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## Mitsui Fudosan's Toyosu District Development Initiatives

### **New Retail Facility “Edomae Jyokamachi “ to Open on the Planned Shin-Toyosu Senkyaku Banrai shopping and entertainment complex (Block 5)**

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Tokyo, Japan, December 2, 2019—Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will open the newly named “Edomae Jyokamachi” retail facility on Friday, January 24, 2020 as a part of the project to create new vitality in the Toyosu area through utilization of the site planned for the Senkyaku Banrai shopping and entertainment complex (Block 5).

Mitsui Fudosan has played an active role in Toyosu's development since the 1980s, partnering with IHI Corporation to build new offices, retail facilities, residential units and other facilities. The area's residential population and visitors have steadily increased, and Toyosu continues its growth into a lively area that creates connections between the people who live, work and visit there. In particular, “Mitsui Shopping Park Urban Dock LaLaport Toyosu”, which opened in 2006, has drawn attention to the Toyosu area as a new shopping destination and has become one of the highlights of the district.

In addition, in front of Toyosu Station on the Tokyo Metro Yurakucho Line, “Toyosu Bayside Cross”, the largest re-development project in the Toyosu area, continues to make good progress, with Mitsui Fudosan as its lead developer.

To further promote urban development in the Toyosu area and inject new vitality into the Shin-Toyosu area, the Company will open the “Edomae Jyokamachi” retail facility on the planned site of the Senkyaku Banrai shopping and entertainment complex (Block 5). The facility is produced by Mitsui Fudosan and will be operated by RECREATIONS Co., Ltd. (CEO: Yasuhiro Harada).

The facility is a temporary project until the Senkyaku Banrai complex (Block 6) opens and is intended to inject vitality into the area as a part of a project being promoted by the Tokyo Metropolitan Government. It features a diverse range of dining and shopping establishments that will allow visitors to Toyosu Market from Japan and beyond as well as local residents to get a true taste of the market's wares. The government had solicited operator candidates and selected Mitsui Fudosan in April of this year. Fully leveraging its expertise cultivated in urban development to date and its network of local companies and residents in the Toyosu area, the Company will strive to create new vitality through coordination with the Tokyo Metropolitan Government, people associated with Toyosu Market, and companies and groups in the Shin-Toyosu area.

“Edomae Jyokamachi” features a host of establishments associated with Toyosu Market as well as shops and restaurants that afford visitors the experience of Japanese food and culture. A total of 21 stores are planned, including restaurants serving sushi, seafood rice bowls and other dishes that make excellent use of ingredients from Toyosu Market, along with shops selling souvenirs and other merchandise.

The facility will have many diverse restaurants and shops that allow for the experience of Toyosu Market's fresh foods and Japan's culture. It will be a place for international and domestic visitors, people associated with Toyosu Market, and local residents alike to rest, relax and interact.



Concept image of the main entrance at Shijyo Kouji (Marché building)

Name of facility  
**Edomae  
Jyokamachi**

**Behind the name “Edomae Jyokamachi” (concept)**

“Edo” is the former name of Tokyo, and “Edomae” means “in front of Edo,” but can also mean in the style of Edo or Tokyo, the heart of Japan’s culinary life. “Jyokamachi” means castle town, and the new facility is envisioned as a castle town of Toyosu Market, a lively place for food and new lifestyle possibilities; thus the name “Edomae Jyokamachi.”

## ■Facility Configuration

The facility is divided into three zones: “Toyosu Jyokamachi (Food Hall)”, where visitors can enjoy grilled seafood from the market and experience Japan’s diverse culinary culture; “Shijyo Kouji (Marché)”, a place for shopping featuring fresh foods from the market and souvenirs and other merchandise with true Japanese refinement; and “Edomae Hiroba (Multipurpose Plaza)”, which will host outdoor markets and events and provide a place for people of every sort to rest and relax.

