

For immediate release

 Mitsui Fudosan Co., Ltd.  
 ShareTomorrow Co., Ltd.

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**Using Smart Locks to Provide *Ienaka* (In-Home) Services  
 Even When Nobody Is at Home**

**Mitsui Fudosan to Start the &LikeLife Project to Create a New Normal  
 Launching a Trial of a Laundry Delivery Service on October 1  
 in Suginami-ku, Tokyo as the Project's First Step**

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Tokyo, Japan, September 28, 2022 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Group company ShareTomorrow Co., Ltd. (“ShareTomorrow”) announced today that they will start the &LikeLife Project, which will create a new normal by modernizing lifestyles using smart locks. On October 1, a laundry delivery service will be launched in Suginami-ku, Tokyo as a field trial of the project’s first step.

Against the backdrop of an increase in dual income households and other changes in society, balancing work with household chores and child raising has become a common and urgent issue for many people. According to the National Institute of Population and Social Security Research’s 6th National Survey on Family, the average number of hours spent by a household on household chores per day was more than 4 hours. The &LikeLife project seeks to transform “time spent at home feeling rushed to get things done” into “time spent cheerfully at home with people you care about” by providing a way for people to receive services essential to daily life even when they are away from home. Mitsui Fudosan believes that such a transformation is crucial to improving conventional approaches to work-life balance.

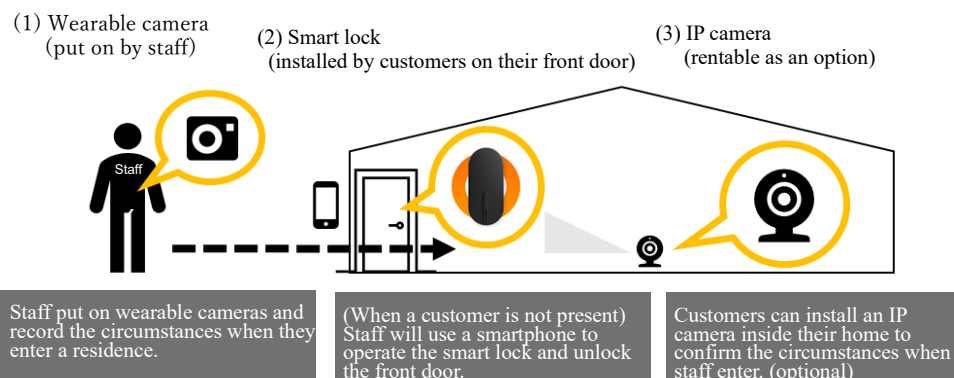
This new project will provide services essential to daily life even when residents are outside their homes. The services will make this possible by using smart locks from Bitkey Inc., and they will be offered as a subscription service with a monthly payment plan. By providing such services, the project aims to modernize how busy people complete household chores in a way that does not interfere with their plans or time, thereby realizing a new normal.

In questionnaires and interviews conducted by Mitsui Fudosan in advance, there were requests for outsourcing laundry tasks. In response, as the project’s first step, a trial of a laundry delivery service will be launched in the Ogikubo and Asagaya areas of Suginami-ku, Tokyo.

**Features of the &LikeLife laundry delivery service**

1. **Pick-up and delivery are possible even when nobody is at home**  
 Laundry items can be collected and delivered even when nobody is at home by using smart locks.
2. **Subscription service with a fixed monthly payment**  
 Every week, collection and delivery are performed on a predetermined day and frequency, with no need to place service orders each time.
3. **Laundry items are folded and delivered**  
 All laundry items are folded and delivered, so there is no need to fold them at home.  
 Laundry can be completed by simply leaving items at the entrance of your home.

(How staff enter when customers are not at home)



## ■What Is the &LikeLife Project?

The &LikeLife name expresses the idea that by incorporating these services into their daily lives, customers will be able to realize a “Life” that they “Like” even more and a “Life” surrounded by the things they “Like.”

The first step of the project will be to provide a laundry delivery service. The project plans to add new service menus related to cooking, cleaning and other tasks in the future.

Project website: <https://www.and-like-life.jp/> (Japanese)



## ■Overview of the laundry delivery service

- Eligible users: Residents of certain areas of Suginami-ku, Tokyo (Please see the above project website for the specific eligible areas.)
- How to apply: Apply via LINE (Please see the project website for the LINE account.)
- Service menu: Users can choose whether to subscribe to a once-a-week, twice-a-week, or three-times-a-week course.
- The project will help users cover the cost of installing a bitlock MINI subscription-based smart lock from BitKey Inc. (for one year).

## ■About ShareTomorrow Co., Ltd.

ShareTomorrow was founded on July 1, 2021 with the vision of offering consumers diverse options for work, home, shopping, and ways to spend holidays and leisure time so that each consumer can make and combine choices freely to fit their lifestyle. In accordance with the Mitsui Fudosan Group’s vision of establishing a sustainable society through the creation of neighborhoods and harnessing technology to innovate the real estate business under VISION 2025 (Group Long-Term Vision), ShareTomorrow engages in the development and promotion of new businesses.

Company name           ShareTomorrow Co., Ltd.  
Established             July 1, 2021  
President and representative director   Noriyoshi Ishikawa  
Address                 3-2-1 Nihonbashi Muromachi, Chuo-ku, Tokyo

## ■Mitsui Fudosan Group’s contribution to SDGs [https://www.mitsui-fudosan.co.jp/english/esg\\_csr/](https://www.mitsui-fudosan.co.jp/english/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.

### References

Group Action Plan to Realize a Decarbonized Society

<https://www.mitsui-fudosan.co.jp/english/corporate/news/2021/1124/>

Diversity & Inclusion Promotion Declaration and Initiative Policy

[https://www.mitsui-fudosan.co.jp/english/corporate/news/2021/1129\\_02/](https://www.mitsui-fudosan.co.jp/english/corporate/news/2021/1129_02/)

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

Goal 9    Industry, Innovation and Infrastructure

Goal 11   Sustainable Cities and Communities

