

November 22, 2019

For immediate release

Mitsui Fudosan Co., Ltd.
Mitsui Fudosan Residential Co., Ltd.

Mitsui Fudosan supports the Tokyo 2020 Olympic and Paralympic Games as a Tokyo 2020 Gold Partner in the category of Real Estate Development. Mitsui Fudosan Residential Co., Ltd. is a Mitsui Fudosan Group company.

**Creating Neighborhoods while Utilizing the “Power of Sports”
Seventeenth Mitsui Fudosan Sports Academy for Tokyo 2020
Movement toward the Tokyo 2020 Olympic and Paralympic Games
Sport Climbing Academy to be Held at LaLaport TOKYO-BAY
on Sunday, December 8**

Tokyo, Japan, November 22, 2019—Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Mitsui Fudosan Residential Co., Ltd. (Chuo-ku Tokyo, President: Kiyotaka Fujibayashi) will hold the Seventeenth Mitsui Fudosan Sports Academy for Tokyo 2020 on Sunday, December 8, 2019 as part of movement toward the Tokyo 2020 Olympic and Paralympic Games.

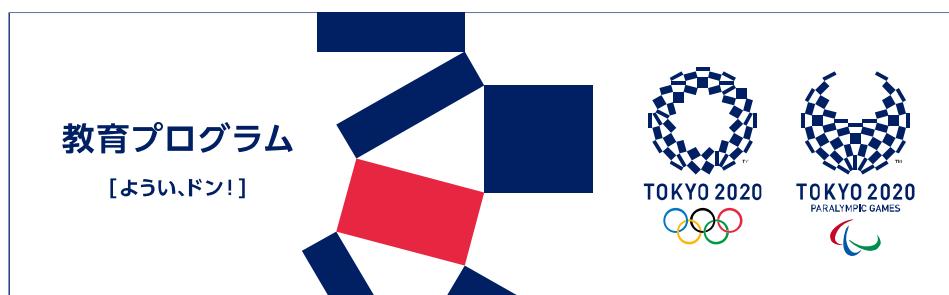
Mitsui Fudosan, a Tokyo 2020 Gold Partner in the category of Real Estate Development, will host the Mitsui Fudosan Sports Academy for Tokyo 2020 event, which is part of a program officially recognized by the Tokyo 2020 Olympic and Paralympic Games, and implement it in cooperation with the Tokyo Organising Committee of the Olympic and Paralympic Games (hereinafter “Tokyo 2020 Organising Committee”). Top-class athletes are invited to be instructors, and with their guidance participants experience Olympic and Paralympic sport events. Holding the academy in an area where Mitsui Fudosan is engaged in neighborhood creation will help to invigorate the community and foster enthusiasm for the Tokyo 2020 Olympic and Paralympic Games.

The seventeenth event, a sport climbing academy, will be held with athletes Akiyo Noguchi, Miho Nonaka, and Kokoro Fujii as instructors at Mitsui Fudosan’s LaLaport TOKYO-BAY retail facility. Sport climbing has been added to the Tokyo 2020 Olympic Games as an official competitive event with three disciplines: lead, bouldering, and speed.

■Overview for the Seventeenth Sports Academy Event: Sport Climbing Academy

Name	Seventeenth Mitsui Fudosan Sports Academy for Tokyo 2020 Sport climbing academy
Date	Sunday, December 8, 2019 First event: 11:00–12:00 (Admission: 10:30–11:00) Second event: 13:00–14:00 (Admission: 12:30–13:00) Third event: 15:00–16:00 (Admission: 14:30–15:00)
Applicants	First event: Elementary school students Second event: Elementary school students Third event: Middle and high school students
Number of participants	Around 60 (20 per event)
Admission	Free
Venue	GRAVITY RESEARCH TOKYO-BAY (Mitsui Shopping Park LaLaport TOKYO-BAY, South Hall 3F)
Instructors	Akiyo Noguchi, Miho Nonaka, and Kokoro Fujii
Organizer	Mitsui Fudosan Co., Ltd.
Cooperation	The Tokyo Organising Committee of the Olympic and Paralympic Games (Tokyo 2020 Organising Committee)
Supporters	Japanese Olympic Committee (JOC), Japanese Para-Sports Association, Japanese Paralympic Committee (JPC), and Japan Sports Agency
Special sponsorship	Mitsui Fudosan Residential Co., Ltd.

