
Mitsui Fudosan Selected as an FY2021 “Nadeshiko Brand” for the First Time for Its Outstanding Efforts in Encouraging Women’s Success

Tokyo, Japan, March 22, 2022 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has been selected as an FY2021 “Nadeshiko Brand” for the first time as an enterprise that is outstanding in terms of encouraging women’s success in the workplace. The “Nadeshiko Brand” is a joint initiative by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE) to select such companies. The selection of Mitsui Fudosan reflects a strong evaluation of its wide range of efforts to promote active roles for women.

* The “Nadeshiko Brand” is an initiative where METI and TSE jointly select listed enterprises for their outstanding efforts in encouraging women’s success. The initiative aims to introduce certain TSE-listed enterprises that are outstanding in terms of encouraging women’s success in the workplace as attractive stocks to investors with an emphasis on improving medium- and long-term corporate value, thereby stimulating investment in such enterprises and accelerating the efforts of these listed companies.



Mitsui Fudosan has received a strong evaluation for a wide range of efforts, such as changing the conduct and awareness of managers and developing a promotion structure, leading to its selection as a “Nadeshiko Brand.”

In promoting diversity and inclusion, the Mitsui Fudosan Group has positioned promoting active roles for women as an important theme and is making concerted Group-wide efforts to pursue this theme.

For details on the Mitsui Fudosan Group’s efforts to promote active roles for women, please see the website below in conjunction with this news release.

<https://www.mitsuifudosan.co.jp/corporate/hrm/women/>

■ Qualitative Activity Plans for Promoting Active Roles for Women

With the promotion of active roles for women, the Mitsui Fudosan Group has formulated and is making Group-wide efforts to undertake eight measures to achieve the following two priority objectives.

1. We will create an environment where people want to work long-term, where everyone can respect each other’s values and lifestyles, including whether they care for children or others, regardless of gender

- ① Changing awareness throughout the organization and among managers (unconscious bias training, etc.)
- ② Supporting childcare and leave to care for others (system enhancement, training, paternity leave promotion, etc.)
- ③ Developing a return entry system
- ④ Forming flexible workstyles that cater to individual positions and fields

2. By promoting female participation, we will change awareness within the organization and raise those female employees’ motivation and support their career development

- ⑤ Changing awareness throughout the organization and among managers (diversity and inclusion training, etc.)
- ⑥ Developing mentor/sponsor systems for female employees
- ⑦ Forming a working group to promote active roles for women
- ⑧ Holding in-house events to encourage interaction

■ **Mitsui Fudosan Selected for Inclusion in the MSCI Japan Empowering Women Index (WIN) for Four Consecutive Years**

Mitsui Fudosan has long been working to promote active roles for women. For four consecutive years, Mitsui Fudosan has been selected for inclusion in the MSCI Japan Empowering Women Index (WIN), which is a stock index comprising companies with an excellent record of promoting and maintaining gender diversity.

■ **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 5	Gender Equality
Goal 8	Decent Work and Economic Growth

