

February 2, 2022

For immediate release

 Mitsui Fudosan Co., Ltd.
 mixi, Inc.

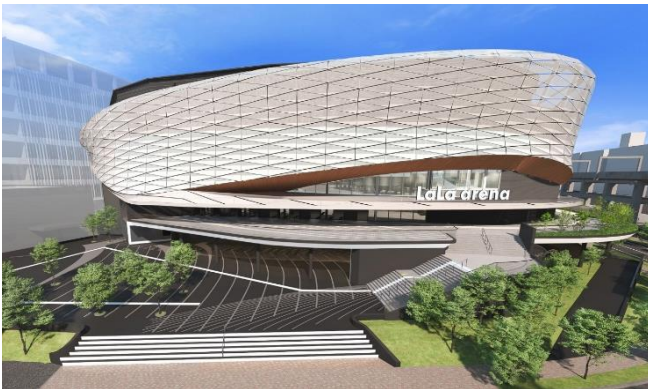
Mitsui Fudosan × mixi

**Construction Begins on LaLa arena TOKYO-BAY (Tentative Name),
 a Large, Multipurpose Arena with Capacity for 10,000 People
 Scheduled to Open in Spring 2024 in Funabashi, Chiba**

Tokyo, Japan, February 2, 2022 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and mixi, Inc. (“mixi”) hereby announce that they have decided to begin construction of LaLa arena TOKYO-BAY (tentative name), a large, multipurpose arena with capacity for 10,000 people, in Funabashi, Chiba.

Mitsui Fudosan, which is furthering neighborhood creation centered on sports and entertainment based on the concept of “Getting better with age” (maturing and increasing in value along with the passage of time), will partner with mixi, which has established “enriching global communication through the combination of entertainment and technology” as its medium-term management policy and is concentrating efforts on growth businesses in the fields of entertainment and sports harnessing the latest technology. The two companies will create a new space for sports and entertainment in the Tokyo Bay area.

This arena is intended to be used as a home arena by the CHIBA JETS FUNABASHI (“CHIBA JETS”), who belong to the B1 Division of the B.LEAGUE (operated by the Japan Professional Basketball League) and were the 2020-2021 season champions, and will also aim to be a facility capable of handling various events such as concerts, sporting events, and corporate exhibitions. It is scheduled to open in the spring of 2024.



Conceptual image of the exterior of
 LaLa arena TOKYO-BAY (tentative name)



Conceptual image from a bird's-eye view



Conceptual image of a basketball game



Conceptual image of a concert

This arena is not only convenient when considering public transportation, being located near Minami-Funabashi Station on the JR Keiyo Line, but is also adjacent to Mitsui Shopping Park LaLaport TOKYO-BAY (“LaLaport TOKYO-BAY”), which is managed and operated by the Mitsui Fudosan Group. Customers who visit the arena will be able to enjoy shopping and meals all day long both before and after events.

In addition, the name of this arena will carry on the traditional naming convention of “LaLa” which is shared by Mitsui Shopping Park LaLaport commercial facilities managed by the Mitsui Fudosan Group and signifies enjoyment, so the name LaLa arena TOKYO-BAY (tentative name) was chosen.

Intentions of Mitsui Fudosan — Creating Neighborhoods while Utilizing the Power of Sports and Entertainment —

Mitsui Fudosan has created the slogan of “BE THE CHANGE” as a banner of neighborhood creation centered on sports and seeks to change itself under the themes of “Communicating,” “Connecting” and “Accepting,” and to use neighborhood creation as a base that will create positive change in the people, communities, and society that it aims to transform.

Sports and entertainment not only improve the mental and physical health of people living, working and relaxing, but also create new connections and have the power to revitalize communities. Mitsui Fudosan sees sports and entertainment as important elements for creating attractive neighborhoods that get better with age, and has so far undertaken initiatives such as making TOKYO DOME CORPORATION into a subsidiary and cooperating with Japan’s top basketball players who compete on the world stage. Additionally, the company is also promoting various types of neighborhood creation that incorporate elements of sports, including MIYASHITA PARK, TOKYO SPORT PLAYGROUND, and HARUMI FLAG.



