

For immediate release

March 10, 2021  
Mitsui Fudosan Co., Ltd.

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**Mitsui Shopping Park LaLaport FUJIMI Undergoes  
First Large-Scale Renovation Since Opening  
Decided on New Openings and Refurbishment of Approx. 40 Stores,  
Including First-Ever Saitama Prefecture Openings  
Opening Sequentially Starting from March 18  
— Dining Establishments Enhanced and Environment Created to Align with the New Normal —**

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Tokyo, Japan, March 10, 2021—Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will carry out the first renovations on Mitsui Shopping Park LaLaport FUJIMI, located in Fujimi City, Saitama Prefecture, since its opening.

LaLaport FUJIMI has been popular among the local community since its opening in 2015 under the concept of “CROSS PARK—a new site where people, goods and cultures intersect.” Through these renovations, LaLaport FUJIMI will develop further as the community’s landmark facility in order to meet customers’ needs and diversifying lifestyles. New and refurbished stores will open sequentially starting from March 18, 2021, and approx. 40 stores will be open by fall 2021. The store lineup will be rich with variety and further boost the power of the facility by including such stores as GU, popular among a wide range of customers from young people to families, leading the way for an array of stores that provide fashion, children’s apparel and sundries, in addition to trendy stores from Nihonbashi Tendon Kaneko Hannosuke, opening in Saitama Prefecture for the first time, to LEMONADE by lemonica and Strawberry Fetish.

Common spaces will also be updated to match the new normal. More playground equipment will be added to the outdoor events plaza to enable greater peace of mind for children and parents, while dome tents will be set up on the rooftop Fujimi Terrace where people can enjoy takeaway menu items.

Furthermore, there will be a renewal and expansion of functions of the “&mall DESK,” the service counter at real-world facilities for “Mitsui Shopping Park &mall (&mall),” the Mitsui Shopping Park official online shop. This will advance transformation to an omnichannel that enables seamless and easy use for customers or real-world facilities and &mall.

Going forward, LaLaport FUJIMI will continue aiming to be a facility where customers enjoy spending time, and to make greater progress. The Company is also taking measures to prevent the spread of COVID-19, aiming to create an environment where customers visiting the facility can shop with peace of mind.

### Upgrade Highlights

- (1) An enhanced store lineup responding to diverse needs through new openings, including eight stores opening for the first time in Saitama Prefecture
- (2) Spacious artificial turf will be laid out and playground equipment installed in the outdoor events plaza
- (3) Dome tents have been set up on the rooftop terrace (Fujimi Terrace) to enjoy takeaway refreshments
- (4) &mall DESK, the &mall service counter at real-world facilities, will be upgraded and its functions enhanced



Exterior view of LaLaport FUJIMI



Image of the outdoor events plaza

## Upgrade Highlights (1)

An enhanced store lineup responding to diverse needs through new openings, including eight stores opening for the first time in Saitama Prefecture

### **■ A series of dining establishments that give particular focus to ingredients unique to specialty stores**

There will be openings by seven popular restaurants from trendy establishments to specialty restaurants that give particular focus to ingredients. This enhanced lineup will entice people from all communities in Saitama Prefecture and Tokyo to come and eat here.

### **■ Popular stores open to satisfy more diverse needs**

In addition to the opening of GU, which handles a wide range of items, there will be a new lineup of stores to satisfy customers' various lifestyles not only through shopping but also a broad array of services.

### **■ Other renovated shops**

Traditional popular shops will also be renovated, adding color to customers' lives and providing enjoyment to shopping.

## Upgrade Highlights (2)

### Installed artificial turf and playground equipment in the outdoor events plaza

Artificial turf will be added and an Omnispin spinner and Chibikko Mountain playground equipment will be installed in the outdoor events plaza to make it a space where customers can spend time relaxing. Benches and dining tables will be set up so that parents can enjoy themselves and relax as they watch over their children without having to worry about the Three Cs of close contact amid the COVID-19 pandemic.



Image of the children's playground equipment

Image of the outdoor events plaza

#### About Omnispin spinners

In recent years, attention has been directed toward playgrounds that are accessible and provide a comfortable place to belong for all children regardless of age, sex, nationality or disability.

The Omnispin spinner that will be installed in the events plaza is the ideal playground equipment for that type of playground.

Shaped in a way that children are able to face each other as they play, everybody can enjoy playing together. The seats are not only easy for wheelchair users to move into, but are also stable and shaped in a way that is easy to sit in for children who struggle to stay in one spot.



## Upgrade Highlights (3)

### Dome tents will be set up on the 3F outdoor terrace (Fujimi Terrace) to enjoy takeaway

Large-scale dome tents will be set up on the 3F Fujimi Terrace. The dome tents through which air will always flow and where sofas have been placed offer a place to relax comfortably without having to worry about the Three Cs amid the COVID-19 pandemic, as well as enjoy takeaway food. A decorative wall featuring artwork by character designer Ryu Ambe will be installed in the passageway leading to Fujimi Terrace.



Image of the exterior of the dome tents



Image of the dome tent interior

\* The tents may be unavailable for use during inclement weather.

## Upgrade Highlights (4)

### Expansion of &mall DESK, an &mall service counter established at physical facilities

&mall DESK, the service counter where products ordered through the Mitsui Shopping Park official online store &mall can be picked up, tried on or returned, will be transformed into a space that is even easier to use through these renovations.

Two additional fitting room booths have been added and space expanded enough to allow a baby stroller to fit, not only reducing waiting time, but also enabling parents to bring small children with them and try on items comfortably. An open area in the center of the &mall DESK can also be used for such things as events and product displays.



Image of the expanded &mall DESK



Image of a fitting room

#### Basic functions of &mall DESK

- Pickup of products purchased on &mall (\*no shipping charges)
- Fitting room for trying on products purchased on &mall
- Return of products purchased on &mall after trying on (\*no return charges)

<Attachment> Mitsui Shopping Park LaLaport FUJIMI Facilities Overview

Location	1313-1, Yamamuro 1-Chome, Fujimi City, Saitama Prefecture
Opening	April 2015
Site area	Approx. 1.6 million ft <sup>2</sup> (approx. 152,000 m <sup>2</sup> )
Total floor area	Approx. 2.1 million ft <sup>2</sup> (approx. 201,000 m <sup>2</sup> )
Store floor area	Approx. 861,000 ft <sup>2</sup> (approx. 80,000 m <sup>2</sup> )
No. of stores	Approx. 290
Parking spaces	Approx. 5,100
Access	Approx. 6 minutes by Tsuruse Eki Higashiguchi bus from Tsuruse Station on the Tobu Tojo Line Catch a bus from Fujimi or Shiki stations on the Tobu Tojo Line or Omiya Station on the JR lines
Hours of Operation	Sale of goods and services / 10:00—20:00 Restaurants / 11:00—20:00 Food court and cafes / 11:00—20:00 Yaoko (supermarket) / 9:30—20:00 TOHO Cinemas / 9:30—20:00 * Subject to change due to scheduling *Some stores may have different operating hours. *Operating hours are subject to change. Please check the official website for details.
Operation and management	Mitsui Fudosan Retail Management Co., Ltd.
Website	<a href="https://mitsui-shopping-park.com.e.act.hp.transer.com/lalaport/fujimi/">https://mitsui-shopping-park.com.e.act.hp.transer.com/lalaport/fujimi/</a>

\* Information as of March 10, 2021



Exterior photo

