

For immediate release

Mitsui Fudosan Residential Co., Ltd.

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## **Multiple Residence Housing Service for Freedom of Housing Mitsui Fudosan Residential Launches n'estate Trial**

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Tokyo, Japan, September 29, 2022 - Mitsui Fudosan Residential Co., Ltd. announced today that it will launch “n'estate,” a multiple residence housing service to support the diverse lifestyles of individual customers, as a progressive trial from September 29, 2022.

People's attitudes towards housing, living and working have diversified in recent years. The COVID-19 pandemic has further increased the need for new lifestyles to flexibly and freely achieve “work,” “rest,” and “leisure” regardless of location or time.

Mitsui Fudosan Residential established n'estate to meet these needs. This service is based around the concept of freedom of housing, and uses Mitsui Fudosan's PARK AXIS rental condominium series and other Mitsui Fudosan Group companies and partner company facilities to offer a lifestyle that allows individuals to freely select where they live.

Mitsui Fudosan Residential will continue to explore the future of homes and living, and contribute to achieving a sustainable society and SDGs by offering products and services for diversifying lifestyles under its “Life-styling x Improving with age” brand concept.



### **Features of n'estate**

#### **(1) Ability to freely choose the area, residence and usage term**

The area, residence and usage term (per day or per month) can be selected depending on various usage purposes such as work, interests, leisure, sightseeing, or refreshment, to easily achieve a living space that is different from the current one (multiple residences).

#### **(2) Preparation of various facilities, including Mitsui Fudosan Group facilities**

- Readily discover and experience the living and lifestyle that matches the individual by using Mitsui Fudosan Group and partner facilities nationwide.

##### <Urban residences>

We provide our rental condominiums PARK AXIS with furniture, white goods and amenities.

Readily experience high-quality living in the city.

##### <Suburban residences>

Enjoy farming and other lifestyles available only in the suburbs.

- We will continue to increase trial residences and offer diverse lifestyles.

## ■ Meaning of “n’estate”

“n’estate” combines the first letter “n” of the service’s values of “N residence,” which represents multiple residences, “New,” “Next,” “Necessary,” “Nature,” “Natural,” and “New normal,” with “estate,” which means assets, property, circumstances, and period of life.

## ■ Concept and slogan of n’estate

すまいを、  
くらしを、  
こころを、  
動かす。

都市に住むことで得られる利便性と、  
自然豊かな地に住まうことで得られる充足感。  
そのどちらもが、人生にとって大切であることを、私たちは知っています。

次の時代のすまいとくらしのあり方を考える。  
どちらか一方を選ぶことが、もう一方をあきらめてしまうことにならないように。  
どちらも無理なく取り入れられる、そんなすまいとくらしの未来をつくりたい。

すまいが動くと、くらしが動き出す。  
くらしが動くと、こころが動き出す。

動く。動かす。  
すまいとくらしの未来へ。

## ■ Characteristics of n’estate

### (1) Freely choose an area, residence and usage term to match diverse lifestyles

Based on questionnaires and interviews conducted by Mitsui Fudosan Residential, the hurdles to multiple residences include the monetary cost of relocating, time needed to search and renovate a second home, and the psychological hurdle caused by the stress of complex arrangements. Alongside relocation, renovation or purchase of a second house, n’estate is a service offering a new way of living by readily choosing the desired area, residence, usage and term (time). The service offers freedom of housing to freely choose housing and living depending on changes in life stages and mood at the time, and experience the future of homes and living.

A monitoring experience geared toward members of Mitsui-No-Sumai Loop, a member benefits program, was conducted in March 2022 ahead of this trial, and attracted more applications than the number of places available for each of the one-day, ten-day, and one-month periods. We know from the spread of remote work that there is demand to use multiple residence services for various reasons from people of all ages, diverse working styles and family structures. Using what we learned from the monitoring experience results, we have prepared new residences for this trial.

### <n’estate special website/social media account>

- Special website <https://www.31sumai.com/nestate/> (Japanese)  
\*This website connects to the application site for each residence.
- Official Instagram account [https://www.instagram.com/nestate\\_official/](https://www.instagram.com/nestate_official/)

### (2) Preparation of various facilities, including Mitsui Fudosan Group facilities

We have prepared various residences which allow users to experience high-quality living environments where they can enjoy the convenience of urban areas, farming land removed from the bustle of the city, and sustainable initiatives. There are 10 locations that can be reserved and used from September 29, 2022, and we will gradually add additional trial residences.

## <Urban residences>

PARK AXIS residences are usually under two-year leases, but in this trial, we used the Private Lodging Business Act to offer nightly and monthly usage. Each residence contains furniture, white goods and amenities, offering a living environment that can easily be used.

### 【Use on a nightly basis】

- Easily enabling trial living in areas of interest or admiration
- Use residences close to the workplace to reduce commuting during peak busy seasons
- Relax as if you were at home during vacations with family or friends



Mitsui Rental

PARK AXIS

Honjo-Azumabashi  
South Residence



Mitsui Rental

PARK AXIS

Kagurazaka  
Waseda dori

### 【Use on a monthly basis】

- Use for a workation (work + vacation) while staying medium- to long-term in a tourist spot
- If needing a temporary residence due to moving house or renovations
- If wanting the reinvigoration of living in an environment different from your current residence



Mitsui Rental

PARK AXIS

Toyosu  
Canal



Mitsui Rental

PARK AXIS

Sapporo  
Shokubutsuenmae



### <Suburban residences>

Experience farming and feel close to nature through our collaboration with partner companies at two residences with convenient access from cities. These residences offer added value that cannot be experienced in a city.

\*Users are limited to Mitsui-No-Sumai Loop members

- KURKKU FIELDS (2503 Yana, Kisarazu, Chiba Prefecture)

Official website of partner company: <https://kurkkufields.jp/> (Japanese)

Located just a one-hour drive from the city. Here is a space where you can freely relax and live spontaneously away from your normal life. Take walks around the vast site, be soothed by the adorable animals on the dairy farming site, and experience organic farming. The site offers comfortable, tiny trailer-style houses and will soon also boast villa-style accommodation, readily offering a pleasant experience to even those unfamiliar with the outdoors. \*Available on a nightly basis.



- Hatasumika (Yokodai 2-chome, Kazo, Saitama Prefecture)

Official website of partner company: <https://agrimedia.jp/> (Japanese)

Stretching out in front of the cottages is the vast sky and a carpet of rice stalks. In this bountiful rural district, enjoy commuting to your own vegetable plot with the feeling of a workation. Using the wooden deck as an outdoor living room, you are free to enjoy meals made from freshly harvested vegetables or as you see fit. A vegetable garden advisor will visit and provide support once a week, giving peace of mind to residences growing vegetables for the first time.

\*Contracts are available on an annual basis.



### ■Mitsui Fudosan Group's contribution to SDGs

[https://www.mitsuifudosan.co.jp/english/esg\\_csr/](https://www.mitsuifudosan.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. 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 two of the UN's SDGs.

Goal 8	Decent Work and Economic Growth
Goal 11	Sustainable cities and communities