Mitsui Fudosan Sports Academy for Tokyo 2020 events have been held from Nihonbashi, where Japan's five major highways all started, to the Tokyo bayside Wangan area and in elementary and junior high schools and LaLaport facilities in areas where Mitsui Fudosan is engaged in urban development. Looking ahead, the plan is to hold events in places throughout Japan, including retail facilities that Mitsui Fudosan operates such as Tokyo Midtown, LaLaport and MITSUI OUTLET PARK. By enabling direct contact with top-class athletes, the Academy will create connections with many people, starting with the children living in those districts, and will vitalize urban communities, thereby creating a legacy that will continue into the future.



■Scenes from Past Events at the Mitsui Fudosan Sports Academy for Tokyo 2020 (reference)



Opening Ceremony



Opening Ceremony



Seventh Mitsui Fudosan Sports Academy for Tokyo 2020:
Climbing Academy



Eighth Mitsui Fudosan Sports Academy for Tokyo 2020:
Wheelchair Rugby Academy



Ninth Mitsui Fudosan Sports Academy for Tokyo 2020:
Gymnastics Academy



Tenth Mitsui Fudosan Sports Academy for Tokyo 2020:
Basketball Academy



Fourteenth Mitsui Fudosan Sports Academy for Tokyo
2020: Table Tennis Academy



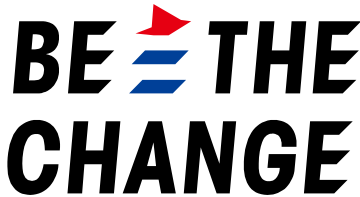
Fifteenth Mitsui Fudosan Sports Academy for Tokyo
2020: Tennis Academy

■ The Philosophy of Mitsui Fudosan's Urban Development Utilizing the "Power of Sports"

Sports not only improve the mental and physical health of people through actions such as "Doing," "Watching" and "Supporting," it also creates new connections and has the power to revitalize communities. For Mitsui Fudosan, whose Group Statement includes an aim for a community that brings affluence and comfort to urban living and targets creation of communities that get better as they age, sees sports as an important element for attractive urban development and promotes utilization of the "Power of Sports" in urban development.

Moreover, as the Olympic and Paralympic Games Tokyo 2020 Gold Partner in the category of "Real Estate Development", Mitsui Fudosan has created the slogan of "BE THE CHANGE" and seeks to change itself under the themes of "Communicating," "Connecting" and "Accepting," and to use urban development as a base that will create positive change in the people, communities and society that it aims to transform.

■ Mitsui Fudosan's Slogan for 2020

 <p>さあ、街から世界を変えよう。</p>	<p>The logo of BE THE CHANGE, which carries the meaning of each person bringing about their own change, has been designed with the motif of a "Wind" changing the world. The symbol painted in the two Mitsui Fudosan corporate colors conveys the image of a "Bird riding the wind and flying through the skies." The slogan contains the philosophy of "If people change, they can change the world" for 2020 and beyond.</p>
---	---

■ Mitsui Fudosan's Urban Development Utilizing the "Power of Sports" Project Results

List of Projects		
2015	October	Nihonbashi City Dressing (Nihonbashi area)
2016	January–March	Mitsui Fudosan Ice Rink in Tokyo Midtown (Tokyo Midtown)
	April	1st Mitsui Fudosan Sports Academy for Tokyo 2020: Gymnastics Academy/Wheelchair Rugby Academy (Nihonbashi Mitsui Hall)
	August	2nd Mitsui Fudosan Sports Academy for Tokyo 2020: Badminton Academy (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	August	Mitsui Fudosan Presents Roppongi City Dressing for Tokyo 2020 (Tokyo Midtown)
	August	Challenge Park by Mitsui Fudosan (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	September	Nihonbashi City Dressing for Tokyo 2020 (Nihonbashi area)
	October	3rd Mitsui Fudosan Sports Academy for Tokyo 2020: Climbing Academy (Nihonbashi Mitsui Hall)
	November	4th Mitsui Fudosan Sports Academy for Tokyo 2020: Gymnastics Academy (Gotenyama Elementary School, Shinagawa-ku)
	November	5th Mitsui Fudosan Academy for Tokyo 2020: Athletics Academy (Toyomi Elementary School, Chuo-ku)
	November	Mitsui Fudosan Challenge Stadium for Tokyo 2020: Paralympics Support Event (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
2017	January - March	Mitsui Fudosan Ice Rink for Tokyo 2020 (Tokyo Midtown)
	January and February	6th Mitsui Fudosan Sports Academy for Tokyo 2020: Ice Skating Academy (Tokyo Midtown)
	May	Mitsui Fudosan CLIMBING PARK for Tokyo 2020 (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	May	7th Mitsui Fudosan Sports Academy for Tokyo 2020: Climbing Academy (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)

