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For immediate release

Mitsui Fudosan Co., Ltd.

Urban Design Center Kashiwa-no-ha [UDCK]
Kashiwanoha IoT Business Co-creation Lab

Microsoft Azure Subscriptions to Be Offered Free of Charge to Members of Kashiwa-no-ha IoT Business Co-creation Lab for the First Time in Japan

Further Strengthen Onboarding of Experimental Projects in Conjunction with the
Full-Scale Launch of KOIL MOBILITY FIELD

Online Presentation to Be Held on July 14

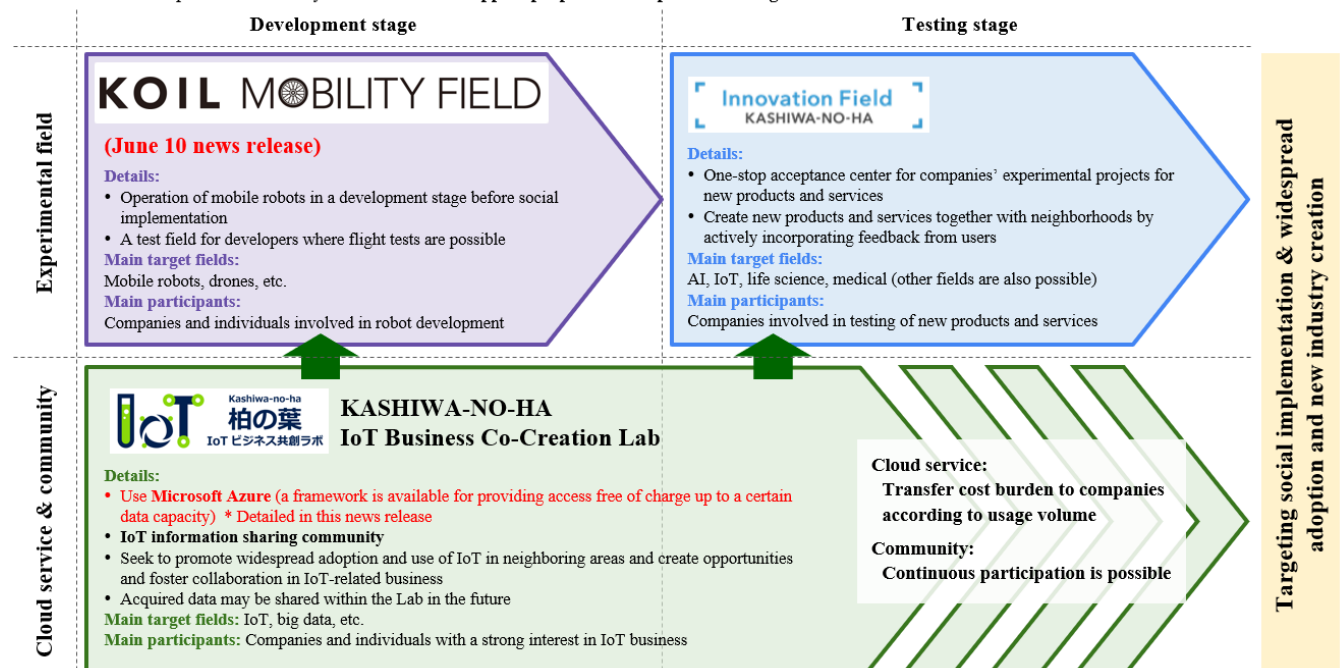
Tokyo, Japan, June 10, 2021 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Kashiwa-no-ha Urban Design Center (President: Atsushi Deguchi; “UDCK”) will begin providing subscriptions to Microsoft Azure*¹, which is a cloud platform offered by Microsoft Corporation, to participating companies in Kashiwa-no-ha IoT Business Co-creation Lab (administrating company/secretariat: Mitsui Fudosan and others) from July 2021. Additionally, an online presentation will be held on July 14, 2021 to further strengthen onboarding of experimental projects in Kashiwa-no-ha Smart City.

Microsoft Azure is a cloud service that offers a variety of functions such as virtual servers and networks with a pay-as-you-go billing system. Notably, Microsoft Azure offers outstanding services for IoT, such as data analysis tools, and these tools are used in many IoT-related projects. In this initiative, Mitsui Fudosan will push ahead with the launch and development of IoT projects in Kashiwa-no-ha Smart City by establishing a framework for providing Microsoft Azure subscriptions free of charge to members of Kashiwa-no-ha IoT Business Co-creation Lab. This will be the first initiative of its kind in which Microsoft Azure subscriptions will be provided to companies for the purpose of supporting IoT projects in a testing and experimentation field in the local community.

In addition to this initiative, KOIL MOBILITY FIELD will start operations in earnest*² as a field for innovation in the development stage. The experimental field in Kashiwa-no-ha will be bolstered through coordination between KOIL MOBILITY FIELD and Innovation Field KASHIWA-NO-HA, which is a social testing field. Efforts will be accelerated to achieve social implementation of innovation and realize new industry creation by solving neighborhood issues using IoT in Kashiwa-no-ha Smart City and by conducting demonstration tests in Innovation Field KASHIWA-NO-HA.

Initiatives related to Kashiwa-no-ha Campus and new industry creation

Kashiwa-no-ha Campus offers a variety of frameworks to support people and companies tackling ambitious new initiatives.



*1 Microsoft Azure is a cloud platform supplied by Microsoft Corporation. It features security and global scalability, and facilitates implementation of AI and IoT.

