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**Japan Football Association and Mitsui Fudosan Conclude a Basic Agreement  
Concerning Collaboration in Neighborhood Creation and Reorganization of  
Operational Bases Utilizing the Power of Soccer**

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Tokyo, Japan, November 2, 2021 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and public interest incorporated association Japan Football Association (“JFA”) concluded a basic agreement on October 21, 2021 to collaborate in neighborhood creation and operational base reorganization. The objectives of this agreement are collaboration in neighborhood creation utilizing the power of sports entertainment as promoted by Mitsui Fudosan, and reorganization of operational bases that will carry on the history and traditions of the JFA, which celebrated its 100th anniversary, and contribute to its development over the next 100 years.

JFA, which has been headquartered in Bunkyo-ku, Tokyo since 2003, has worked to promote and enhance soccer, establish environments for sports, and contribute to society through sports. Meanwhile, the Mitsui Fudosan Group has promoted various types of neighborhood creation incorporating elements of sports such as MIYASHITA PARK, TOKYO SPORT PLAYGROUND, MITSUI FUDOSAN ICE PARK FUNABASHI and the Mitsui Fudosan Sports Academy for Tokyo 2020. Along with this, the Group made TOKYO DOME CORPORATION into a subsidiary in January 2021.

Both parties will join forces and harness their respective achievements and networks to move forward with considerations to reorganize operational bases that will contribute to the creation of communities centered on soccer and other sports, and to sports development.

■ Main items for consideration

1. Collaborating in the creation of communities centered on soccer and other sports
2. Reorganization of operational bases that will contribute to the next 100 years of JFA’s development
3. Enhancing JFA employees’ work environment
4. Effective utilization of JFA HOUSE owned by JFA



JFA President Kohzo Tashima (left), Mitsui Fudosan President and Chief Executive Officer Masanobu Komoda (right)

■ A Message from Japan Football Association President Kohzo Tashima

JFA HOUSE is one example of the legacy left by the 2002 FIFA World Cup Korea/Japan™. The world of Japanese soccer has made JFA HOUSE a base of operations to promote and enhance soccer and contribute to the development of society through soccer.

I believe that sports display a significant force not only in developing health and fostering a sense of purpose, but also in solving new social issues. They cultivate virtue, serve as the pillars of communities, address the Sustainable Development Goals (SDGs) and the issue of a low birthrate and an aging society, and realize acceptance of diversity and a work-life balance.

Looking ahead to the next 100 years, JFA hopes to create a new legacy to generate more social value and contribute to regional development through the soccer business by, for instance, realizing workstyle reforms for its officers and employees, integration between sports and urban centers, and smart cities where people can live in good health.

The conclusion of this agreement with Mitsui Fudosan will be the first step to achieving those goals. By harnessing Mitsui Fudosan's achievements and expertise, we hope to mutually collaborate and move forward to make meaningful considerations.

■ A Message from Mitsui Fudosan President and Chief Executive Officer Masanobu Komoda

Based on its philosophy of coexisting in harmony with society, linking diverse values, and achieving a sustainable society, Mitsui Fudosan has developed its business while aiming for a society that enriches both people and the planet. As one of those initiatives, we believe that sports not only improve the mental and physical health of people through actions such as "Doing," "Watching" and "Supporting," but also create new connections and have the power to revitalize communities. We have worked toward neighborhood creation utilizing the power of sports such as making TOKYO DOME CORPORATION into a subsidiary, sponsoring athletes who represent Japan on a global stage, and establishing football parks.

Moreover, we believe that as society matures and people's awareness and consumer behavior shift from items to experiences, sports, which offer experiential value that can only be found in the physical world, will be a key component of neighborhood creation.

Mitsui Fudosan will use the agreement as an opportunity to deepen future collaboration with JFA, which has celebrated its 100th anniversary and will continue to advance over the next 100 years and contribute to a society that will allow a variety of people regardless of age or gender to become familiar with sports such as soccer, as well as allow many people to achieve plentiful lives through those sports.