

Mitsui Fudosan to Start DxU DX Training for All Employees Aims to Strengthen DX Promotion Structure and Accelerate Business Model Reforms

Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has launched DxU, a digital transformation (DX) training program for all employees, intended to achieve the Group's long-term management policy VISION 2025, which calls for "harnessing technology to innovate the real estate business." Mitsui Fudosan will work to train employees and strengthen recruiting to secure human resources who are well-versed in its business, operations and users, and who can plan and promote projects utilizing digital technology. It will further advance "Real Estate as a Service," providing real estate to its customers as a service rather than as a commodity. It also released the "2022 DX White Paper," which summarizes Mitsui Fudosan's progress on DX, as well as its achievements and case studies of its efforts to promote the initiative.

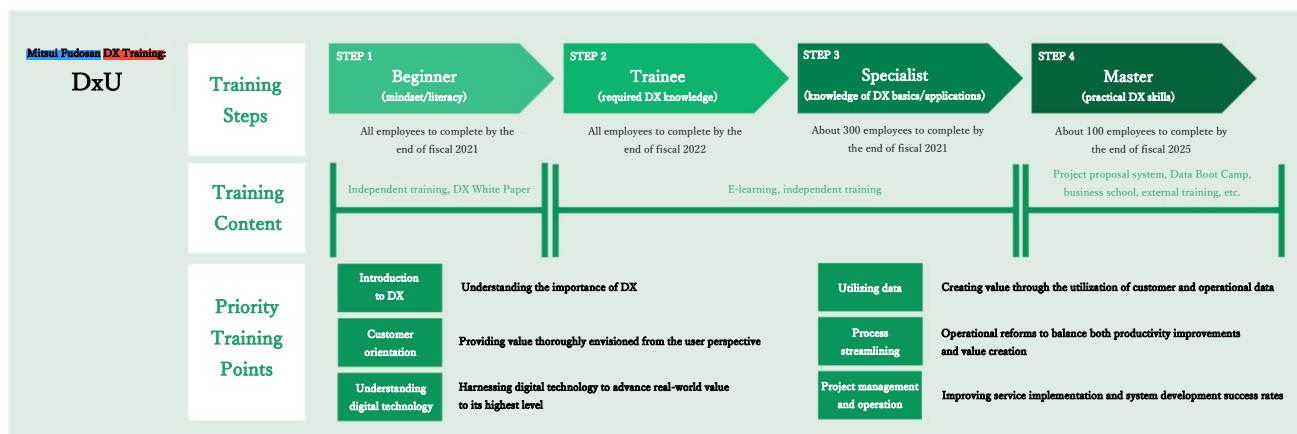
Key points of this release

- Launched DxU, DX training for all of the Company's approximately 1,700 employees
- Will further accelerate the promotion of DX by concurrently strengthening human resource development and recruitment
- DX being promoted across all businesses since 2017. "2022 DX White Paper" released, summarizing priority themes and related activities

■DxU DX training program launched to further accelerate DX

To further accelerate the promotion of its DX, Mitsui Fudosan has established the new DxU DX training program targeting all employees. The training has been organized into six priority areas, designed to impart not only digital knowledge, but to offer a multifaceted improvement in skills. It will also provide a road map for each employee, tailored to their individual skill levels. The goal is to develop human resources to lead DX promotion by having all employees complete Step 2 of the training by the end of fiscal 2022, acquiring the required DX knowledge, and to have approximately 100 employees complete Step 4 and acquire practical DX skills by the end of 2025. In addition to the existing MAG!C project proposal system and Data Boot Camp, a program for utilizing data in proposal creation, in Step 4, the Company plans to implement other new initiatives, including sending employees to business schools both in and outside Japan.

(Reference) Excerpt from page 30 of the "2022 DX White Paper"



Alongside internal human resource development, the Company will continue efforts to strengthen recruitment of experienced DX professionals. It will also continue to boost hiring for IT positions newly established in fiscal 2017, part of ongoing efforts to further strengthen its DX promotional structure.

■ **“2022 DX White Paper” summarizing the Mitsui Fudosan Group’s DX policies, promotion structure and case studies is released**

https://www.mitsuifudosan.co.jp/dx/dx_hakusyo.pdf

* “2022 DX White Paper” is published only in Japanese

As it did in the previous year, Mitsui Fudosan has released its “2022 DX White Paper,” summarizing its priority DX promotion themes, achievements and case studies. The Company will continue working to ensure a broad understanding of its progress in DX among its shareholders, investors, customers, suppliers and others, while also communicating the appeal of DX-related projects in human resources recruiting.



■ **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 4	Quality Education
Goal 8	Decent Work and Economic Growth
Goal 9	Industry, Innovation and Infrastructure

