
Updating the “&MIKKE!” Mobile Retail Sharing Platform Business Upon its 1st Anniversary —Introducing a New Service for Vendors and Ramping Up Area Expansion—

Tokyo, Japan, November 7, 2022 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and ShareTomorrow Co., Ltd., announced today that “MIKKEI!”, their mobile retail sharing platform business for vendors to share retail spaces, vehicles, and customer bases to deliver fresh, real-life experiences to customers at nearby venues, celebrates its 1st anniversary in November 2022. At this juncture, they will introduce a new service for vendors, and expand on the kinds of shops and areas in which they pop up.

Along with that, they will update the mobile retail platform’s name from “MIKKEI!” to “&MIKKE!”, adding the Mitsui Fudosan Group’s “&” logo symbolizing its philosophy of coexisting in harmony with society. With this, they will broaden the scope of value provided to customers and further enhance mobile shop offerings.

Three Key Points of this News Release

1. **Ramping Up Area Expansion in Earnest**

They will expand the area covered by the platform in earnest from the zone around the Tokyo Bay area, focusing on Tokyo. They already have a track record with trial shop openings in major Tokyo areas, and will bring &MIKKE! to even more consumers by diversifying the variety of shop sites, including spots at supermarkets and under elevated tracks in front of train stations.

2. **Launching a New Service for Vendors: “&MIKKE! SPOT” Site Rental Plan**

They had been renting out vehicles and retail space as a set up to now, but started offering a plan just for renting space called &MIKKE! SPOT in response to growing requests from vendors who only want to rent space and deal with vehicles on their own.

3. **Updating Name and Logo**

They are changing the platform’s name and logo to “&MIKKE!”, adding on at the beginning the “&” logo signifying the philosophy of coexisting in harmony with diverse stakeholders. They will evolve it into a brand offering an even wider scope of value to consumers.



“Tameseru! VOCE BEST COSME supported by
MIKKEI!” by Kodansha Ltd.



Image of truck with “&MIKKE!” logo

1. Ramping Up Area Expansion in Earnest

While the platform has been focused on the Tokyo Bay area so far, they have also recently been building up a track record of pop-up shops in major Tokyo areas from Hibiya, Kyobashi, and Nihonbashi to Shibuya, Iidabashi, and Asagaya. In addition, they will extend the kind of locations for shops from condominiums, shopping centers, and offices hitherto to a greater variety of locations such as spots under elevated tracks in front of train stations, supermarkets, tourist spots, and fee-based senior residences with nursing care services.

Furthermore, they will also concentrate on events where several mobile shops gather at one location by expanding the service's area. To date, mobile shops have popped up at markets and other events at Mitsui Fudosan's COREDO Muromachi Terrace and Tokyo Midtown Hibiya shopping centers.

Moreover, they are working on planning and arrangements to meet vendors' requests. As part of that, they plan on opening four mobile shops with Shueisha Inc. simultaneously from November 7-13, 2022. The shops will offer fashion items and other goods from its official online shopping site, HAPPY PLUS STORE. A shop is scheduled to open at Fukutoku Garden in Nihonbashi from November 10-11, 2022.

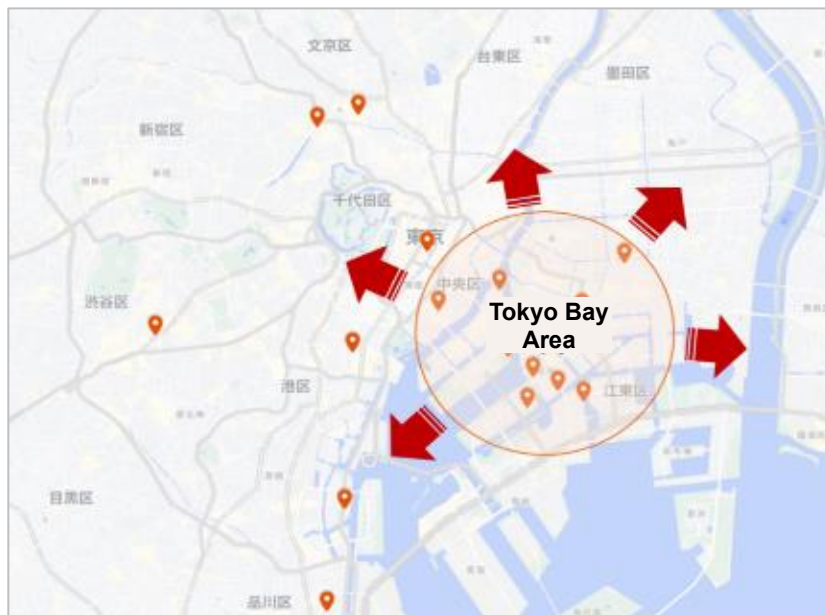
On October 29, 2022, several food trucks participated in the MFLP Funabashi Premium Thanks Fair, an event to foster community interaction held at Mitsui Fudosan Logistics Park Funabashi (MFLP Funabashi) • &PARK. In this way, they will offer even more value to consumers while meeting the needs of various business operators and diverse business types.



