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For immediate release

Mitsui Fudosan Co., Ltd.
GREENCOLLAR, Inc.
GREENCOLLAR NEWZEALAND LIMITED

GREENCOLLAR Launches GOKU SHUN Craft Grape Brand New Launch of GOKU SHUN URA-SHUN Creating New Grape Seasons Promoting D2C Sales in Collaboration with Restaurants and Overseas Sales, and Establishing a New Farming Business Model

GREENCOLLAR Inc., which produces table grapes year-round while traveling between the northern hemisphere (Japan) and southern hemisphere (New Zealand) where the seasons are opposite, will launch a craft grape brand called GOKU SHUN and start sales of GOKU SHUN URA-SHUN in March to create a new grape season. At the same time, GREENCOLLAR will collaborate with three restaurants in Japan to develop and provide original menus. Furthermore, restaurants' business models are reaching a turning point amid the COVID-19 pandemic, and GREENCOLLAR has collaborated with them to introduce a new revenue-sharing model of D2C sales. GREENCOLLAR and the restaurants are collaborating to promote construction of a sustainable business model.

GREENCOLLAR aims to establish a new farming business model through these initiatives.



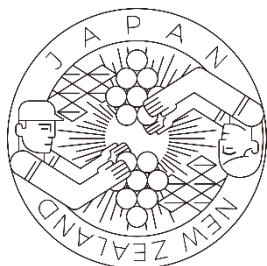
TOPICS

1. Released the GOKU SHUN brand of craft grapes. What is URA-SHUN, the other seasonal grape?
2. GOKU SHUN and popular restaurants launch sales of collaborative menu items. Build an environment with restaurants through revenue-sharing D2C sales
3. GOKU SHUN advancing into Singapore and China through collaboration with NIHON AGRI, INC.

【TOPIC 1】

Released the GOKU SHUN brand of craft grapes. What is URA-SHUN, the other seasonal grape?

< What is GOKU SHUN? >



GOKU SHUN are grown in both the northern and southern hemispheres, in Japan's Yamanashi Prefecture and the Hawke's Bay district in New Zealand.

SHUN (the Japanese word for "season") is written using the characters representing "day" and "wrap."

These grapes are bathed in plenty of sunlight and packed with deliciousness.

GOKU SHUN is a craft brand of Japanese grape born from the results of going to the extremes of the earth's seasons.

< What is OMOTE-SHUN? >

Referred to as the Fruit Kingdom, Yamanashi Prefecture has long daylight hours, low volume of rainfall and proudly holds the position of being the number one location for grape shipment in Japan. The craft grapes raised in that soil during the peak season in Japan using skillful cultivation technology are called GOKU SHUN OMOTE-SHUN.

< What is URA-SHUN? >

New Zealand's Hawke's Bay is a grape-producing area that has even more hours of daylight and a lower volume of rainfall than Yamanashi Prefecture. These craft-branded Japanese grapes are raised using skillful Japanese cultivation technology under this blessed environment with a secret technique that lets you experience their hidden deliciousness—hence the name URA-SHUN.

< GOKU SHUN URA-SHUN Varieties >



VIOLET KING

Country of origin: Japan

Parent cultivar: SHINE MUSCAT × WINK

"The King of Red Grapes"

Savor these deeply red, large pearls that are chock-full of fresh juice.

These grapes combine the large fruit and sweetness of the SHINE MUSCAT with the bracing tart note of WINK grapes, creating a wonderful harmony.