	July	8th Mitsui Fudosan Sports Academy for Tokyo 2020: Wheelchair Rugby Academy (Joto Elementary School, Chuo-ku)
	July	9th Mitsui Fudosan Sports Academy for Tokyo 2020: Gymnastics Academy (Hino Gakuen, Shinagawa-ku)
	August	10th Mitsui Fudosan Sports Academy for TOKYO 2020: Basketball Academy (Katayanagi Arena)
	September	11th Mitsui Fudosan Sports Academy for Tokyo 2020: Soccer Academy and Nutrition Seminar presented by Meiji Holdings Co., Ltd. (MIFA Football Park, Toyosu)
	October	Nihonbashi City Dressing for Tokyo 2020 (Nihonbashi area)
	October - November	Mitsui Offices Sports Festival for TOKYO 2020: Futsal Cup 2017 (Tokyo suburbs)
	December	12th Mitsui Fudosan Sports Academy for Tokyo 2020: Ice Skating Academy (Mitsui Fudosan SPORTS LINK CITY FUN-TE!, Ice Rink Sendai)
2018	January–Ma rch	Mitsui Fudosan Ice Rink for Tokyo 2020 (Tokyo Midtown)
	February	13th Mitsui Fudosan Sports Academy for Tokyo 2020: Ice Skating Academy (Tokyo Midtown)
	June	Mitsui Offices Sports Festival for TOKYO 2020: 3X3 (Toyosu Tent Dome, Tokyo Midtown)
	August	Out of the Ordinary 2020 Exhibition by Mitsui Fudosan (Tokyo Midtown Hibiya)
	August	Tokyo 2020: Let's 55 -Let's Go! Go!- with Mitsui Fudosan (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU) Sponsor: Tokyo 2020 Organising Committee, Co-Sponsor: Mitsui Fudosan Co., Ltd.
	August	14th Mitsui Fudosan Sports Academy for Tokyo 2020: Table Tennis Academy (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	October - November	Mitsui Offices Sports Festival for TOKYO 2020: Futsal Cup 2018 (Toyosu Tent Dome)
	December	15th Mitsui Fudosan Sports Academy for Tokyo 2020: Tennis Academy (Yoshida Memorial Tennis Training Center)
2019	March	TRY! TOKYO 2020 (Kasumigaseki Building, Shinjuku Mitsui Building)
	May	Tokyo 2020: Let's 55—Let's Go! Go!—with Mitsui Fudosan (Mitsui Shopping Park Urban Dock LaLaport TOYOSU) Sponsor: Tokyo 2020 Organising Committee, Cosponsor: Mitsui Fudosan Co., Ltd.
	May	Mitsui Fudosan Sports Academy for Tokyo 2020 [Sixteenth Sports Academy: Basketball Academy] (Mitsui Shopping Park Urban Dock LaLaport TOYOSU)
	June	Mitsui Offices Sports Festival for TOKYO 2020: 3x3 Cup (Toyosu Dome)
	June	Design Talk with Asao Tokoro: “Individuals, Groups, and Order—A Conversation about Crests and Patterns—” (Muromachi Mitsui Hall)
	July	The “Super Unusual 2020 Exhibition” by Mitsui Fudosan (Tokyo Midtown Hibiya)
	July	Nihonbashi City Dressing for Tokyo 2020 (Nihonbashi area)
	September	Mitsui Offices Sports Night: Sport Climbing (B-PUMP TOKYO Akihabara)
	October– November	Mitsui Offices Sports Festival for TOKYO 2020: Futsal Cup 2019 (Toyosu Dome)

*Events in blue are recognized under the Tokyo 2020 Official Programme.

■ Contributing to the SDGs

The Sustainable Development Goals (SDGs) are 17 goals that were adopted at the United Nations in 2015. Mitsui Fudosan will contribute to achieving these goals while connecting with various stakeholders through neighborhood creation and business activities.



The Company is carrying out this project for the purpose of progressing the third and fourth targets of the SDGs.

<Applicable SDGs>

Goal 3	Ensure healthy lives and promote well-being for all at all ages.
Goal 4	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

*The SDGs were adopted unanimously by member states of the United Nations as part of the 2030 Agenda for Sustainable Development at the Millennium Summit in September 2015. They include 17 comprehensive goals that should be undertaken and are applicable to the entire international community, including advanced countries.