

January 25, 2022

For immediate release

Mitsui Fudosan Co., Ltd

Urban Development Utilizing the “Power of Sports”

**Mitsui Fudosan Sports Academy Online Discussion Event Featuring Top Athlete
Provides Opportunity to Learn about the Significance of Sports****(Instructor: Professional figure skater Miki Ando)**

Friday, February 11, 2022 (national holiday) from 11:00 to 12:00

Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, will hold a Mitsui Fudosan Sports Academy online discussion event through the YouTube Live platform on Friday, February 11, 2022 (national holiday).

In 2016, Mitsui Fudosan began holding Sports Academy events featuring top athletes as part of its initiative for urban development utilizing the “power of sports,” prompted by its slogan of “BE THE CHANGE: Cities Start World Changes.”

We are providing this online forum underpinned by our belief in the “power of sports” to invigorate communities and groups of individuals, in hopes of creating a legacy that continues into the future. To such ends, this initiative will enable participants to directly interact with a top athlete, thereby facilitating development of connections among many people particularly children living in such communities, while also helping to vitalize urban communities.

The Mitsui Fudosan Group has been broadly promoting urban development in a manner incorporating elements of sports. Such initiatives involve the Sports Academy as well as our MIYASHITA PARK, TOKYO SPORT PLAYGROUND, and HARUMI FLAG locations. These initiatives have also involved making Tokyo Dome Corporation a Mitsui Fudosan Group subsidiary in January 2021, and entering into a basic agreement with the Japan Football Association (JFA) in November 2021, with respect to urban development partnership and site reorganization enlisting the power of soccer.

Going forward, we intend to keep engaging in various initiatives from the perspective of seeking both tangible and intangible outcomes, underpinned by the notion that urban development utilizing the “power of sports” serves as a key element of increasing real-world value.

As our latest initiative in this regard, we will be holding an online discussion through the YouTube live platform featuring professional figure skater Miki Ando as a special lecturer. During the online forum, Miki Ando will talk about her career and the appeal of ice skating. The event will also feature demonstrations of training techniques that viewers can readily perform at home. It will then conclude with a Q&A session where participants are encouraged to ask questions.

■ Overview of the Online Discussion Event

Name	Mitsui Fudosan Sports Academy Online Discussion
Date	Friday, February 11, 2022 (national holiday) 11:00–12:00 (tentative)
Applicants	First to sixth grade elementary school students, male and female * The event is open to all who apply.
Admission	Free
Venue	Held online through the YouTube Live platform
Instructor	Professional figure skater Miki Ando
Organization	Mitsui Fudosan Co., Ltd
Event content	<ul style="list-style-type: none"> • Discussion on topics such as Miki Ando's career and the appeal of figure skating • Demonstrations of training techniques that viewers can readily perform at home • Q&A session eliciting questions from participating elementary school students, etc. * Content of the online event may be subject to changes.

■ How to Apply

Please apply through the website below.

https://www.mitsuifudosan.co.jp/bethechange/sports_academy/ice_skating/

■ Mitsui Fudosan Sports Academy

The Mitsui Fudosan Sports Academy is a sports education program featuring top athletes who serve as instructors in seeking to achieve urban development utilizing the “power of sports.” The academy’s purpose is to help communities bring about incredible change in a manner that involves enlisting people’s admiration of top athletes and the enjoyment of sports as a unifying force.

■ The Philosophy of Mitsui Fudosan’s Urban Development Utilizing the “Power of Sports”

Sports not only improve the mental and physical health of people through actions such as “Doing,” “Watching” and “Supporting,” it also creates new connections and has the power to revitalize communities. For Mitsui Fudosan, whose Group Statement includes an aim for a community that brings affluence and comfort to urban living and targets creation of communities that get better as they age, sees sports as an important element for attractive urban development and promotes utilization of the “power of sports” in urban development. Moreover, Mitsui Fudosan has created the slogan of “BE THE CHANGE” and seeks to change itself under the themes of “Communicating,” “Connecting” and “Accepting,” and to use urban development as a base that will create positive change in the people, communities and society that it aims to transform.

■ Mitsui Fudosan’s Slogan for Sports Support Activities



The logo of BE THE CHANGE, which carries the meaning of each person bringing about their own change, has been designed with the motif of a wind changing the world. The symbol, which is painted in Mitsui Fudosan’s two corporate colors, conveys the image of a bird riding the wind and flying through the skies. The slogan embodies the philosophy that “if people change, the world can change.”

■Scenes from Past Events at the Mitsui Fudosan Sports Academy



Opening Ceremony



Second Badminton Academy



Fifth Mitsui Fudosan Academy for Tokyo 2020:
Athletics Academy



Seventh Climbing Academy



Eighth Mitsui Fudosan Sports Academy for Tokyo 2020:
Wheelchair Rugby Academy



Tenth Mitsui Fudosan Sports Academy for Tokyo 2020:
Basketball Academy

■ Mitsui Fudosan Ice Rink

Operating Period	Held from November 18, 2021 to February 27, 2022 * Closed on Saturday, January 1, 2022 (national holiday)
Name	Mitsui Fudosan Ice Rink
Operating Hours	11:00 to 21:00 (Reception until 20:00) * Operating hours and other details are subject to change or cancellation without notice due to prevailing weather conditions or developments regarding COVID-19. * Operating hours are subject to change due to the scheduling of events and other activities. * Illumination display featured from 17:00 until 23:00
Venue	Grass Square, Special Rink, Tokyo Midtown (9-7-1 Akasaka, Minato-ku, Tokyo)
Admission (tax included)	Weekdays: ¥2,000 for adults high school age and older and ¥1,500 for children junior high school age and younger Weekends and national holidays: ¥2,500 for adults high school age and older and ¥2,000 for children junior high school age and younger Other fees: Fee for accompanying non-skater: ¥200 One-coin skating lessons: ¥500 Sled rental (20 minutes): ¥500 Locker charge: ¥100 Gloves & socks: ¥300 each Private rink rental (1 hour): ¥50,000 * Admission price covers ice skate rental fee and includes a Cafe & Gourmet Ticket
Ice rink size	20m x 42m (840 m ²)
Additional information	<ul style="list-style-type: none"> ■ Admission may be subject to restrictions during busy periods. ■ Skaters are asked to wear gloves to prevent accidents. ■ Helmets are available for use free of charge.
Organizer	Tokyo Midtown
Co-sponsor	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/esg_csr/society/02-5.html

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

Goal 3 Good Health and Well-Being

Goal 4 Quality Education

