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## **Mitsui Fudosan Selected as Digital Transformation Stock 2022**

### **～ Establishment of a Companywide DX Promotion Structure to Realize “Real Estate as a Service”～**

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Tokyo, Japan, June 8, 2022 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has been selected as a Digital Transformation Stock 2022 (hereinafter, “DX Stock”) by the Ministry of Economy, Trade and Industry, Tokyo Stock Exchange, and Information-technology Promotion Agency, Japan in recognition of its DX promotion structure, DX project execution capabilities, Kashiwa-no-ha Data Platform initiatives, and other DX activities.



One of the three pillars of the Mitsui Fudosan Group’s long-term management policy VISION 2025 is “harnessing technology to innovate the real estate business.” To that end, it aims to realize “Real Estate as a Service” by skillfully combining hard and soft (real and digital) aspects to provide real estate as a service rather than a commodity.

Having positioned DX as the most important and necessary means for achieving that goal, Mitsui Fudosan is advancing DX for the dual purposes of delivering value to customers such as pleasant, comfortable, and enjoyable work and living environments as well as making business processes more efficient (striking a balance between enhancing customer satisfaction and increasing productivity).

The DX promotion framework that Mitsui Fudosan has built so far and its associated achievements in adding depth to services in existing businesses and creating new services and businesses earned it selection as a DX Stock 2022.

Mitsui Fudosan will continue to leverage technology to further innovate business models moving forward, while actively working to strengthen organizations and frameworks supporting those efforts.

(Reference) “2022 DX White Paper” summarizing the Mitsui Fudosan Group’s DX policies, promotion structure and case studies(in Japanese)

[WEB] [https://www.mitsuifudosan.co.jp/dx/dx\\_hakusyo.pdf](https://www.mitsuifudosan.co.jp/dx/dx_hakusyo.pdf)

## ■ Initiatives Recognized

### 1) Establishment of Structure that Promotes DX Simultaneously Across All Businesses

Mitsui Fudosan launched its DX initiatives in 2017, with business departments and innovation departments joining forces to promote DX across all businesses. To date, it has rolled out a stream of new businesses unconstrained by the boundaries of real estate, including the &small official Mitsui Shopping Park e-commerce site, WORK STYLING multi-site shared offices service, Kashiwa-no-ha Data Platform encouraging data utilization, and &MOVE real estate Mobility as a Service (MaaS).

In addition, Mitsui Fudosan newly established IT technology duties in 2017, and stepped up the hiring of IT experts. The DX Division currently has 113 members who are working in unison with business departments and Group companies to advance DX. Moreover, Mitsui Fudosan is striving to further advance DX through frameworks that encourage innovation, including the MAG!C project proposal system, Data Boot Camp program for utilizing data in proposal creation, and DxU DX training program for all employees.

### 2) Establishment of an Ecosystem for Developing Healthcare Services Leveraging the Kashiwa-no-ha Community's Features

Mitsui Fudosan is actively committed to neighborhood creation via public-private-academic partnerships in Chiba Prefecture's Kashiwa-no-ha. It built the Kashiwa-no-ha Data Platform leveraging features of the community, such as advanced medical and research institutions as well as systems for promoting community services via public-private-academic alliances, and started offering services utilizing the platform in 2020. Through an ecosystem encompassing government, universities, medical institutions, healthcare service companies, IT companies, and insurance companies, it implemented a framework for giving back the new value created from data to the providers of the data in the form of services, while ensuring thorough opt-in transparency.

The "SMART LIFE PASS KASHIWA-NO-HA" portal site revolving around life in Kashiwa-no-ha offers access to special offers for a variety of services. Users can opt-in to connection of their personal data with services that they feel offer value. Meanwhile, participating companies can use the Dot to Dot platform to easily and securely link the data of data providers. High-quality personal data is utilized to facilitate research and development of new services. This framework is distinct in that it enables users to get value back through those new services.

< Related Press Releases (in Japanese) >

·November 26, 2020 "SMART LIFE PASS KASHIWA-NO-HA Portal Website for Enriching Residents' Lives to Launch on November 26" [https://www.mitsuifudosan.co.jp/corporate/news/2020/1126\\_01/](https://www.mitsuifudosan.co.jp/corporate/news/2020/1126_01/)

·November 26, 2020 "Launch of 'Dot to Dot' platform for safe and secure movement of personal data with individuals' consent at jointly developed Kashiwa-no-ha Smart City" [https://www.mitsuifudosan.co.jp/corporate/news/2020/1126\\_02/](https://www.mitsuifudosan.co.jp/corporate/news/2020/1126_02/)

## ■ About DX Stocks

Of companies listed on the Tokyo Stock Exchange, those in each industrial classification that have established internal frameworks to promote DX leading to enhanced corporate value and have achieved outstanding digital utilization are selected and introduced as "DX Stocks."

Mitsui Fudosan was chosen as a Competitive IT Strategy Company (predecessor to "DX Stocks") in 2019, and as a Digital x COVID Countermeasures Company (Resilience Category) in fiscal 2021.

(Reference) Ministry of Economy, Trade and Industry website

[WEB] [https://www.meti.go.jp/policy/it\\_policy/investment/keiei\\_meigara/dx\\_meigara.html](https://www.meti.go.jp/policy/it_policy/investment/keiei_meigara/dx_meigara.html)

## ■Mitsui Fudosan Group's contribution to SDGs

[https://www.mitsuifudosan.co.jp/english/corporate/esg\\_csr/](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/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

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

Goal 3	Good Health and Well-Being
Goal 8	Decent Work and Economic Growth
Goal 9	Industry, Innovation and Infrastructure
Goal 17	Partnerships for the Goals