[GOKU SHUN online store sales price (1 bunch): ¥5,740 (including tax) + shipping (charged separately)]



KYOHO

Country of origin: Japan

Parent varietal: ISHIHARA WASE (Ohtama campbell) × CENTENNIAL

"The original large grape"

Seedless and has large fruits, with a firm and juicy flesh

This grape offers a rich aroma, sweetness, and a faintly acidic note

URA SHUN KYOHO grapes can be eaten without peeling the skin

[GOKU SHUN online store sales price (1 bunch): ¥3,140 (including tax) + shipping (charged separately)]

< Brand Tools >



Conventionally, grapes have generally been bought by choosing variety and production area. The GOKU SHUN grapes raised by GREENCOLLAR have been finely developed as a tool to express the brand with the desire for people to choose because they share the concept of the company and brand. Overall, they are designed to enable experiencing the craft strength of the grapes and the feel of farming. The product packaging is made so that a lid opens up to make the grapes appear like a treasure in a way that evokes a sense of opening something precious and to experience the joy of opening it. In addition, restaurant staff T-shirts are made with a thick fabric to make them appear like a farmer's work clothes and blended with an urban silhouette to inspire pride in farming.

< GOKU SHUN website / Instagram >

GOKU SHUN website: <https://gokushun.com> (Japanese)

Instagram account: @goku.shun <https://www.instagram.com/goku.shun/>

【TOPIC 2】

GOKU SHUN and popular restaurants launch collaborative menus. Will launch demonstrative trials of a revenue-sharing model for D2C sales with restaurants, which are at a turning point due to the COVID-19 pandemic.

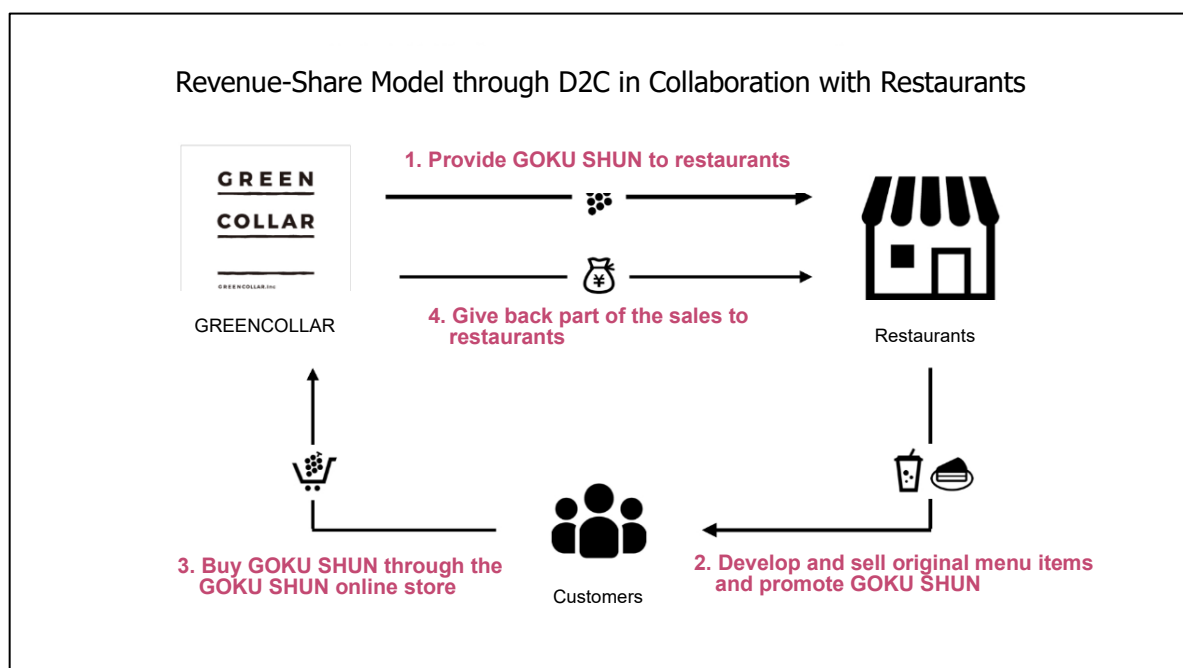
GREENCOLLAR will collaborate with three popular restaurants in Japan to develop and provide original menus using GOKU SHUN and URA-SHUN. Customers will be able to enjoy items such as fruit cake or fruit-based sour beverage using GOKU SHUN, URA-SHUN, VIOLET KING or KYOHO grapes delivered from New Zealand, where the seasons are opposite from Japan.

