

Mitsui Fudosan Introduces the New Real Estate×MaaS Service “&MOVE” Providing Destination and Mode of Transport as a Set to Retail Facilities, Hotels, and Condominiums

-Responding to Increasing Diversification of Lifestyles Driven by COVID-19 Pandemic-

Tokyo, Japan, December 22, 2021 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Group company ShareTomorrow Co., Ltd. (“ShareTomorrow”) announced today that they will start up a new real estate Mobility as a Service (MaaS) service, “&MOVE,” providing a combination of multiple modes of transport, introducing it as to retail facilities, hotels, and condominiums developed and operated by the Mitsui Fudosan Group, as a first step. The two companies will provide services to customers in all facilities in response to the diversification of lifestyles, which has been accelerated by the COVID-19 pandemic. The services will use an app created by MaaS Global Ltd. (Finland), a capital and business partner of Mitsui Fudosan since 2019, and communication apps (social media).

ShareTomorrow was established in July 2021 as a company for developing and promoting new businesses created by the Mitsui Fudosan Group. It plans to launch several new projects during the current fiscal year.

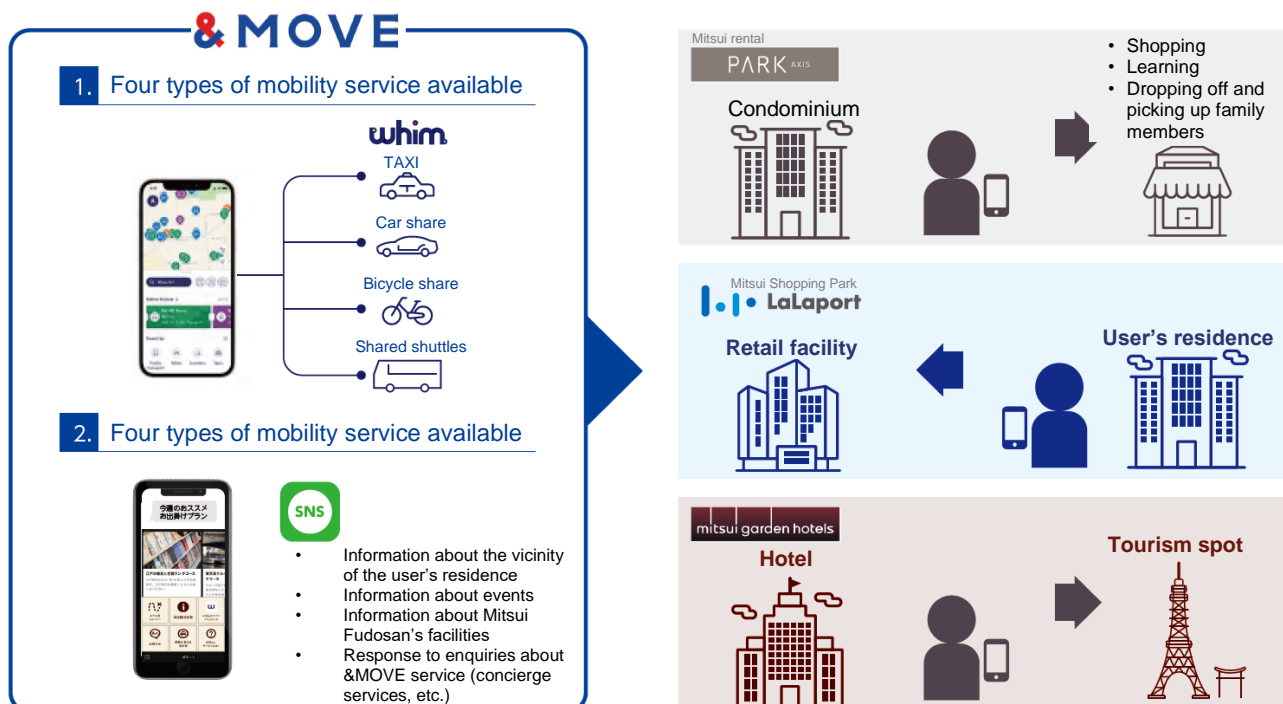
Features of the &MOVE service.

1. Providing mobility services to customers who use retail facilities, hotels, and condominiums

Through the “Whim” app developed by Mass Global Ltd., the companies will provide mobility and payment plans to suit the needs of customers using each facility. In addition to the already available taxi, car sharing, and bicycle sharing services, the service has also introduced a new shared shuttle services (on-demand type shared ride service) through a collaboration with NearMe, Inc.

2. Sharing information about destinations via communication apps (social media)

The service will provide appropriate information to customers using each facility including information about working spaces, stores for use in daily living, and service facilities. By providing information of both 1. and 2. as a set, the service will support movement to the destination area.



■ About the service name “&MOVE”

By adding “&” to MOVE, the name expresses the following ideas.



< Providing New Services Offering Value with Transport and Something Extra >







- Create new experience value for customers by revealing the attraction of the area and making transport easy
- Connect various destinations by making transport easy

1. Providing mobility services for customers who use retail facilities, hotels, and condominiums

■ Mobility services provided by retail facilities, hotels, and condominiums

The following services are to be rolled out in phases after trialing. MaaS services will be introduced at facilities that are the origin or destination points for transport in order to increase transport convenience for users.

