

Collaboration with Approx. 100,000 Store Employees Working at Mitsui Fudosan Group Retail Facilities

Initiative to Use Digital Technology to Create Comfortable Work Environments and Abundant Communities

Mitsui Shopping Park Staff Circle

Starting in Sequence from August at Approx. 40 Facilities Nationwide

Tokyo, Japan, May 24, 2021 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will introduce Hataluck®, a store management app from Knowledge Merchants Works Inc., and start Mitsui Shopping Park Staff Circle, an initiative to create comfortable work environments and abundant communities for store employees at approx. 40 commercial facilities the Mitsui Fudosan Group manages and operates nationwide under brands such as Mitsui Shopping Park LaLaport and Mitsui Outlet Park.

The store service industry is undergoing an era of transformation due to factors such as changing social structures, diversification of social activities and technological advances, and Staff Circle will provide various forms of support and services as a digital tool connecting staff, stores and facilities.

What is Mitsui Shopping Park Staff Circle?

Using Hataluck®, an app aggregating functions to make it easier to work, various forms of support and services in both soft and hard formats are provided to each of the approx. 100,000 people working at Mitsui Fudosan Group retail facilities to make their work comfortable and more worthwhile.



<Main support and services>

- 1) Realizes smooth communication by conveying and sharing information in real time
- 2) Supports raising the productivity of store operations
- 3) Digitalizes employee IDs
- 4) Expands privileges and benefit services for employees
- 5) Supports training and self-development online



<Concept video: <https://www.youtube.com/watch?v=khbsgxpS4Zw> >

Mitsui Shopping Park Staff Circle Logo

Support and services using the app will expand in stages in the future and further promote DX in retail facility operation responding to next-generation social needs.

< Attached materials 1> Mitsui Fudosan Group's Contribution to SDGs

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 four of the UN's SDGs.

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

Goal 8	Decent Work and Economic Growth
Goal 9	Industry, Innovation and Infrastructure
Goal 11	Sustainable Cities and Communities
Goal 17	Partnerships for the Goal

