

**Using Under-utilized Real Estate to Create a Venue for In-Person Gatherings**  
**HUBHUB Project Utilizing Mobile Units Launched**  
**HUBHUB Nihonbashi Ningyocho,**  
**the Only Mobile Accommodation Facility in Downtown Tokyo**  
**Pilot Begins on Monday, November 22, 2021**

Tokyo, Japan, November 18, 2021 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and group company ShareTomorrow hereby announce the launch of the HUBHUB Project, which sets up mobile units to create venues for in-person gatherings at under-utilized properties. As a pilot facility for the project, HUBHUB Nihonbashi Ningyocho will open on Monday, November 22, 2021 at 1-8-9 Horidomecho, Nihonbashi, Chuo-ku, Tokyo.

In launching the project, we chose a highly convenient model location for the pilot facility HUBHUB Nihonbashi Ningyocho, which represents the kind of under-utilized property that we intend to use. It is three minutes' walk from Ningyocho Station on the Toei Asakusa Line and Tokyo Metro Hibiya Line.

The facility combines three types of units— accommodation, party room, and pool. The concept is “an accommodation facility with leisure activities, not just a place to stay.” HUBHUB Nihonbashi Ningyocho will be the only mobile accommodation facility operating in downtown Tokyo.\*

ShareTomorrow was founded in July 2021 as a Mitsui Fudosan Group company responsible for the development and promotion of new businesses. The company plans to launch multiple new projects in fiscal 2021.

\* Based on ShareTomorrow survey

(Note: A survey of facilities located in the 23 Tokyo wards with a hotel business license comprising a vehicle-based structure)

**<Features of HUBHUB project>**

- Creates a vibrant venue by combining mobile units with various functions optimized for the location and time period of operation
- Potential use for under-utilized real estate as well as serving as an additional local attraction
- Popular equipment which has high latent needs but are difficult for customers to keep at home, such as barbecues, installed in living areas to enhance guests' lifestyles.



**Accommodation unit (Guest Room)**



**Reception and party room unit (BBQ Kitchen)**

## 1. About the HUBHUB Project

### 1) Reasons for Launching the HUBHUB Project

Many properties exist in urban areas that are difficult to utilize because of limited land area and limited usage period. As well, consumers are seeking more variety in functions provided by accommodation facilities amid diversifying lifestyles. The HUBHUB Project was launched with the goal of developing facilities that are mobile and flexible in terms of size and function to create convenient, vibrant hubs that prevent the hollowing-out of urban neighborhoods, enrich and enhance people's lives, and model a new lifestyle. Going forward, the Mitsui Fudosan Group will combine the project with its mobility service and other businesses to provide new experiential value that improves user convenience. The HUBHUB Project uses the MAG!C project proposal system, which attracts diverse business ideas from Mitsui Fudosan Group companies.

### 2) Concept, Brand Name, Logo

The project was born from the wish to enrich and enhance our lives by providing a space where we can meet friends in person. Based on a concept of a facility comprising mobile units, each with specialized functions, which adds totally new value to the lives and interests of local residents and office workers, the HUBHUB Project will deliver spaces that families and groups can enjoy.

The meaning of the brand name is a service that provides a hub (a place away from home that can be used with like-minded friends) to enrich and enhance your daily life.

The logo design expresses the existence of multiple hubs, the spread of free lifestyles, and expectations and excitement about a new service in the form of two overlapping hubs. The overall color tone is bright, reflecting our hopes for an accessible service that makes users feel positive.



### HUBHUB official LINE account:

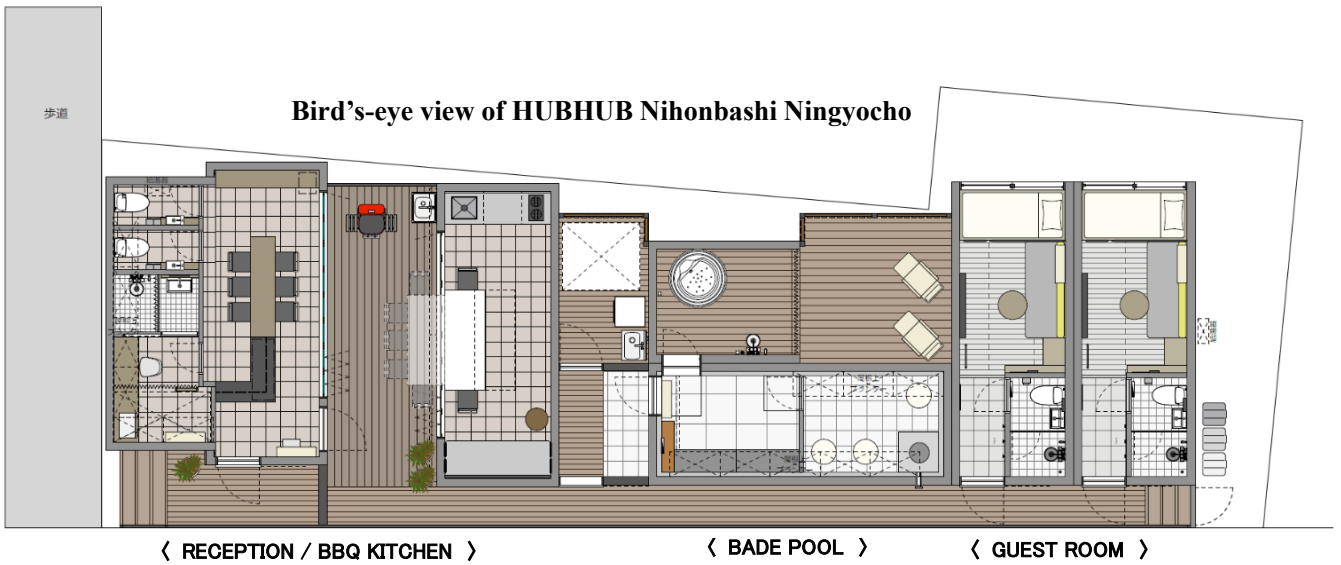
( <https://liff.line.me/1645278921-kWRPP32q/?accountId=hubhub> ) (Japanese only)

