
A Succession of New Stores Bringing Fresh Experiences to Places Nearby
Mitsui Fudosan Launching “MIKKE!” Retail Sharing Platform
～ Everyday Starting from the Tokyo Bay Area and to Gradually Expand ～

Tokyo, Japan, November 19, 2021 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and ShareTomorrow Co., Ltd., announced today they have decided to name their retail sharing platform business for vendors to share retail spaces, vehicles, and customer bases to deliver fresh, real-life experiences to customers at nearby venues “MIKKE!”, and will gradually expand it starting from the Tokyo Bay area.

With the COVID-19 pandemic having brought greater flexibility to choices regarding residences, workplaces, and shopping and service experiences, Mitsui Fudosan will provide customers with an opportunity to discover fantastic shops in tune with new lifestyles by bringing actual new products and services to places nearby.

The Mitsui Fudosan Group established ShareTomorrow in July 2021 to develop and advance new business. It plans to launch several new projects within the current fiscal year.

What MIKKE! Has to Offer

1. **For consumers: It offers a new shopping experience where a succession of mobile shops come to nearby venues.**

MIKKE! creates a third platform for retail, a new kind of shopping and service experience unlike that offered by shopping centers or e-commerce.

Serendipity awaits with chances to discover several hundreds of new stores a year at locations near offices, residences, and more. MIKKE! vendors offer products and services that add variety to everyday life. MIKKE! also eliminates the hassle of traveling to stores that are not nearby and waiting in line, and the problem with online shopping of not being able to physically examine the merchandise.

2. **For vendors: It offers a new channel with a low barrier to entry that can also be used as promotional space.**

Vendors with staff and merchandise can open up shop for short periods of time in a variety of places with very little investment. They can also use venues as a physical touchpoint for e-commerce as well as a place to promote an array of products and services, not limited to retail business, since the platform facilitates proximity to and direct feedback from users.

3. **Potential for future expansion: Mitsui Fudosan will use its original data base to devise optimal plans for pop-up store operations according to locations and times.**

Mitsui Fudosan plans to use its diverse assets, including offices and residences, as a foothold to create a dense network of sites for mobile shops, establish area dominance, and analyze data such as users’ purchase history to deliver the best pop-up shops according to days, times, and locations.

■ **About the Business Name**

The concept for the business is “Serendipity is coming to your town with a third kind of shopping experience.” Mitsui Fudosan decided to call the service “MIKKE!” The name derives from a Japanese expression “*mikke*” used when discovering a new product, a new store, or a new service. It is also concise and appeals to the five senses, so as to become well-known to people throughout Japan.

MIKKE! will bring discoveries to all sorts of customers by having different rare shops outside of their living areas pop up each day in the space it takes to park one vehicle to the tune of over 500 pop-up shops a year.

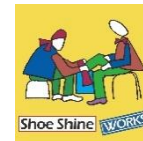


■ About Future Service Development

Ten mobile food, retail, and service shops will pop up in 12 condominium locations in the Tokyo Bay area, two parking lot, two office building, and four park, from November 20, 2021 (Saturday), and expand to 16 pop-up shops from December.

Plans are to bring the number of locations and shops to 60 or more by spring 2022, and then gradually expand the service, focusing on the Tokyo area. Details will be provided in the future on the MIKKE! website at <https://www.mikke-spot.com/>.

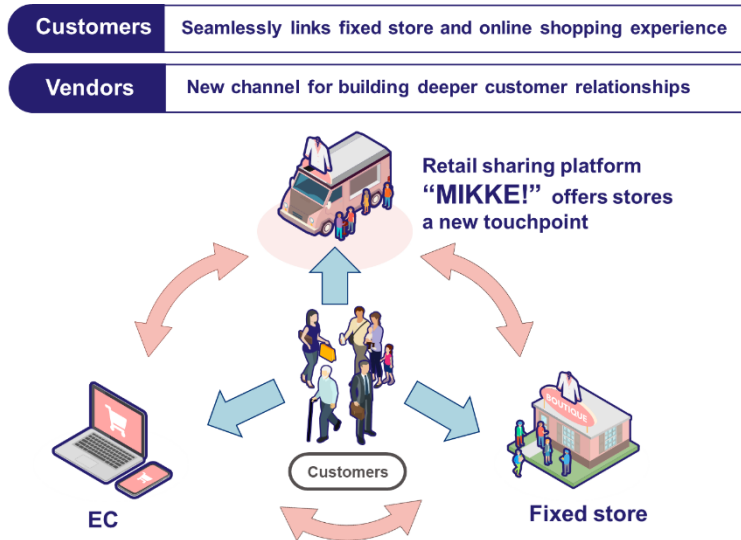
< Participating Vendors >



■ MIKKE! Service Features

The MIKKE! retail sharing platform business aims to be a hub for seamlessly connecting physical stores and e-commerce by matching up mobile shops with space at a wide variety of properties that is available for use according to their precise needs in terms of operating days and times.