Fukutoku Garden in Nihonbashi



MFLP Funabashi Premium Thanks Fair



2. Launching a New Service for Vendors: &MIKKE! SPOT Site Rental Plan

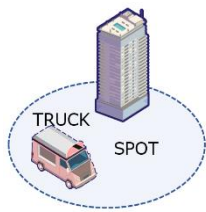
They had been renting out vehicles and retail space as a set up to now, but have come over the year since they started the business to receive requests for just renting retail space, including from food trucks and others in the restaurant business, and shops considering creating/purchasing their own mobile retail vehicles in light of brisk sales trends in their main business upon opening. Against this backdrop, they are officially rolling out the “&MIKKE! SPOT” service for just renting retail space to meet diverse customer needs. They start accepting applications for the service from November 7, 2022, so please refer to the page below for details. They are also considering a plan for just renting vehicles.

&MIKKE! SPOT details are here: <https://www.mikke-spot.com/news/IF000044> (Japanese)

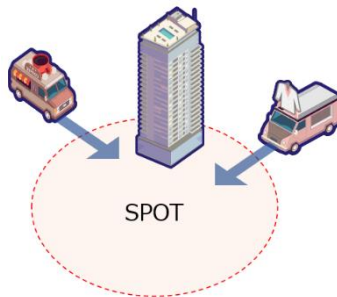
As a preliminary trial of &MIKKE! SPOT, RR COFFEE managed by Suntory Holdings Limited is operating a pop-up shop for about two months. The shop sells coffee drinks and coffee beans as a set, and has been well received by customers at each location.

By introducing this new service, Mitsui Fudosan will enhance the scope of offerings provided by mobile shops, moving faster together with stakeholders towards a future where the mobile shop market spreads across Japan.

Standard plan
 “&MIKKE!”
 “Vehicle” + “location” set



New plan
 “&MIKKE! SPOT”
 “Location” only



「RR COFFEE」



3. Updating Name and Logo

Mitsui Fudosan is updating the platform’s name and logo to “&MIKKE!”, adding on at the beginning the “&” logo signifying the philosophy of seeking to link diverse values, coexist in harmony with society and achieve a sustainable society under the Mitsui Fudosan Group’s VISION. It will expand the variety of properties and locations for shops, broaden business formats for vendor shops, introduce new services, and more to deliver an even broader range of value to consumers through mobile shops.

Old logo



New logo



4. Notice of 1st Anniversary Promotion for Vendors

1st Anniversary Discount Promotion TRY! MIKKE!

Overview: Fees will be discounted for vendors participating in this promotion celebrating &MIKKE!’s 1st anniversary.

Application period: Vendors from which applications are received between November 1, 2022 and November 30, 2022 are eligible for the promotion.

Discount period: December 2022 to February 2023

For details, please see the URL link below.

<https://www.mikke-spot.com/news/IF000042> (Japanese)

※A customer appreciation promotion commemorating &MIKKE!’s 1st anniversary is scheduled to be held

■ [Reference] One-year track record since launch

&MIKKE! is the Mitsui Fudosan Group’s new business launched in earnest in November 2011 based on the concept “Serendipity is coming to your town with a third kind of shopping experience.” Over the year since the business began, it has created new demand while addressing hidden needs, with about 200 shops popping up in roughly 50 locations attracting around 60,000 users in total.

[Good examples of mobile shops]

Food trucks with stable, strong sales



Vegan fruit sandwiches

Shops tapping into seasonal demand



School backpacks
(Golden Week holidays)

Shops that pop up repeatedly/long-term



Sweet and savory stuffed breads

Experience/fitting showrooming-type retailer



Mattresses and pillows

Aiming to acquire online service members



Fashion subscription service

Shops for PR/marketing purposes



Cosmetics PR event

■ Mitsui Fudosan Group’s Contribution to SDGs

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. 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.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/

* The initiatives covered in this press release are contributing to two of the UN’s SDGs

Goal 9 Industry, Innovation and Infrastructure
Goal 11 Sustainable Cities and Communities