Services to be trialed

(1)	 × 	Provide staying guests with a combination of information about interesting places and excursion mini tours in the vicinity of the hotel and transport services, to increase convenience in an unfamiliar town.
(2)	 × 	Increase access by providing detailed drop-off and pick-up services on demand.
(3)	 × 	Increase convenience when going out without using private vehicles by providing dedicated mobility for residents and weekday payment plans, etc.

(1) Mitsui Garden Hotels × &MOVE

i. Services for staying guests

- Provide information about interesting places and excursion mini tours in the vicinity of the hotel
- Provide individual pay-per-use options as well as unlimited usage flat-fees such as a bicycle sharing one day pass (¥1,000)

ii. Target facilities

- Mitsui Garden Hotel Ginza Premier
- Mitsui Garden Hotel Nihonbashi Premier
- Mitsui Garden Hotel Kyobashi

iii. Service start date

December 16, 2021



(2) Mitsui Shopping Park LaLaport × &MOVE

i. Services for visitors

Introduce a shared shuttle service between Mitsui Shopping Park Urban Dock LaLaport Toyosu (“Urban Dock LaLaport Toyosu”) and the Monzen Nakacho Area (free at this time).

- Available on an individual pay-per-use basis
- 5% of shopping amount returned as transport fee (up to ¥1,000)

ii. Target facilities

- Urban Dock LaLaport Toyosu

iii. Service start date

December 24, 2021



(3) Park Axis × &MOVE

i. Services for residents

- Onsite installation of dedicated mobility for condominium residents (car sharing, bicycle sharing)
- Provide individual pay-per-use options as well as flat-fee plan
 - All-day, all-service usage subscription: ¥10,000, ¥30,000 (¥11,000, ¥33,000 worth of usage)
 - Flat rate for unlimited car sharing and bicycle sharing: ¥9,900

ii. Target facilities

- Park Axis Toyosu Canal
- Park Axis Higashi-nihonbashi Station Gate

iii. Service start date

December 24, 2021





(Unlimited weekday car sharing and bicycle sharing are to be planned to be provided from January onward)

■ New links with shared shuttles in addition to taxis, car sharing, and bicycle sharing

In addition to the already available taxi, car sharing, and bicycle sharing services, the service has also introduced a new shared shuttle services through a collaboration with NearMe, Inc. The services will be rolled out in phases starting with provision of a shared shuttle service at Urban Dock LaLaport Toyosu.

Shared shuttles are a service where multiple users ride together and get picked up and dropped off at their desired locations like a taxi. By finding people who will go in the same direction and matching them to right together, the service aims to provide convenience at an affordable price. The service requires pre-booking and will carry a maximum of six people.

Furthermore, NearMe, Inc. has moved into THE E.A.S.T Nihonbashi Tomizawacho, a work space for start-ups operated by Mitsui Fudosan, and has realized this collaboration with ShareTomorrow Co., Ltd.

Type	Connected companies
Existing	Bicycle share Docomo Bike Share 
	Car share Careco Care Sharing Club 
	TAXI Mobility Technologies 
New	Shared shuttles NearMe 

< Overview of NearMe, Inc. >

Location: THE E.A.S.T. Nihonbashi-Tomizawa-cho,
9-4 Nihombashi Tomizawa-cho, Chuo-ku, Tokyo

Representative: Koichiro Takahara

Established: July 18, 2017

Capital: ¥100 million

Business activities: Real-time location information internet service



2. Sharing information about destinations via communication apps (social media)

In step with the diversification of lifestyles sparked by the COVID-19 pandemic, including leisure and workstyles, the Company provides information about content and destinations that interest customers is through social media.

(1) Mitsui Garden Hotels × &MOVE

- Distribution of content focused on each hotel, such as interesting places in the vicinity of hotels and excursion minitours
- Response to inquiries about interesting places near hotels and excursion minitours and provision of “virtual concierge” service that makes restaurant reservations for customers

(2) Mitsui Shopping Park LaLaport × & MOVE

- Distribution of information related to various events and sales, etc. in Urban Dock LaLaport Toyosu
- Distribution of various coupons
- Various information about shared shuttle services and response to inquiries, etc.

(3) Park Axis × &MOVE

- Distribution of information related to interesting places in the vicinity of condominiums
- Distribution of information about opening stores on the Companies operating the sharing commercial platform businesses “MIKKE!”*1 and information about the Company’s mobile accommodation facility “HUBHUB.”*2

*1 Relevant press release <https://www.mitsuifudosan.co.jp/corporate/news/2021/1119/>

*2 Relevant press release <https://www.mitsuifudosan.co.jp/corporate/news/2021/1118/>

■ 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.

■ 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. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

References

Group Action Plan to Realize a Decarbonized Society

<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>

Diversity & Inclusion Promotion Declaration and Initiative Policy

https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/

* The initiatives covered in this press release are contributing to three of the UN's SDGs.

Goal 9 Industry, Innovation and Infrastructure
Goal 11 Sustainable Cities and Communities
Goal 17 Partnerships for the Goals

