
**Mitsui Fudosan Selected for the 2021 IT Promotion Award
(Area: Social Issue Resolution) Again
after Winning the 2020 IT Award (Area: Management)**

The award recognized the “Smart Life Kashiwa-no-ha” portal site for enriching residents’ lives and the “Dot to Dot” platform for safe and secure movement of personal data with individuals’ consent

Tokyo, Japan, December 2, 2021 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that its “SMART LIFE PASS KASHIWA-NO-HA” portal site for enriching residents’ lives and “Dot to Dot” platform for safe and secure movement of personal data with individuals’ consent” have been recognized and awarded the IT Promotion Award (Area: Social Issue Resolution) held by the Japan Institute of Information Technology (JIIT).

IT Awards are presented by the JIIT to companies, groups, organizations or individuals recognized as having made remarkable efforts and achieved results “innovating business by using sophisticated IT.” It is the second consecutive year that the Company has received an award, having received the “IT Award (Area: Management)” last year. This year the Company received the “IT Promotion Award” in recognition of the future potential and expansive scope of its achievements.



■ **“Kashiwa-no-ha Data Platform” Recognition Points**

1. Social implementation of a state-of-the-art platform that returns services created by linking personal data between service providers to consumers.
2. Services created by service providers are a clear compensation that is provided to consumers through SMART LIFE PASS KASHIWA-NO-HA.
3. The platform can be expected to achieve an ideal form as a smart city that is likely to be realized in the near future.

■ **About SMART LIFE PASS KASHIWA-NO-HA**

A portal site for making the lives of consumers in Kashiwa-no-ha more convenient.

Services linked on “Dot to Dot” are introduced through SMART LIFE PASS KASHIWA-NO-HA. By registering ID and confirming identity, it is possible to use services and link data between linked services.

■ **About “Dot to Dot”**

Dot to Dot is a platform that enables movement of personal data held by consumers across safely and securely across business sectors and industries with their consent. By ensuring safe data circulation on the internet, the platform can realize mutual data linkage between companies, research institutions, and so forth in various fields, thereby promoting increases in the value of existing services, new service development, and research and development activities.

< Related Press Releases (In Japanese) >

- November 26, 2020 “SMART LIFE PASS KASHIWA-NO-HA Portal Website for Enriching Residents’ Lives to Launch on November 26”
https://www.mitsuifudosan.co.jp/corporate/news/2020/1126_01/
- November 26, 2020 “Launch of ‘Dot to Dot’ platform for safe and secure movement of personal data with individuals’ consent at jointly developed Kashiwa-no-ha Smart City”
https://www.mitsuifudosan.co.jp/corporate/news/2020/1126_02/

■ Mitsui Fudosan’s Digital Transformation (DX) Initiatives

Mitsui Fudosan is promoting DX groupwide in the belief that it should “harness technology to innovate the real estate business” as stated in VISION 2025, the Group’s long-term vision. The Company released the “2020 DX White Paper” in February 2021, summarizing focus themes and case studies related to the respective domains of business reform, work style reform and the promotional platform to realize them.

[WEB] <https://www.mitsuifudosan.co.jp/english/dx/>

■ Mitsui Fudosan Group’s Contribution to SDGs

https://www.mitsuifudosan.co.jp/corporate/esg_csr/

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexistence 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 four of the UN’s SDGs.

Goal 3	Good Health and Well-Being
Goal 8	Decent Work and Economic Growth
Goal 9	Industry, Innovation and Infrastructure
Goal 17	Partnerships for the Goals

