

Real Estate × MaaS Launched to Expand Communities with Seamless Access to Transportation

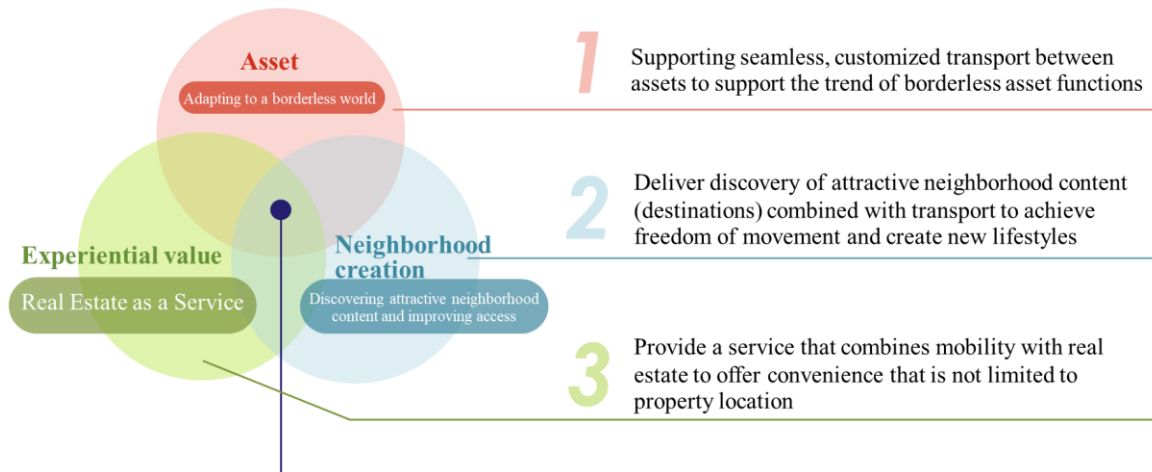
Pilot Test of Japan’s First Subscription Service to Multiple Modes of Transport for Condominium Residents to Start in Kashiwa-no-ha, Nihonbashi, and Toyosu in 2020

Tokyo, Japan, December 15, 2020 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, is to start Real Estate×MaaS, one of its Mobility Concept projects that focus on the movement of people, goods, and services, with the goal of providing new experiential value to the residents of neighborhoods.

As the first stage of Real Estate×MaaS, Mitsui Fudosan began a pilot test in the Kashiwa-no-ha area in September 2020, and will extend it to the Nihonbashi area on December 15 and the Toyosu area on December 21.

* MaaS: Mobility as a Service

The goal of Real Estate×MaaS, whose starting point is real estate, is to provide short distance mobility services to make moving around communities more convenient and draw attention to and facilitate encounters with attractive neighborhood content. It will also provide travel convenience regardless of location by combining MaaS with real estate.



Real Estate × MaaS raises the appeal of the neighborhood as a whole by providing freedom of movement

■ Features of Mitsui Fudosan’s MaaS

Each area needs a different MaaS, which means that providing services that fit the features of each property and area is important. Mitsui Fudosan’s vision for Real Estate×MaaS is to provide a package of services optimized for each area. It delivers customized transport to attractive content (destinations) in the neighborhood, including Mitsui Fudosan assets.

1 Provide services specific to each area



Area A Service Package A
Area B Service Package B
Area C Service Package C

 Define mobility type, app features, event information, and subscription plans for each local area

2 Create new lifestyles



Create new lifestyles through collaborations with retail facilities (shopping and parking vouchers, etc.) and various events

3 Makes optimized transport possible



Enhance value of mobility experience by making mobility proposals to suit mood and purpose and providing seamless reservation and payment

Going forward, we aim to provide MaaS to retail facilities and offices as well as housing in each area to connect communities, ultimately revitalizing and adding value to cities.

One of the main initiatives of VISION 2025, the new Group long-term vision, is to provide business and daily lifestyles to people, who are the centerpiece of the creation of neighborhoods. Accordingly, we have been promoting the creation of mixed-use neighborhoods that provide a satisfying experience to those who work, visit, and live there. Making Real Estate × MaaS a reality will enable people to customize their modes of transport and routes to best fit their diversifying lifestyles. Given that mobility services could affect the value of real estate, we will continue to work on creating new neighborhoods using these services.