*2 URL of reference news release: https://www.mitsui-fudosan.co.jp/english/corporate/news/2021/0610_01/

■ New support menu to be added, including providing Microsoft Azure subscriptions free of charge

Kashiwa-no-ha Smart City brings together cutting-edge knowledge from national universities such as the University of Tokyo and Chiba University, and research institutions such as the National Institute of Advanced Industrial Science and Technology (AIST), and National Cancer Center Japan. Through collaboration between the public, private and academic sectors, efforts are under way to develop Kashiwa-no-ha Smart City into a problem-solving city of the future based on the themes of creating “an Environmental-Symbiotic City,” “a City of Health and Longevity,” and “a City of New Industry Creation.” Additionally, Innovation Field KASHIWA-NO-HA, a testing platform serving as a receptor for all experimental projects staged in the town of Kashiwa-no-ha, was launched in February 2019. It is conducting various tests and experiments using cutting-edge technologies.

Notably, Kashiwa-no-ha IoT Business Co-creation Lab is a community of companies that have come together as members to advance initiatives in the AI, IoT and big data fields. The support menu shown below will be provided to participating companies in the Kashiwa-no-ha IoT Business Co-creation Lab, with the aim of fostering a community among member companies and energizing experimental projects.

- (1) Subscriptions to Microsoft Azure, which is needed to develop IoT projects, will be provided free of charge with certain restrictions
- (2) User support by TOKYO ELECTRON DEVICE LIMITED (TED)
- (3) Mentoring and events related to experimental projects will be held for participating member companies

In the future, Mitsui Fudosan will consider building a platform to share data accumulated through the projects of the Kashiwa-no-ha IoT Business Co-creation Lab among the Lab’s member companies, with a view to developing new services in Kashiwa-no-ha Smart City.

■ Overview of online presentation

As the first step in fostering a community among member companies, an online event will be held on July 14, 2021 to introduce initiatives undertaken so far in Kashiwa-no-ha Smart City and to explain projects where stronger calls for participation will be made.

- Schedule: July 14, 2021 (Wednesday) 16:00–17:40
- Format: Zoom webinar
- Where to apply to participate: <https://if-kashiwanoha.peatix.com>
- Program

15:00–15:10	Opening remarks for the event, and introduction to initiatives related to neighborhood creation in Kashiwa-no-ha and new industry creation
15:10–16:00	Individual projects of Innovation Field KASHIWA-NO-HA (Introduction to experimental projects concerning healthcare, logistics, the environment, smart offices, etc.)
16:10–16:30	Strengthening calls for participating companies and themes sought Introduction to KOIL MOBILITY FIELD Starting to provide Microsoft Azure subscriptions

■ Call for companies specializing in robot development, a new strategic area to be strengthened in Kashiwa-no-ha Smart City

KOIL MOBILITY FIELD*² will open on June 15, 2021 in District 135 within the Innovation Campus Zone in Kashiwa-no-ha Smart City. The facility will support robots currently under development and mobility tests and experiments. Japan's robotics-related industry is expected to grow, primarily in fields such as automated driving, micro mobility, and drones. The facility will provide a testing and experimentation field where robots under development can be tested safely and conveniently. Access to such a testing and experimentation field has been identified as a key issue for the industry. By setting up a user-friendly testing environment that can be accessed with simple and speedy procedures, the facility will serve as starting point to attract even more companies and research institutions to the Innovation Campus Zone. This will further accelerate efforts to achieve new industry creation, which is the vision for neighborhood creation in Kashiwa-no-ha.

*² Reference news release: https://www.mitsui-fudosan.co.jp/english/corporate/news/2021/0610_01/

■ Mitsui Fudosan Co., Ltd. (Kashiwa-no-ha Smart City website: <https://www.kashiwanoha-smartcity.com/en/>)

Mitsui Fudosan has been promoting the Kashiwa-no-ha Smart City urban development project in the area around Kashiwa-no-ha Campus Station on the Tsukuba Express line in Kashiwa City, Chiba Prefecture since 2005. Aiming to create an urban development model that resolves worldwide issues, the Company is undertaking various initiatives through partnerships among the public, private and academic sectors, based on the three themes of creating “an Environmental-Symbiotic City,” “a City of Health and Longevity” and “a City of New Industry Creation.” In terms of new industry creation, Mitsui Fudosan aims to realize a city that creates new industries by connecting people of all ages, fields, and nationalities throughout the entire town, as well as companies at various stages, to spark innovation.

■ Urban Design Center Kashiwa-no-ha (UDCK) [WEB] <https://www.udck.jp/en/>

UDCK was established in 2006 as an urban development center jointly operated by seven organizations: The University of Tokyo, Chiba University, Kashiwa City, Mitsui Fudosan, the Kashiwa Chamber of Commerce and Industry, the Regional Council of Tanaka Area, and Intercity Railway Company. From its base in the Kashiwa-no-ha district of Kashiwa City, Chiba Prefecture, UDCK promotes development of an international academic research city and a next-generation environmental city through collaboration between the public, private and academic sectors. Activities include research into urban planning, social experiments, support for civic activities, and information communication.

■ Mitsui Fudosan Group's Contribution to SDGs

https://www.mitsui-fudosan.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 two of the UN's SDGs.

Goal 9	Industry, Innovation and Infrastructure
Goal 17	Partnerships for the Goals



* Microsoft Azure is a registered trademark or trademark of U.S.-based Microsoft Corporation in the U.S. and other countries.