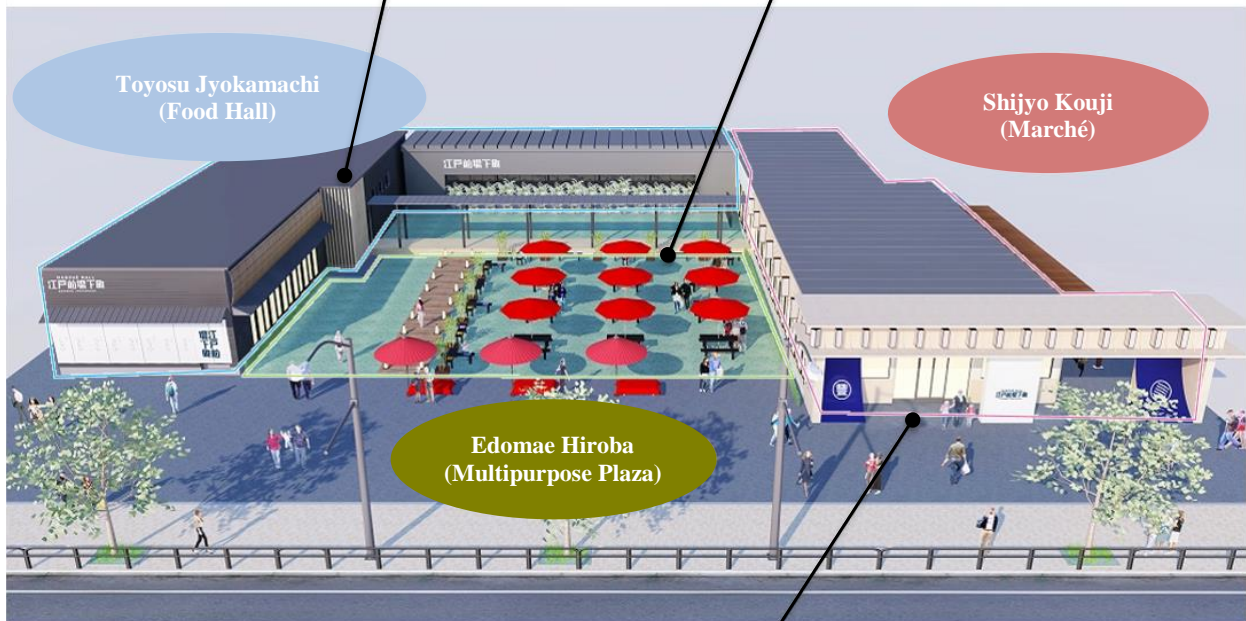
### Toyosu Jyokamachi

Food Hall for enjoying grilled seafood from the market and experiencing Japan’s diverse culinary culture



### Edomae Hiroba

A multipurpose plaza for a variety of activities, including outdoor markets and events



### Shijyo Kouji

Marché for shopping for fresh foods from the market and souvenirs with true Japanese refinement



\* All images are shown for illustration purposes only.

## ■Main Tenants (tentative)

The lineup of shops and restaurants will provide the experience of Japanese food, tradition and culture and include establishments associated with Toyosu Market.

### Toyosu Jyokamachi (Food Hall)



#### ◆ Tsukiji Kagura Sushi – Toyosu Jogai Branch ◆

This authentic, time-honored, Tokyo-style sushi restaurant is known particularly for its use of natural red vinegar. Enjoy the combination of seasonable fish and seafood with the restaurant's own mellow, highly aromatic red sushi rice, which it makes in the traditional Edo style.



#### ◆ Umami – Grilled Market Seafood ◆

Umami offers grilled seafood with fresh fare straight from the market. Flavors from all four seasons and every corner of Japan are found in Toyosu, and the restaurant purchases foods and ingredients daily that have been rigorously selected with the help of highly discerning professionals. The ingredients are incredibly fresh, so the food is prepared in a simple manner to fully enjoy the rich original flavors. Inside, all the seating is in private rooms, so families can also dine at their leisure. Customers can feast on grilled, market-fresh seafood full of Japanese flavor.



