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**Realizing the Creation of a Neighborhood Where Approximately 12,000 People  
Live in 5,632 Units in 24 Buildings (\*1) Right in the Middle of Tokyo**

## **HARUMI FLAG**

**Phase One of SUN VILLAGE and Phase Two of SEA VILLAGE  
5,546 Applications for a Total of 631 Units**

**631 Units Available, the Largest Number in the Greater Tokyo Area (\*2)  
Most Applications Per Unit: 111 (\*3), Average Applications Per Unit: 8.7 (\*3)**

The 10 companies in charge of selling HARUMI FLAG, a residential housing district, sold units in phase one of SUN VILLAGE and phase two of SEA VILLAGE from Friday, November 12 to Sunday, November 21, 2021. There were 631 units available, which was the largest number of units for sale in the greater Tokyo area in 2021 (\*2). Applications were made for all units. Additionally, the number of applications totaled 5,546.

HARUMI FLAG has received over 49,000 entries (\*4) since Wednesday, October 31, 2018, when the official website was launched. A tremendously large number of customers have expressed interest in HARUMI FLAG; for instance, the number of visitors to HARUMI FLAG PAVILION, which opened on Saturday, April 27, 2019, exceeded 12,000 groups (\*4).

The three points of “a good view,” “a comfortable plan,” and “a highly convenient location” have been evaluated more now than ever due to changes in customers’ values and ways of thinking about homes, such as ways of working and spending time with their families in a new era. HARUMI FLAG meets all these conditions: it is surrounded on three sides by the ocean, and offers a wide view including the Rainbow Bridge, giving “a good view”; the units are 20 m<sup>2</sup> wider than the average area of a unit within the six main districts of Tokyo (\*5), making it “a comfortable plan”; and it is located in a “highly convenient location” that forms a connection point between an area of central Tokyo known as Chuo-ku, Harumi and the Tokyo Bay area, and is approximately 2.5 km away from Ginza.

The environment, which features fifty-one shared rooms to meet the need for a “third place” that serves as a base outside the home and is surrounded by rich greenery that satisfies the desire to experience a sense of openness and nature, captures the demand brought on by changes in values and has been highly praised.

Tours at HARUMI FLAG PAVILION for the second stage of phase one of SUN VILLAGE and phase two of PARK VILLAGE will begin starting in early January 2022 (reservations required). Sales are scheduled to begin in mid-March 2022.



CG concept of the completed HARUMI FLAG

\*1: Combined total of residential buildings and retail facilities

\*2: 631 units was the largest number of condominiums sold at one time in the greater Tokyo area (Tokyo and three surrounding prefectures) in 2021.

From condominium data based on a survey and data collected by Market Research Center Co., Ltd. over the period of January to October 15, 2021. Data materials: Compiled by MRC on November 12, 2021 in the November 2021 issue

\*3 Preferential treatment (with three times the chance of selection) was carried out in phase one of SUN VILLAGE and phase two of SEA VILLAGE, so the rate of selection disclosed in this release excludes this preferential treatment. This is different from the rate of selection from the raffle held on November 22.

\*4: As of November 21, 2021

\*5: "Six main districts of Tokyo" refers to Tokyo's Chuo-ku, Minato-ku, Chiyoda-ku, Shibuya-ku, Shinjuku-ku, and Bunkyo-ku

## ■ Status of Sales in Phase One of SUN VILLAGE and Phase Two of SEA VILLAGE

Districts for sale	SUN VILLAGE (A, B, C, D, F)	SEA VILLAGE (A, B, C, D, E)
Status of applications	5,546 total applications Most applications per unit: 111, average applications per unit: 8.7 * Preferential treatment (three times the chance of selection) was carried out in phase one of SUN VILLAGE and phase two of SEA VILLAGE, so the rate of selection disclosed in this release does not include this preferential treatment. This is different from the rate of selection from the raffle held on November 22.	
Units for sale	465	166
Unit area	657.24 ft <sup>2</sup> to 1,254.85 ft <sup>2</sup> (approx. 61.06 m <sup>2</sup> to 116.58 m <sup>2</sup> )	918.91 ft <sup>2</sup> to 1,324.06 ft <sup>2</sup> (approx. 85.37 m <sup>2</sup> to 123.01 m <sup>2</sup> )
Layout	2LDK-4LDK	2LDK-4LDK
Sales price	2LDK (¥49.9 million – ¥61.40 million) 3LDK (¥57.9 million – ¥131.10 million) 4LDK (¥70.7 million – ¥229.20 million) * Most popular price range: Around ¥59.0 million (in increments of ¥1.0 million)	2LDK (¥79.8 million – ¥81. million) 3LDK (¥75.3 million – ¥175.9 million) 4LDK (¥83.5 million – ¥127.7 million) * Most popular price range: Around ¥87.0 million (in increments of ¥1.0 million)

## ■ Layout of districts for sale



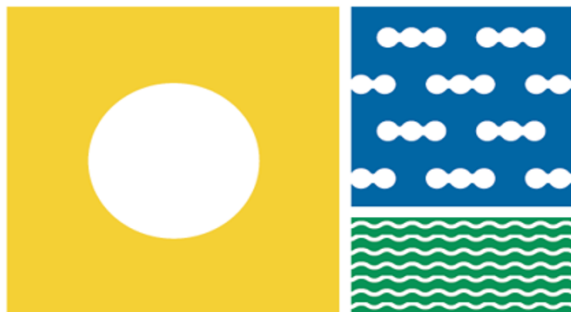
\* In phase one of SUN VILLAGE, some residential units in buildings A, B, C, D, and F were sold.

\* In phase two of SEA VILLAGE, some residential units in buildings C and E were newly sold in addition to the units in buildings A, B, and D sold previously.

