

November 18, 2022

For immediate release

Mitsui Fudosan Residential Co., Ltd.

Mitsui Fudosan creates its first ever online & physical space hybrid condominium sale office
Park Tower Nishi-Shinjuku Concept Salon & Residential Salon opens

Tokyo, Japan, November 18, 2022 - Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, announced today that it would create its first ever hybrid condominium sale office that links online and physical space for Park Tower Nishi-Shinjuku a condominium complex being built in Shinjuku Ward, Tokyo (“Property”). An online Concept Salon will be open on Friday, November 18, 2022, and a physical space Residential Salon will be open in mid-January 2023.

Recent changes in social conditions have led to more contactless sales offices where sales are completed online, improving convenience for customers. However, some customers have said to us that the reduced opportunities to experience the space by visiting the building site and viewing model rooms make it difficult to get a sense of the living convenience or the lifestyle after moving in.

To resolve this issue, Mitsui Fudosan Residential has collaborated with Environmental Planning Laboratory Inc. and Sarah Co., Ltd. to create an online and physical space hybrid sales office. This combines an online Concept Salon and a physical space Residential Salon, providing customers with a new experience that has never before been available at sales offices.

All Mitsui Fudosan Residential’s housing businesses will realize a sustainable society and contribute to the SDGs by offering products and services for a diverse lifestyle under its “Life-styling x Improving with age” brand concept.

[Image of hybrid condominium sales office where an online Concept Salon and a physical space Residential Salon combine to offer a new outlook]



[Concept Salon entrance image]



[Residential Salon entrance image]

Features

A new type of online and physical space sales office that offers both convenience and satisfaction

➤ **Customer experience offered by the online Concept Salon**

Detailed information such as concept movie, building outline, and layout introduction are provided according to each customer's lifestyle without the need for a reservation and regardless of the time or location.

➤ **Customer experience offered by the Residential Salon**

- Inputting information online prior to visiting the salon means the property can be viewed in a short time.
- You will receive face-to-face guidance as in a normal sales office, offering attentive support to customers.

■ Customer experience offered by the online Concept Salon

The Property's design concept aims to bring to modern life the beauty spot of *Juniso no Otaki* (Juniso Waterfall) that was pictured in Utagawa Hiroshige's the *Edo Meisho Zue* (an illustrated guide of famous places printed using Japanese woodblock printing techniques during the Edo period) which was located nearby. Starting from the main entrance in the image of a waterfall, the Concept Salon is designed to stimulate the interest and attention of visitors who experience the contents of the salon one after another. Visitors can freely visualize their family lifestyle in the next 10 years or 20 years without any time restriction. Visiting the Residential Salon afterwards will further deepen visitors' understanding.



[Online Concept Salon display image]
Various contents unfold one after the other starting from the waterfall-like main entrance of the Concept Salon.

< Main contents that can be experienced in the online Concept Salon >

The following contents are provided at the online Concept Salon.

- Concept movie: a short movie introducing the location and summarizing the concept of the building.
- Building overview: a short movie outlining the building and digital model in which various parts of the building can be checked using computer graphics.
- Interior space: a short movie summarizing the key points of the interior space, and a virtual reality model room in which a typical interior space can be viewed using computer graphics.
- Layout, sale schedule: an introduction of layouts and sale schedule. Includes some expected sale prices.
- Q&A: any unclear points can be readily confirmed or asked.



[Building overview short movie image (partial)]



[Interior space short movie image (partial)]

■ Customer experience offered in physical space Residential Salon

After viewing the online Concept Salon, we have prepared a physical space Residential Salon that focuses on connecting and enhancing understanding of the online experience. Emphasizing the feel and experience of the building concept gained by the customer online, the materials actually used for the exterior and interior of the Property, and the space and height of individual units can be experienced in a physical space. Specific furniture and interiors can also be examined, increasing the visitor's understanding of the Property. The view from each dwelling unit can be checked, and speedy consultation and finance simulation are also offered in the usual face-to-face manner.

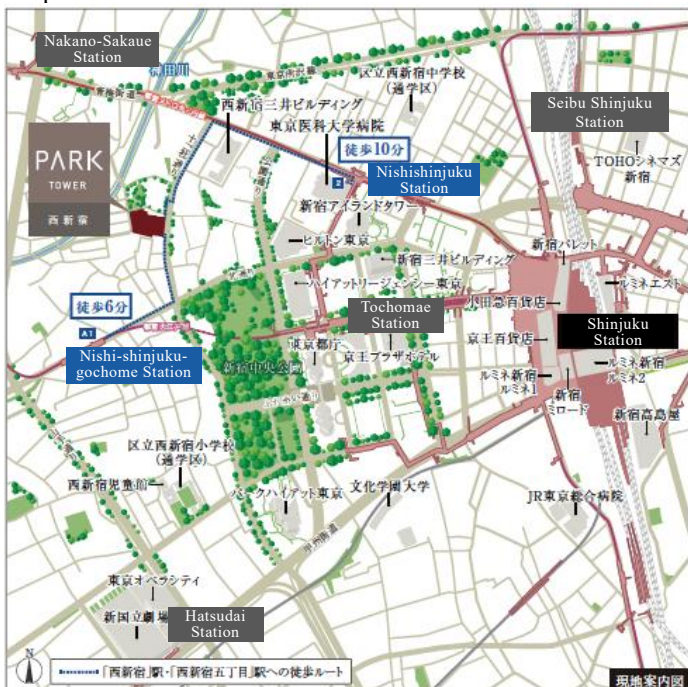


【Residential Salon model corner image】

■ Property overview

Location	5-817 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Access	Six-minute walk from Nishi-shinjuku-gochome Station on the Toei Oedo Line 10-minute walk from Nishishinjuku Station on the Marunouchi Line 19-minute walk from Shinjuku Station on the JR Yamanote Line
Zoning	Commercial district, Category 2 residential district
Structure/scale	Steel-reinforced concrete, partially steel-framed structure with 40 floors above ground and 1 floor below
Site area	Approx. 63,740.65 ft ² (5,921.70m ²)
Layout	1LDK~3LDK
Private floor areas	Approx. 457.25 ft ² – 1,171.97 ft ² (42.48 m ² – 108.88 m ²)
Total units	470 units (general sale units 287 units)
Concept Salon opening	November 18, 2022
Residential Salon opening	Scheduled for mid-January 2023
First period sale commencement	Scheduled for late-March 2023
Completion date	Scheduled for late-November 2024
Occupancy date	Scheduled for early-April 2025
Builder	Kumagai Gumi Co., Ltd.
Official property website	https://www.31sumai.com/mfr/X1419/ (Japanese)

■ Map



■ CG image of the completed exterior



■Mitsui Fudosan Group’s contribution to SDGs

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/

■ About Mitsui Fudosan Residential’s Carbon Neutral Design Promotion Plan

https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2022/0315_01.pdf

Initiatives include reducing energy use by increasing the performance and durability of homes, promoting the provision of services that enable residents to enjoy contributing to the environment through energy conservation and other activities after moving into this condominium. In this way, the Company aims to realize carbon neutrality in both homes and living.

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

Goal No. 11 Sustainable cities and communities

