

For immediate release

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan's 80th Anniversary and Commemorative Projects

Tokyo, Japan, July 14, 2021 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, celebrates the 80th anniversary of its founding on July 15, 2021.

Mitsui Fudosan was founded in 1941, when the real estate section of Mitsui Company*1 was established as a separate company. We revolutionized our business and created new value by responding to the needs of the times in the context of Japan's socioeconomic development. We engaged in the Keikyo Rinkai land reclamation project to supply new land for factories in coastal areas to strengthen Japan's function as an industrial and trading nation. We undertook building Japan's first skyscraper, developing the Kasumigaseki Building to utilize vertical space as a solution to the problem of urban functions being overly concentrated in downtown Tokyo. We began development of land for housing, and built and sold houses as a solution to population influx in urban areas, as well as developing retail facilities, hotels, and resorts to respond to the growing need for leisure. After the collapse of the so-called bubble economy of the 1990s, we moved into real estate securitization, creating a real estate investment market that blended the real estate and financial capital markets. This had the effect of allowing Japan to recover from a prolonged period of asset deflation.

Lifestyles and behaviors are changing as a result of the COVID-19 pandemic and rapid progress of digital transformation (DX). Furthermore, climate change on a global scale is a threat to the sustainability of the human race, which has heightened our sense of crisis as never before. These events suggest that we are now at a major turning point in our history. In this context, by driving digital transformation in the world of real estate, we are making smart cities a reality by solving various social problems through neighborhood creation.

To commemorate this 80th anniversary, Mitsui Fudosan is running projects that solve ESG problems and help achieve SDGs in various fields from personnel training to collaborations with academia, culture and the arts, global, and DX. These projects are inspired by our philosophy, symbolized by the Group Statement "Mitsui Fudosan aims to bring affluence and comfort to urban living," and the principles of coexisting in harmony with society, linking diverse values, and achieving a sustainable society represented by the corporate logo (the & symbol). We seek to reaffirm the reason for our existence as a company and embody the stance of tackling social problems as a member of society.

We'd like to thank all stakeholders, including customers, for the help and understanding that has made celebrating this 80th anniversary possible. The Mitsui Fudosan Group is united in its commitment to continuing to serve communities and engaging in business activities.

<Overview of Commemorative Projects>

【Commemorative Projects】

■Ideathon*2

To raise its neighborhood creation to the next level, Mitsui Fudosan is launching Global Ideathon (tentative name) originating in Nihonbashi, exploring co-creation with new partners as a way to solve social problems through neighborhood creation. The program will begin in summer 2021 and the main conference will be held in spring 2022. Thereafter, we will promote co-creation projects with partners that participated in the program.

■Delivering information about natural disasters and post-quake recovery

Mitsui Fudosan and 11 pan-Pacific universities, such as UCLA, will hold an exhibition about living with natural disasters in the context of multiple, severe disasters occurring worldwide, including those associated with COVID-19 and climate change. The event will feature an exhibition, symposium, and online discussions about disaster response and recovery, as part of a collaborative project between Mitsui Fudosan and Watasu Nihonbashi*3 (tentative name), a hub for disseminating and exchanging information about the Tohoku area the Company has continued to support since the Great East Japan Earthquake and Tsunami.

【Support for Culture and the Arts】

Mitsui Fudosan will be a special sponsor of the Shiki Theater Company's new original musical The Boy and the Beast. <https://www.shiki.jp/applause/bakemono/> (Japanese)

【Support for Overseas Students in Japan】

Mitsui Fudosan will offer scholarships to overseas students studying at Japanese universities to help foster human resources in Japan and Asian countries and build positive relations between Japan and Asia.

【Commemorative Donations】

Mitsui Fudosan will give donations to universities in Japan to contribute further to the creation of new industries and the evolution of neighborhood creation, and to organizations and facilities related to the Mitsui Group, such as Mitsui Memorial Hospital*4 and Mitsui Bunko*5, to support medical care, culture and the arts, and education.

*1 Mitsui Company

In November 1909, a general partnership company was founded with 11 members of the Mitsui family as the sole investors and employees. It was Japan's first holding company that established Mitsui's Zaibatsu structure.

*2 Ideathon

Ideathons are a form of open innovation that calls for ideas and plans from outside the Company with the goal of creating a new business model or new product idea.

*3 Watasu Nihonbashi https://www.watasu.net/about_en.html

A social and communication hub for the Tohoku area located on the second floor of Nihonbashi Mitsui Tower. It helps foster connections with the Tohoku area, such as a menu that features Tohoku produce and study exchange programs with Tohoku children.

*4 Mitsui Memorial Hospital <https://www.mitsuihosp.or.jp/english/>

Mitsui Memorial Hospital originated as Mitsui Charity Hospital, an incorporated foundation established by the private funds of Mitsui Hachirouemon, a representative of the Mitsui family in 1906 to help people unable to afford medical treatment. It serves as a designated cancer and disaster base hospital in Tokyo.

*5 Mitsui Bunko <http://www.mitsui-bunko.or.jp/archives/englishguide.html>

A research institute that gathers and analyzes historical records related to the Mitsui family, consisting of business history archives in the main building, which preserves and exhibits historic business records and conducts research in social economic history, and the Mitsui Memorial Museum in the annex, which preserves and exhibits works of art and conducts research in art history.

■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.