## < Reference >

### ■ HARUMI FLAG's Neighborhood Creation

#### <About HARUMI FLAG>



# HARUMI FLAG

## Tokyo is reborn from within

Looking from the sky, the new neighborhood appears like a large flag right in the middle of Tokyo; it has limitless potential as a new flagship model for urban lifestyles.

Under this flag signaling the future of Tokyo, HARUMI FLAG aims to be a neighborhood constantly brimming with the expectation of fun—a place where people, goods and activities are gathered.

#### VISUAL FORMAT

Sun, Sea, Forest, Wind, and Clouds.

The icon incorporates the rich nature surrounding HARUMI FLAG and vividly captures the sense of anticipation that people feel about living in this neighborhood.

It produces an open and positive worldview that gets people excited when they see it.



Sun

Wind

Tree

Grass

Leaf

Bridge

Wave

Ripple

Water

Cloud

## <Using state-of-the-art AEMS and hydrogen energy to realize a smart city>

HARUMI FLAG is a large-scale urban development. It has 23 residential buildings with 5,632 units and retail property, and is expected to have substantial energy demand. Although it is mainly a residential development, AEMS is being used because of HARUMI FLAG's complex energy management requirements due to the use of multiple infrastructures and alternative energy such as hydrogen and solar power. Being a large-scale project whose buildings were developed concurrently made it possible to adopt HARUMI AI-AEMS, which we hope will help HARUMI FLAG smart city serve as a flagship of future urban planning.

(Reference release: "Using state-of-the-art AEMS<sup>\*1</sup> and hydrogen energy to power a smart city; AI-AEMS to be installed in HARUMI FLAG; Effective energy use made possible with AI-based electricity demand forecasting" released on October 10, 2019 <https://www.mitsui-fudosan.co.jp/english/corporate/news/2019/1010/> )

## <Aiming to be one of the world's most environmentally advanced cities>

This project has received both Plan certification in the Neighborhood Development category of LEED, a system for environmental certification in global neighborhood creation, and preliminary Gold certification by SITES, which primarily evaluates the sustainability of landscapes. It was also certified as the first property in ABINC ADVANCE, a new certification system for initiatives toward the preservation of biodiversity, and received an S rank for district certification by CASBEE, which comprehensively evaluates initiatives for neighborhood creation, making it the first project centered on condominium development to receive each certification in Japan. HARUMI FLAG, which has obtained four types of environmental certification and has been recognized for having one of the world's highest levels of environmental consideration, is being developed with the aim of becoming a neighborhood that will serve a flagship for these types of lifestyle infrastructure in anticipation of a neighborhood opening. This neighborhood opening will begin with the occupation of the residential housing district (plate-type buildings) set to begin in March 2024.

(Reference release: "Type-1 Urban Redevelopment Project in the West Harumi 5-Chome District~; HARUMI FLAG becomes first project in world to receive simultaneous gold certification for LEED-ND Plan Certification and SITES preliminary certification; certified as first property by ABINC ADVANCE; highest CASBEE rank of S achieved in district category" released on November 29, 2018 [https://www.mfr.co.jp/company/news/2018/1129\\_01/](https://www.mfr.co.jp/company/news/2018/1129_01/) ) (Japanese version only)

## <Contribution to the SDGs by HARUMI FLAG>

The initiatives toward neighborhood creation at HARUMI FLAG contribute to eight targets among the SDGs.



## ■ HARUMI FLAG Development Overview

<b>Total development area</b>	1,441,355 ft <sup>2</sup> (approx. 133,906.26 m <sup>2</sup> )
<b>Total planned units</b>	5,632 residential units (4,145 units in built-for-sale districts, 1,487 units in rental housing districts (including senior housing and shared housing); also, stores, nursing homes, a daycare center (block numbers TBD), and retail properties

## ■ Development Overview of Each HARUMI FLAG District

	PORT VILLAGE	SEA VILLAGE	SUN VILLAGE	PARK VILLAGE	Retail property
<b>Main uses</b>	Rental housing (including senior housing and share houses), nursing homes, and daycare facilities	Residential housing	Residential housing, retail stores	Residential housing, retail stores	Retail property
<b>Location</b>	501 (Lot number), Harumi 5-chome, Chuo-ku, Tokyo	502 (Lot number), Harumi 5-chome, Chuo-ku, Tokyo	503 (Lot number), Harumi 5-chome, Chuo-ku, Tokyo	504 (Lot number), Harumi 5-chome, Chuo-ku, Tokyo	505 (Lot number), Harumi 5-chome, Chuo-ku, Tokyo
<b>Site area</b>	283,092 ft <sup>2</sup> (approx. 26,300.14 m <sup>2</sup> )	254,386 ft <sup>2</sup> (approx. 23,633.20 m <sup>2</sup> )	403,014 ft <sup>2</sup> (approx. 37,441.27 m <sup>2</sup> )	378,629 ft <sup>2</sup> (approx. 35,175.79 m <sup>2</sup> )	122,233 ft <sup>2</sup> (approx. 11,355.86 m <sup>2</sup> )
<b>Number of buildings</b>	4	5	7	7	1
<b>Number of residential units</b>	1,487	686	1,822	1,637	—
<b>Number of floors</b>	15-17 floors above ground, 1 floor below ground (plate-type building)	14-18 floors above ground, 1 floor below ground (plate-type building)	14-18 floors above ground, 1 floor below ground (plate-type building) 50 floors above ground, 1 floor below ground (tower building)	14-18 floors above ground, 1 floor below ground (plate-type building) 50 floors above ground, 1 floor below ground (tower building)	3 floors above ground, 1 floor below ground
<b>Number of parking spaces</b>	312	313	831	758	104



## Site Layout