Here you can check availability and make reservations, find out the latest information, and sign up for the HUBHUB launch campaign that offers coupons to everyone who signs up as a friend on LINE. The campaign runs from Tuesday, October 12, 2021 to Sunday, January 16, 2022.



## 2. Overview of HUBHUB Nihonbashi Ningyocho

The facility is easily accessed from two subway stations, being a three-minute walk from Ningyocho Station on the Toei Asakusa and Tokyo Metro Hibiya lines and a six-minute walk from Kodenmachi Station on the Hibiya Line. Located in an area full of offices and condominiums, the facility offers three types of units— accommodation (Guest Room), party room (BBQ Kitchen, with BBQ deck and kitchen), and pool (Bade Pool). Mobile units can be moved around and provide flexibility in terms of overall size and functions of the facility. The concept is “an accommodation facility with leisure activities, not just a place to stay.” Families and groups can book the whole facility so that they can relax without worrying about other users. Premium Services such as BBQ ingredients delivery service and chef dispatch service are also available, which further enhance your enjoyment of the facility. Reservations can be made on the HUBHUB Project official website (<https://hubhub.jp/>) (Japanese only).



< RECEPTION / BBQ KITCHEN >

< BADE POOL >

< GUEST ROOM >

1) RECEPTION



2) Accommodation unit (Guest Room)



3) Party room unit (BBQ Kitchen)

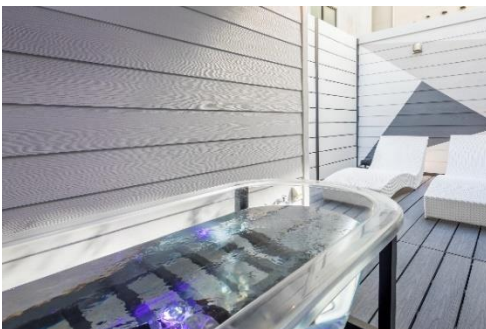


RECEPTION, Party room unit (BBQ KITCHEN)

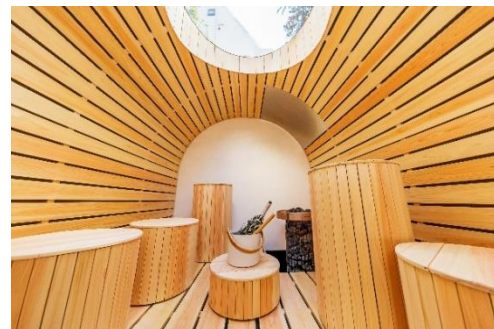


Party room unit (BBQ KITCHEN)

4) Pool unit (Bade Pool)



Pool unit (Bade Pool)  
(Open-air bathing pool area)



Pool unit (Bade Pool)  
(Heating Room)

Note: Hours of use and prices vary depending on the day of use and plan selected.

