
10th Anniversary of Mitsui-No-Sumai Loop, a Service That Enriches Lives A new member benefits program, including a premium member service, to be rolled out from October 2022

Tokyo, Japan, September 16, 2022 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and ten companies in the residential sector of the Mitsui Fudosan Group (*1) announced today that the Mitsui-No-Sumai Loop membership club, which provides services related to homes and living, will be substantially upgraded in celebration of the service's tenth anniversary in 2022. The upgrades will include further enhancements to the service content provided and also the launch of a new member benefits program.

Mitsui-No-Sumai Loop is a membership club that provides various services related to homes and living for customers who have engaged in housing-related transactions with the Mitsui Fudosan Group (new home construction, brokerage services, rental housing, renovations, interiors, etc.), and it currently has around 300,000 members. Since its start in 2012, the club has worked to provide a wide range of service content, but with these new upgrades, it will be an even more appealing service for its members.

One of the new upgrades will be the launch of the Mitsui-No-Sumai Loop Premium Member Service on October 1. This service provides a greater array of services and benefits to loyal members (referred to hereafter as "Loop Premium Members").

At the same time, coordination will be strengthened with the shopping facilities and hotels of the Mitsui Fudosan Group. This will make it possible for Loop Premium Members to take advantage of certain premium benefits provided to loyal members of the Mitsui Shopping Park Point Members Program and MGH Rewards Club. These loyal members will also be able to use certain benefits received by Sumai Loop members, which will promote the cross-use of products and services within the Mitsui Fudosan Group. Providing more convenient and enriching experience value will help create loyal customers in these membership clubs and help increase loyalty to the Mitsui Fudosan brand.

Moreover, service content will also be enhanced. The range will be expanded from *Ienaka* (in-home) services intended to enhance lifestyles at home to *Kurashinaka* (in-life) services related to overall lifestyles, and this will include strengthening content that uses the facilities and services of the Mitsui Fudosan Group. In addition, content that meets the needs of lifestyles and society into the future, including in connection with the SDGs, life during and after COVID-19, and disaster response, will be further expanded going forward.

Mitsui-No-Sumai Loop will continue to receive various upgrades in 2023 and beyond as efforts are made to expand services that satisfy members. These initiatives will serve to increase the attractiveness of Mitsui-No-Sumai Loop as a membership service, raise convenience and satisfaction levels for members, and further accelerate the activities of the Mitsui Fudosan Group as the "Best Partner for Homes and Living."

About the New Services of Mitsui-No-Sumai Loop

Key Point 1

A new membership category, Mitsui-No-Sumai Loop Premium Member, is being established. More enhanced services and benefits will be provided to high-use members. (Starts October 1, 2022)

Key Point 2

Coordination is being strengthened with the membership programs of shopping facilities and hotels in the Mitsui Fudosan Group. (Starts October 1, 2022)

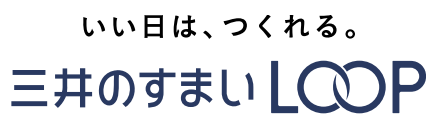
Key Point 3

Further enhancements are being made to service content. (To be rolled out starting October 1, 2022)

About Mitsui-No-Sumai Loop

Started in 2012, Mitsui-No-Sumai Loop provides numerous benefits and services for further enriching the lives of members who have used housing-related services of the Mitsui Fudosan Group (new home construction, brokerage services, rental housing, interior purchases, etc.). The benefits and services, which are provided through coordination with approximately 90 partner companies, starting with the companies of the Mitsui Fudosan Group, are used approximately 183,000 times each year.

Key Point 1 Launch of Mitsui-No-Sumai Loop Premium Member Service









Premium

Mitsui-No-Sumai Loop members who meet certain terms of service are being promoted to Premium Member, a new category, and provided with higher quality benefits.

*Use of a housing-related service of the Mitsui Fudosan Group (new home construction, brokerage services, rental housing, renovations, interior, etc.) or use of at least ¥100,000 of Mitsui-No-Sumai Loop services in a year.

Benefit ① : Upgraded to premium benefits (Mitsui-No-Sumai Premium Benefits) with the use of a housing-related service of the Mitsui Fudosan Group (new home construction, brokerage services, rental housing, renovations, interior, etc.).

*Benefits and services are subject to change

New condominium/detached house purchase benefits	Renovation benefits (condos, detached houses)	Special interior-related benefits																				
																						
<p>Premium benefits when purchasing a new condominium or detached house in the Tokyo metropolitan area supplied by Mitsui Fudosan Residential as the exclusive seller</p>	<p>Benefits related to renovation work performed by Mitsui Designtec</p>	<p>Benefits related to interior purchases</p>																				
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<p>Service provided by Mitsui Fudosan Residential Co., Ltd.</p> 	<p>Service provided by Mitsui Designtec Co., Ltd.</p> 	<p>Service provided by Mitsui Designtec Co., Ltd.</p> 																				

Benefit ② : Drawings for gifts exclusively for premium members

(Examples: Lodging voucher for Mitsui Fudosan Group resort hotels, invitation card for Mitsuinomori golf resorts, gift voucher for DAIICHI-ENGEI flowers)

*Benefits and services are subject to change.