< D2C Sales of GOKU SHUN through Revenue Share Model with Restaurants >

GERENCOLLAR will develop original menus and provide the unique content of GOKU SHUN and URA-SHUN to restaurants. When the restaurants provide customers with the original menus, they will also explain the appeal of GOKU SHUN and URA-SHUN, and encourage them to visit the GOKU SHUN online store. When restaurant customers use the GOKU SHUN online store, GREENCOLLAR will give part of the sales back to the restaurants.

At a time when restaurant business models have reached a turning point due to the COVID-19 pandemic, GREENCOLLAR positions restaurants as an important contact point for customers and contributes to building a new earnings model for restaurants.

Going forward, GREENCOLLAR will continue to seek collaborators that identify with the GREENCOLLAR business and GOKU SHUN concept.



< Collaboration with Restaurants >

- ① **CAFE SANS NOM AKASAKA** (Address: 6-16-4 Akasaka, Minato-ku, Tokyo) <https://cafesansnom.net/>
- ② **THE MARKET Sour Lab.**(Address: Inside TUGBOAT_TAISHO food hall, 1-14 Sangenyanishi 1-Chome, Taisho-ku, Osaka, Osaka Prefecture) <https://tugboat-taisho.jp/food/306/> (Japanese)
- ③ **LAUMELIA** (Address: Adjoining the Mercedes-Benz Urayasu showroom, 7-5 Hinode 5-Chome, Urayasu, Chiba Prefecture) <http://www.laumelia.jp/> (Japanese)

①CAFE SANS NOM AKASAKA



CAFE SANS NOM AKASAKA, a restaurant in Tokyo's Akasaka district where the coffee and cheesecake are delicious

That is “the café with no name.” Stay while having coffee, having a drink, listening to music, or reading.

Sometimes, it's a café. Sometimes, it's a bar. Enjoy a quiet, relaxing time.

Collaborative menu



GOKU SHUN KYOHO rare cheesecake

GOKU SHUN KYOHO grapes are also used in the cake base while the sweetness of the cream cheese and sourness of the GOKU SHUN KYOHO create a perfect balance for a smooth taste that melts in your mouth. A fresh GOKU SHUN KYOHO is placed atop the cake, so the fine taste of GOKU SHUN grapes can be enjoyed in full.

Particular attention has also been given to the crafted area, which is made using almonds and barley.



GOKU SHUN KYOHO brownies

A lightly baked outside and inside with smooth texture akin to terrine. Adding GOKU SHUN KYOHO gives the brownie greater substance and packs it with flavor. The brownies are made with rice flour and rice oil instead of flour and butter.

On sale from Monday, March 15 to Sunday, April 4, 2021

A dish using VIOLET KING grapes is scheduled to be offered beginning on Monday, April 5, 2021

* Sales only while the planned stocks last, so the sales period may end earlier than stated

②THE MARKET Sour Lab.



THE MARKET Sour Lab. is a restaurant specializing in sour beverages to connect farmers and customers. People can enjoy the chemical reaction of fruits meeting sour beverages made with finely selected seasonal Japanese fruits. Farmers deliver the fruits directly, making them the epitome of freshness. Seasonal fruits are used at the peak of their ripeness.

Collaborative menu



GOKU SHUN KYOHO sour beverage (photo on the left)

Fresh GOKU SHUN KYOHO grapes are roughly crushed to draw out their flavor and lightly added to a plain sour beverage. A drink to fully enjoy the deliciousness of GOKU SHUN KYOHO grapes.

GOKU SHUN cherry blossom jelly sour beverage (photo on the right)

A sour beverage with sweets using a cherry blossom flavored syrup as a base, jelly made using GOKU SHUN KYOHO and petals floating atop to convey a feeling of spring. We invite you to savor the jelly, the fragrance of cherry blossoms and the deliciousness of GOKU SHUN KYOHO.