The MaaS app Whim used in the latest pilot test offers a seamless destination search, reservation, and payment service up to boarding the mobility service. It currently offers four mobility options that users can choose from, including car sharing, bicycle sharing, bus, and taxi. The pilot test provides the mobility service through a monthly subscription, granting subscribers access to all of the mobility services. As well, some properties taking part in the pilot with enough space provide car sharing and bicycle sharing facilities on site for the exclusive use of Whim subscribers, which is almost like having your own vehicle.

This service is positioned as MaaS Level 3*, providing a seamless mobility experience.

* Corresponds to Level 3 (provides multiple transport services at fixed prices) of the four MaaS levels proposed by Sweden’s Chalmers University of Technology.

Basic subscription plan that supports a seamless, stress-free travel experience

1 Search > 2 Reserve / Request > 3 Pay fare

Easy and convenient because you can search, reserve, and pay all at the same time!

* Car sharing and bicycle sharing services provide vehicles for exclusive use of condominium residents!

Can pay fare up to amount allowed in monthly plan subscription

Service provided / Transport

and so on

■ Outline of MaaS Pilot Test

We will run pilot tests in Kashiwa-no-ha, Nihonbashi, and Toyosu—three areas with different features—with the goal of providing optimal MaaS for each area. They are positioned as three different types of model cities, Kashiwa-no-ha being an outer suburb, Nihonbashi central city, and Toyosu an inner suburb. Mitsui Fudosan is progressing discussion and verification of required conditions for services provided in each area.

Kashiwa-no-ha

Event period:

September 12, 2020–January 31, 2021 (planned)

Target users:

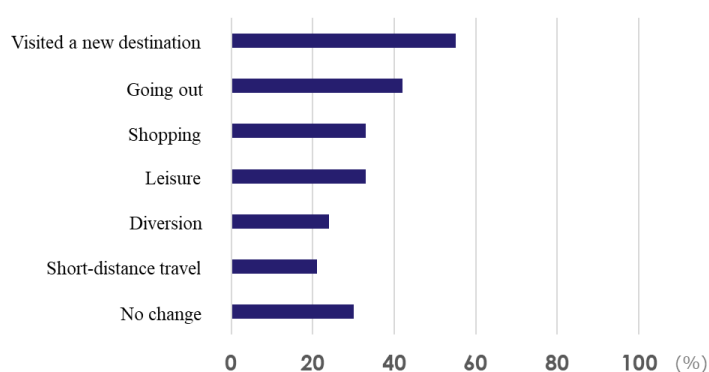
Residents of Park City Kashiwa-no-ha Campus The Gate Tower West

Features:

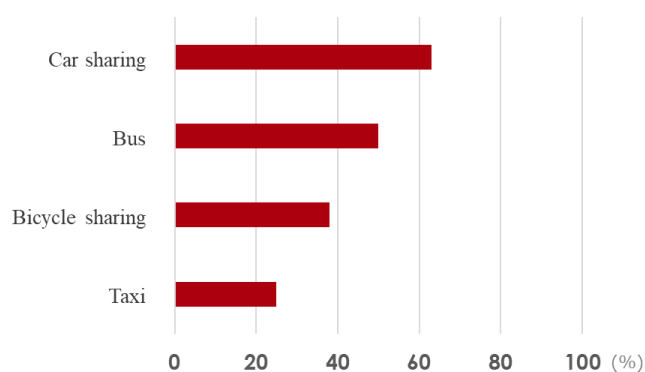
We have assigned community managers* to promote and support the use of the Real Estate×MaaS service. They provide support when problems occur, spotlight less-frequented local tourist spots in the Kashiwa-no-ha area, and plan and run campaigns exclusive to pilot test participants to expand communities of local residents through the service. We have received feedback from participants that using MaaS increased their range of options for adult education and other classes, and that they have been able to travel further afield using car and bicycle sharing services, whereas previously they were limited to walkable destinations.

* The formal launch of the community manager service will be subject to further discussion.

