawa  |   |
| Access                        | <By Car> Approx. 1.5 km from Sugita IC on the Bayshore Route<br>Approx. 1.5 km from Namoki IC on the Yokohama-Yokosuka Road<br><By Public Transportation> 5-minute walk from Torihama Station on the<br>Yokohama Seaside Line |   |
|                               | Before renovations  | After renovations   |
| Site Area                     | Approx. 344,000 ft <sup>2</sup> (32,000 m <sup>2</sup> )  | Approx. 344,000 ft <sup>2</sup> (32,000 m <sup>2</sup> )            |
| Total Floor Area              | Approx. 212,000 ft <sup>2</sup> (19,700 m <sup>2</sup> )  | Approx. 570,000 ft <sup>2</sup> (53,000 m <sup>2</sup> )            |
| Number of Stores              | Approx. 80 stores   | Approx. 170 stores  |
| Number of parking spaces      | Approx. 1,200 parking spaces  | Approx. 3,000 parking spaces<br>(including temporary parking areas) |
| Opening hours                 | Stores and services: 10:00–21:00<br>Restaurants: 11:00–21:00<br>Food court: 10:30–21:00   |   |
| Structure and scale           | Three-story steel structure above ground  |   |
| Architecture and construction | Sumitomo Mitsui Construction Co., Ltd.  |   |
| Operation Management          | Mitsui Fudosan Retail Management Co., Ltd.  |   |
| URL                           | <a href="https://mitsui-shopping-park.com/mop/yokohama/">https://mitsui-shopping-park.com/mop/yokohama/</a>   |   |

< Attachment 2 > Map