GOKU SHUN KYOHO sour beverage: On sale from Sunday, March 7 to Friday, March 26, 2021

GOKU SHUN cherry blossom jelly sour beverage: On sale from Saturday, March 27 to Thursday, April 15, 2021

A dish using VIOLET KING grapes is scheduled to be offered beginning on Saturday, March 27, 2021

* Sales only while the planned stocks last, so the sales period may end earlier than stated

③LAUMELIA



Providing cuisine with an original blend of coffee and paying meticulous attention to ingredients. In the bright, open restaurant, savor a feeling of elegance as though visiting a resort while fully enjoying the charms of the Mercedes-Benz showroom. This luxurious experience can only be experienced here.

Collaborative menu



GOKU SHUN KYOHO mousse (On the left in the photo)

A dessert using plenty of GOKU SHUN KYOHO to be enjoyed with various flavors like mousse, compote and jelly.

GOKU SHUN KYOHO smoothie (On the right in the photo)

Made using only GOKU SHUN KYOHO and ice!!

A frozen drink using a luxuriant amount of GOKU SHUN KYOHO

On sale from Monday, March 15, 2021 while limited supplies last

* Menu items using VIOLET KING grapes will not be sold

【TOPIC 3】

GOKU SHUN Sales in Singapore and China through collaboration with NIHON AGRI

As a second collaboration with NIHON AGRI, trial sales of GOKU SHUN and URA-SHUN grapes started in Singapore and China to raise awareness of GOKU SHUN overseas and enhance the value of Japanese crop varieties. In China, sales are planned for a regional high-end supermarket, while in Singapore, the grapes will be sold at the Isetan Scotts store (350 Orchard Road, Shaw House, Singapore 238868).

These trial sales will gauge the potential of GOKU SHUN and URA-SHUN in various countries and help to enhance the value of Japanese crop varieties.

■ GREENCOLLAR

GREENCOLLAR advances business for large-scale production of high-quality table grapes of a Japanese variety such as Shine Muscat in the northern hemisphere (Japan) and the southern hemisphere (New Zealand), where seasons are opposite, to sell seasonal grapes around the world throughout the year. This business seeks to create a new farming lifestyle for the coming age that is neither white collar nor blue collar, but “Living in a more human way with nature = ‘Green Collar,’” and aims to be a globally unique company producing table grapes.

By producing table grapes while traveling between the northern hemisphere (Japan) and southern hemisphere (New Zealand) where the seasons are opposite, GREENCOLLAR enhances productivity, enables technological improvements and aims for sustainable business growth through overseas sales and D2C sales in collaboration with restaurants.

GREENCOLLAR will contribute to the sustainable development of Japanese farming by creating a new style of farming.

■ Company overview

GREENCOLLAR, Inc.

Location | 3-2-1, Nihonbashi Muromachi, Chuo-ku, Tokyo

Establishment date | December 25, 2019

Representative Directors | Osamu Oba, Yusuke Kaburagi,
Shin Koizumi

Website | <https://greencollar.co.jp/en/>



GREENCOLLAR NEWZEALAND LIMITED *Wholly owned subsidiary of GREENCOLLAR

Location | 45 Queen Street, Auckland 1010, New Zealand

Establishment date | January 31, 2020

Representative Director | Shin Koizumi

Directors | Osamu Oba, Yusuke Kaburagi, Tracy Hickman

■ The Mitsui Fudosan Group's business proposal system, MAG!C

This system was created during fiscal 2018 to reboot the Mitsui Fudosan Group's DNA of Innovation and for the Companywide promotion to innovate the real estate business.

In principle, those who propose a business are given responsibility for it to move ahead.

■ 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 coexistence 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 2 Zero Hunger

Goal 8 Decent Work and Economic Growth

Goal 17 Partnerships for the Goals