Activities increased as a result of using MaaS



Transport services that you think you will use more

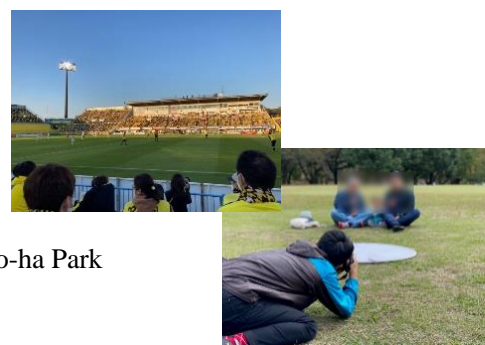


< Example of campaign targeting pilot test participants >

- Use MaaS to support Kashiwa Reysol! Free ticket giveaway campaign
Enter drawing to win reserved tickets for official Kashiwa Reysol matches

- Travel with MaaS to a family photo shoot! Professional photographers to offer family photo shoot services at Kashiwa-no-ha Park

Family photo shoots by professional photographers will be held in Kashiwa-no-ha Park



Nihonbashi, Toyosu

Event period:

- 1) Nihonbashi area: December 15, 2020–March 31, 2021 (planned)
- 2) Toyosu area: December 21, 2020–March 31, 2021 (planned)

Target users:

Residents of the following condominiums:

- 1) Nihonbashi area:
 - Park Axis Higashi-Nihonbashi Station Gate
 - Park Axis Nihonbashi-Hamacho Residence

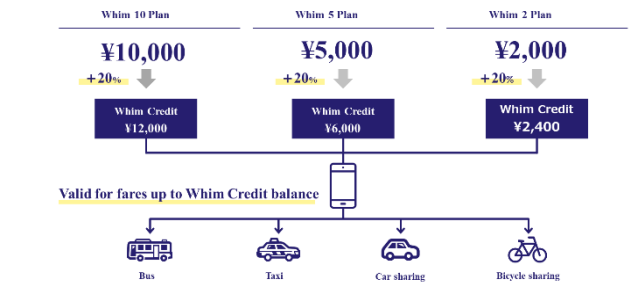
- Park Axis Nihonbashi-Kayabacho
- Park Axis Nihonbashi-Horidomecho

2) Toyosu area:

- Park Axis Toyosu Canal

Features:

Initiatives in collaboration with retail facilities include shopping and parking vouchers for COREDO Muromachi and COREDO Nihonbashi. We will also introduce a subscription plan that offers greater freedom to users on how they use their plans based on feedback received in the Kashiwa-no-ha pilot.



To introduce a subscription plan that offers greater freedom to users on how they use their plans based on feedback received in the Kashiwa-no-ha pilot

■ Alliance with MaaS Global

In April 2019, Mitsui Fudosan concluded a collaborative agreement with Helsinki, Finland-based MaaS Global Ltd. (MG), the world’s first true MaaS platform and developers of the Whim platform, toward the practical use of MaaS in neighborhood creation. Mitsui Fudosan has also invested in MG in accordance with the agreement.

■ About Mitsui Fudosan’s Mobility Concept

Mitsui Fudosan has formulated VISION 2025, the new Group long-term vision, and its basic strategies include “Successfully establish a sustainable society through the creation of neighborhoods” and “Harness technology to innovate the real estate business.” The COVID-19 pandemic led to the diversification of the way we work and live, accelerating lifestyle changes. The utilization of digital services in daily life has become more important as well. Against this background, Mitsui Fudosan will create value through initiatives in mobility (such as MaaS and mobile business) as follows.

- 1) Asset: Adapting to a borderless world
- 2) Neighborhood creation: Discovering and improving access to attractive neighborhood content
- 3) Experiential value: Real Estate as a Service

For more details of the Mobility Concept and its MaaS Project, visit the Mitsui Fudosan website.

https://testwww.mitsuifudosan.co.jp/english/corporate/news/2020/1215_01/

https://testwww.mitsuifudosan.co.jp/english/corporate/news/2020/1215_03/

■ Mitsui Fudosan Group’s Contribution to SDGs

https://www.mitsuifudosan.co.jp/english/corporate/esg_csr/

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs.

* The initiatives covered in this press release are contributing to three of the UN’s SDGs.

Goal 9 Industry, Innovation and Infrastructure
 Goal 11 Sustainable Cities and Communities
 Goal 17 Partnerships for the Goals