#### ◆ Hokusai Sabo ◆

Hokusai Sabo offers traditional Japanese sweets and other desserts loved in Japan since ancient times using generous amounts of quality, Japanese ingredients, including top-grade adzuki beans and large-sized *Hoshuku* adzuki beans and *Shigahabutae mochi* so on. The shop's sweets-makers make each one by hand with lots of tender loving care. Customers can get a sweet taste for each season at this shop.

Shijyo Kouji  
(Marché)

商標 海鮮丼 大江戸  
場下町スタイル

◆ Tsukiji Kaisendon – Oedo Jyokamachi Style ◆

Oedo serves seafood rice bowls with fresh seafood straight from Toyosu Market. The market's same high-quality ingredients are provided speedily and at more reasonable prices. There is much to enjoy with techniques cultivated for over a century since its founding, fresh seafood from Toyosu Market, and other carefully selected ingredients.

創業1935年  
果実問屋

にしかわ

◆ Nishikawa ◆

This sweets shop was founded in 1935 by a produce wholesaler and provides fruit rigorously selected with an expert eye for season and region while serving it up in optimal, delicious ways.

東京 杉本 築地

◆ Sugimoto Hamono – Toyosu Branch ◆

This long-established knife and blade specialist creates its goods with unique designs and methods while drawing on time-honored, traditional Sugimoto blade-forging techniques. Its blades are highly regarded not just in Japan but all around the world. The store also focuses on post-purchase, after-sales service, offering same-day sharpening and sharpening classes as well.

(Reference)

## ■Toyosu Development Projects Going Forward

<Grand Opening of “Toyosu Bayside Cross” on Friday, April 24, 2020>

“Toyosu Bayside Cross”, a major redevelopment project in Toyosu 2- and 3-chome that started in the 1980s, will hold its grand opening on Friday, April 24, 2020, and the neighborhood will also formally open on the same day. “Toyosu Bayside Cross Tower” at the heart of the district will have, in its commercial zone, a scaled-up “Mitsui Shopping Park Urban Dock LaLaport Toyosu (Toyosu Bayside Cross Tower)” from the first below-ground to the fourth above-ground floor. The office zone will feature “+C (Plus Cross)”, a shared facility for office workers that supports new working styles, and will facilitate ways of working that are both pleasant and efficient. A hotel will occupy the 33rd through 36th floors and will open its doors on Thursday, June 25, 2020 as the new “Mitsui Garden Hotel Toyosu Bayside Cross”.

The fifth to eighth floors of “Toyosu Bayside Cross Tower” will house an energy center that will provide electricity and heat via gas-fired power throughout the development zone and beyond courtesy of “Mitsui Fudosan TG Smart Energy Co., Ltd.,” a joint venture between Mitsui Fudosan and Tokyo Gas Co., Ltd. Having an energy infrastructure in emergencies will provide safety, security and business continuity and thereby contribute to the district’s disaster preparedness and resilience.



Perspective image of Toyosu Bayside Cross Tower



Toyosu Bayside Cross logo

<Smart City Promotion>

The Toyosu area was selected as a progressive model project for the Smart City Model Program started by the Ministry of Land, Infrastructure, Transport and Tourism in May 2019. In November 2019, the Toyosu Smart City Committee and Toyosu Smart City Promotion Council were established to consider solutions to issues that emerge with development and growth, such as traffic, accommodating inbound visitors, and disaster preparedness. As a member of both, Mitsui Fudosan will promote the smart city as a viable solution to these issues alongside local public bodies, Toyosu-related companies and tech companies.

For details, please refer to the website (in Japanese)

[https://www.mlit.go.jp/report/press/toshi07\\_hh\\_000139.html](https://www.mlit.go.jp/report/press/toshi07_hh_000139.html)

Mitsui Fudosan will inject new vitality into the Toyosu district through “Edomae Jyokamachi” and “Toyosu Bayside Cross” opening in 2020 and further contribute to the development of the district by raising its overall appeal and added-value into the future.