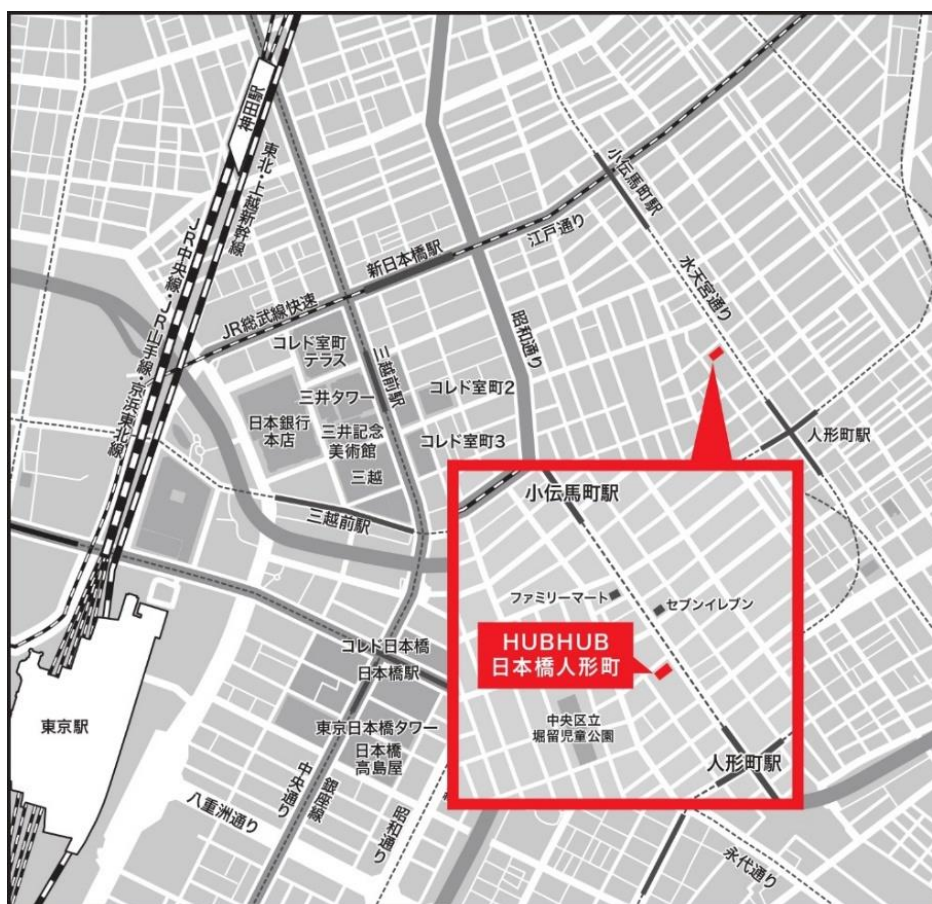
Please check the HUBHUB Project official website (<https://hubhub.jp>) (Japanese only) for prices.

## ■Facility Overview

Name	HUBHUB Nihonbashi Ningyocho
Location	1-8-9 Horidomecho, Nihonbashi, Chuo-ku, Tokyo
Access	Three-minute walk from Ningyocho Station on the Toei Asakusa Line and Tokyo Metro Hibiya Line Six-minute walk from Kodenmachi Station on the Tokyo Metro Hibiya Line
Site area	Approx. 1919 ft <sup>2</sup> (178.36 m <sup>2</sup> )
Total floor area	Approx. 923 ft <sup>2</sup> (85.80 m <sup>2</sup> )
Number of trailers	6
Facilities	RECEPTION, GUEST ROOM, BBQ KITCHEN, BADE POOL
Official website	<a href="https://hubhub.jp/">https://hubhub.jp/</a> (Japanese only)
Vehicle manufacturer	Park Homes Co., Ltd. <a href="https://www.parkhomes.jp/">https://www.parkhomes.jp/</a> (Japanese only)
Operating company	SOZONEXT Co., Ltd. <a href="https://www.sozonext.net/">https://www.sozonext.net/</a> (Japanese only)

## ■Access

- Three-minute walk from Ningyocho Station on the Toei Asakusa Line and Tokyo Metro Hibiya Line (Exit A5)
- Six-minute walk from Kodenmachi Station on the Tokyo Metro Hibiya Line (Exit No. 3)
- Ten-minute walk from Shin-Nihonbashi Station on the JR Sobu Line Rapid (Exit No. 5)
- Eleven-minute walk from Mitsukoshimae Station on the Tokyo Metro Ginza Line and Hanzomon Line (Exit A9)



### 3. About ShareTomorrow Co., Ltd.

#### ■Overview of ShareTomorrow Co., Ltd.

ShareTomorrow was founded on July 1, 2021 with the vision of offering consumers diverse options for work, home, shopping, and ways to spend holidays and leisure time so that each consumer can make and combine choices freely to fit their lifestyle. In accordance with the Mitsui Fudosan Group's vision of establishing a sustainable society through the creation of neighborhoods and harnessing technology to innovate the real estate business under VISION 2025 (Group Long-Term Vision), ShareTomorrow engages in the development and promotion of new businesses.

Company name       ShareTomorrow Co., Ltd.  
Established         July 1, 2021  
President and representative director   Takashi Sunaga  
Address             3-2-1 Nihonbashi Muromachi, Chuo-ku, Tokyo  
Major shareholders   Mitsui Fudosan Co., Ltd.

#### ■Mitsui Fudosan Group's Contribution to SDGs [https://www.mitsuifudosan.co.jp/english/corporate/esg\\_csr/](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 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 11   Sustainable Cities and Communities