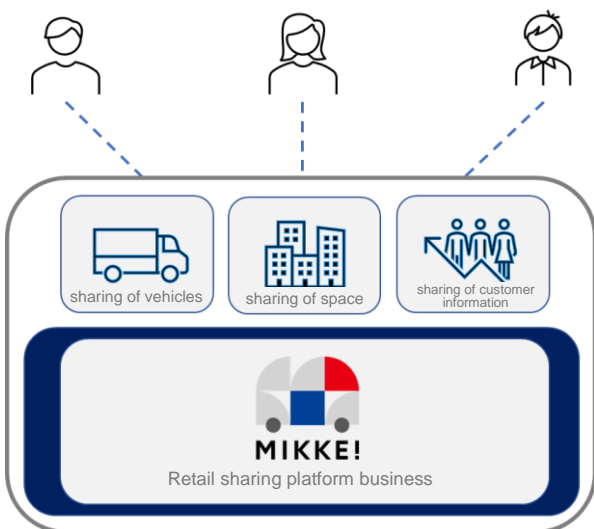
Customers can discover time and again at locations nearby unique shops and business formats for which opening brick-and-mortar stores is difficult. As a third retail domain between fixed stores offering the advantage of being able to physically examine merchandise and e-commerce offering the advantage of carefree shopping experiences, MIKKE! offers customers the best of both worlds.



A key feature of the business system is three types of sharing. The first is the sharing of space. Mitsui Fudosan develops and operates diverse assets, including offices and housing, and provides vendors with access to locations with great potential via the platform.

The second is the sharing of vehicles. Mitsui Fudosan handles the investment-heavy aspect of vehicles (purchasing and developing them for mobile retail) and lends them to vendors, enabling companies of any scale to participate in the system without a big up-front investment.

The third is the sharing of customer information. Mitsui Fudosan builds frameworks for communication with customers, while accumulating customer data linked to sales through the organization of customers. This enables both quantitative and qualitative customer information to be used for retailing operations.



	Mon.			Tue.			Wed.			Thu.		
	Morning	Noon	Night	Morning	Noon	Night	Morning	Noon	Night	Morning	Noon	Night
Condo A	●	●	●	●	●	●	●	●	●	●	●	●
Office A	●	●	●	●	●	●	●	●	●	●	●	●
Shopping center A	●	●	●	●	●	●	●	●	●	●	●	●
Condo B	●	●	●	●	●	●	●	●	●	●	●	●
Parking lot A	●	●	●	●	●	●	●	●	●	●	●	●
Condo C	●	●	●	●	●	●	●	●	●	●	●	●
Condo D	●	●	●	●	●	●	●	●	●	●	●	●
Parking lot B	●	●	●	●	●	●	●	●	●	●	●	●
Condo E	●	●	●	●	●	●	●	●	●	●	●	●

< Example of an optimal pop-up shop schedule >

Mitsui Fudosan will utilize the expertise it has gained from developing and operating an array of assets to deliver optimal offerings tailored precisely to locations, days, and times. Also, sharing on three fronts—vehicles, locations, and customer information—will give vendors the flexibility to move to locations where sales and marketing effects are likely to be strong. Furthermore, vendors will be able to deepen their relationships with customers by having a third channel to learn more about users’ preferences, purchasing behavior, and so forth.

■ About 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.

■ About Mitsui Fudosan’s Mobility Concept

As set out in the Group’s long-term vision, VISION 2025, Mitsui Fudosan aims to “Successfully establish a sustainable society through the creation of neighborhoods” and “Harness technology to innovate the real estate business.” The COVID-19 pandemic has diversified the ways in which we work and live, accelerating lifestyle changes. Using digital services in everyday life has become more important as well. Against this backdrop, Mitsui Fudosan will create value through initiatives in mobility (Mobility as a Service (MaaS)), retail sharing platform) as follows.

- ① Assets: Adapting to a borderless world
- ② Neighborhood creation: Discovering and improving access to neighborhood attractions
- ③ Experiential value: Real Estate as a Service

For more information about the Mobility Concept and another related project—the MaaS project, please visit the Mitsui Fudosan website.

https://www.mitsuifudosan.co.jp/english/corporate/news/2020/1215_01/
https://www.mitsuifudosan.co.jp/english/corporate/news/2020/1215_02/

■ Mitsui Fudosan Group’s Contribution to SDGs 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