<p>HAIMURUBUSHI Facility use voucher (worth ¥100,000)</p> 	<p>NEMU RESORT One-night lodging voucher for two with breakfast</p> 	<p>Mitsuinomori Golf Resorts Green fees + lodging + dinner</p> 	<p>DAIICHI-ENGEI Gift catalog (worth ¥10,000)</p> 
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Benefits for premium members will be steadily expanded going forward.

Key Point 2

Strengthening Coordination Between Sumai Loop and Mitsui Fudosan Group Membership Programs for Shopping Facilities and Hotels

Use of benefits at shopping facilities and hotels in the Mitsui Fudosan Group

Mitsui-No-Sumai Loop premium members receive discounts and benefits for Mitsui Fudosan Group shopping facilities and hotels (Mitsui Garden Hotels, etc.). These benefits are equivalent to the benefits (with some exceptions) received by Premium Medal members of the Mitsui Shopping Park Point Members Program (shopping facilities) and Diamond/Platinum members of the MGH Rewards Club (hotels), which are provided by the Mitsui Fudosan Group.

Also, at the same time, the above Premium Medal and Diamond/Platinum members have access to some of the benefits provided by Mitsui-No-Sumai Loop.

The three programs, for homes, shopping facilities, and hotels, have a total of around 14 million members. Through this system that allows benefits to be used across programs, Mitsui Fudosan will work to further deepen loyalty toward the the Mitsui Fudosan Group.



For more details on shared benefits, refer to the following program website.

<https://31loop.jp/membership/service/mfgp/index.html> (Japanese)

Sample Benefits of Mitsui Shopping Park Point Members Program



- Coupons and benefits exclusively for Premium Medal members
- Special bonus point invites exclusively for Premium Medal members
- Special campaigns from &mall, the Group's official online shopping site
- Gift campaigns exclusively for Premium Medal members

Sample Benefits of MGH Rewards Club



- Early check-in: +1 hour
- Late check-out: +1 hour
- Free breakfast with stay (for members only; cannot be used with breakfast-inclusive stay packages)

Key Point 3 Further Enhancements to Service Content (roll-out to begin October 1, 2022)

1) Enhancing exclusive services for Mitsui-No-Sumai Loop members that utilize the facilities and services of the Mitsui Fudosan Group

Utilizing the facilities and services of the Mitsui Fudosan Group, not only housing-related services but a wide variety of other services will be provided that help enrich living.



Example: Tokyo Dome tour with benefits exclusively for members

2) Providing a broad range of services from *Ienaka* (in-home) to *Kurashinaka* (in-life)

The range of service will be expanded from *Ienaka* (in-home) services that enrich time spent at home to *Kurashinaka* (in-life) services related to overall lifestyles. Services will be expanded to child-raising and education and different service plans depending on the housing format, whether rental or detached housing.

〈Examples〉

<p>“Air Trunk” package storage and delivery service</p>	<p>Harvest experience (twice a year)</p>	<p>Japanese cooking classes</p>	<p>“OKIPPA” hanging delivery box</p>
<p>Storage rooms for home delivery allow packages received to be delivered free of charge at any time.</p>	<p>Participants harvest delicious seasonal vegetables grown with care while listening to an explanation by JA</p>	<p>Participants learn to cook Japanese cuisine that can be prepared at home using fresh, seasonal ingredients at the Japanese restaurant Waketokuyama.</p>	<p>Receive packages when out of the house or when busy at home.</p>

3) Developing and expanding services that meet societal needs

Not only will services that benefit lifestyles be provided, services that meet societal needs into the future will be strengthened, especially in connection with the SDGs and ESG. These will include invitations to buying events for used goods and initiatives to raise awareness of disaster preparedness and prevention.

	<p>Treasure Factory Co., LTD. buying events</p> <p>These buying events benefit people’s lifestyles and also promote the SDGs by encouraging the reuse of unwanted goods.</p>		<p>Initiatives to raise awareness of disaster preparedness and prevention</p> <p>In order to spread knowledge and know-how on protecting one’s family and home during a disaster and reduce disaster risk, content to raise awareness of disaster preparedness and prevention will be provided, and this will also contribute to the creation of a sustainable society.</p>
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(*1) The ten companies in the residential sector of the Mitsui Fudosan Residential Group

- Mitsui Fudosan Residential Co., Ltd., Mitsui Fudosan Residential Lease Co., Ltd., RESIDENT FIRST Co., Ltd., Mitsui Fudosan Residential Service Co., Ltd., MF Living Support Co., Ltd., Mitsui Fudosan Residential Wellness Co., Ltd., Mitsui Fudosan Realty Co., Ltd., Mitsui Home Co., Ltd., MITSUI HOME ESTATE Co., Ltd., Mitsui Designtec 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/news/2021/1129_02/

Goal 11 Sustainable Cities and Communities