さあ、街から世界を変えよう。

Mitsui Fudosan has undertaken neighborhood creation in the Funabashi area based on the concept of getting better with age for over 40 years since opening LaLaport TOKYO-BAY (originally named LaLaport Funabashi Shopping Center) in 1981. LaLaport TOKYO-BAY has continued to grow as one of the largest shopping malls in Japan, and is frequented by a wide range of customers. Mitsui Fudosan has also developed diverse businesses in the Funabashi area, including attracting the large-scale logistics facility Mitsui Fudosan Logistics Park Funabashi, the MITSUI FUDOSAN ICE PARK FUNABASHI indoor ice-skating rink, and condominium housing.

Mitsui Fudosan is working to achieve a sustainable society by creating an alluring arena where many people gather and contributing to the creation of a lively neighborhood centered on sports and entertainment while solving social issues.

Background of mixi’s Initiatives — Making the CHIBA JETS into a team that is cherished even more by the community —

mixi has provided communication services, such as the SNS service mixi and the smartphone game Monster Strike, to be enjoyed with people close by including friends and family. The company has established “enriching global communication through the combination of entertainment and technology” as its medium-term management policy and is concentrating efforts on growth businesses in the fields of entertainment and sports harnessing the latest technology, such as by beginning to offer TIPSTAR, which is a sports betting service for multiple players. Additionally, it has also been focusing on the management of professional sports teams in recent years by, for instance, making group companies of professional basketball team the CHIBA JETS and professional football club FC Tokyo, which belongs to the J.LEAGUE (operated by the Japan Professional Football League).

The CHIBA JETS signed a partnership agreement in 2017, and have moved in step with mixi as a group company since 2019. The team held the top spot for number of attendees for four consecutive seasons from the launch of the B.LEAGUE in 2016. In terms of achievements, the CHIBA JETS are continuing to grow as a powerhouse club team with deep roots in the region, having held the championship in the Emperor Cup for three years running from 2017 and securing their first victory at last year’s B.LEAGUE FINALS 2020-21.

On the other hand, issues with improving the environment for watching games had already come to light prior to the COVID-19 pandemic, as full attendance at CHIBA JETS-sponsored games increased due to a rise in spectators and many people who wished to see the games were unable to buy tickets. The hope is that building a new arena for approximately 10,000 people and allowing a large number of customers to enjoy watching the games will make the CHIBA JETS into a team that is cherished even more by the community.

<Attachment 1> Company Overview

Mitsui Fudosan Co., Ltd.

Established	July 15, 1941
Representative	President and Chief Executive Officer Masanobu Komoda
Location	1-1, Nihonbashi-Muromachi 2-chome, Chuo-ku, Tokyo, 103-0022, Japan
Official website	https://www.mitsufudosan.co.jp/english/

mixi, Inc.

Established	June 3, 1999
Representative	President and Representative Director Koki Kimura
Location	Shibuya Scramble Square 36F, 2-24-12, Shibuya, Shibuya-ku, Tokyo, 150-6136, Japan
Official website	https://mixi.co.jp/en/

<Attachment 2> Plan Overview

Location	2-5 Hamamatsucho, Funabashi, Chiba
Name of facility	LaLa arena TOKYO-BAY (tentative name)
Site area	Approx. 215,278 ft ² (approx. 20,000 m ²)
Structure	Steel structure, four floors above ground
Total floor area	Approx. 333,681 ft ² (approx. 31,000 m ²)
Capacity	Approx. 10,000 people
Access	6-minute walk from Minami-Funabashi Station on the JR Keiyo Line and Musashino Line
Schedule (planned)	Start of construction: February 2022 Opening: Spring 2024
Planning and construction	SHIMIZU CORPORATION
Exterior concept design	HKS
Landscape design	SWA Group

<Attachment 3> Map

【Wide area view】



【Close-up view】

