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For immediate release

Mitsui Fudosan Co., Ltd.
Mitsui Fudosan Hotel Management Co., Ltd.

**Will Address Diverse Lodging Needs of Customers, such as by Handling
Medium- to Long-Term Accommodations
Construction Begins on Tsukiji 4-chome Hotel Project
(Tentative Name)**

- Scheduled to open in fall 2024 -

Tokyo, Japan, November 21, 2022 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Mitsui Fudosan Hotel Management Co., Ltd. announced today that they had begun construction on the Tsukiji 4-chome Hotel Project (tentative name) on November 18, 2022. The hotel is scheduled to open in fall 2024.

In this project, a hotel will be built on land owned by Mitsui Fudosan and Iwama Honsha Co., Ltd. after which Mitsui Fudosan Hotel Management will conduct hotel management. There are also plans for a ceramic goods store managed by Iwama Honsha Co., Ltd. to occupy the first floor.

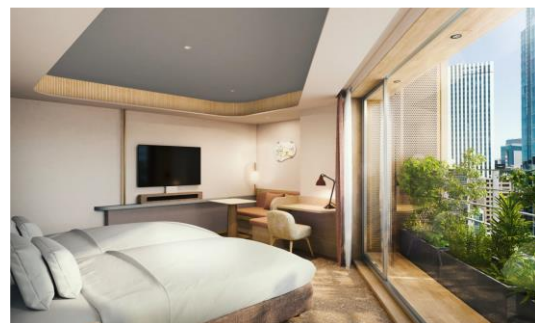
Due to the spread of COVID-19, new lifestyles have been popularized, and the experiential values sought by customers from hotels are diversifying to include not only lodging but also daytime use for business, micro-tourism, and taking daily breaks. The goal of this project is a hotel that addresses customers' diverse needs, with a focus on stays lasting for several days in a row and medium- to long-term accommodation. Furthermore, Mitsui Garden Hotels was rebranded in November 2022, and will introduce services and plans that meet demand for not only business but leisure and refreshment as well. This project will be promoted as a hotel that expresses “Stay in the Garden,” a new brand tagline from Mitsui Garden Hotels.

Key Points of this Release

- Scheduled to open in fall 2024 in a highly convenient location suitable for sightseeing in the immediate vicinity of Higashi-Ginza Station and Tsukiji Station on the Tokyo Metro Hibiya Line.
- Expresses the new brand tagline “Stay in the Garden” in both hard and soft aspects.
 - Washing machines and audio equipment installed in all guest rooms, supporting comfortable stays to address diversifying hotel accommodation needs
 - In addition to a restaurant, large bath and fitness center, a café and refreshment space will be established as common spaces that broaden the variety of ways to spend time at the hotel



Perspective drawing of the lobby



Perspective drawing of a corner room

■ Features of Tsukiji 4-chome Hotel Project (tentative name)

(1) Location

The planned site boasts excellent transportation convenience, three minutes on foot from Higashi-Ginza Station on the Tokyo Metro Hibiya Line and Toei Asakusa Line, and Tsukiji Station on the Tokyo Metro Hibiya Line, and is located in an area that is easily accessible from Tsukiji Honganji Temple, the Tsukiji Outer Market, and the Ginza area. In the immediate area, there are also plans to redevelop the former site of the Tsukiji Market, and further future vitalization is anticipated.

Based on these features of the area, Mitsui Fudosan and Mitsui Fudosan Hotel Management aim to open a hotel that addresses a wide variety of objectives from business to sightseeing.

(2) Guest rooms

As a first for Mitsui Garden Hotels, all guest rooms will be fully equipped with a washing machine, microwave, and refrigerator and freezer, among other things, in an aim to provide a space where guests, particularly those staying for several days in a row or for the medium- to long-term, can spend their days more comfortably.

The rooms will also be equipped with audio equipment that offers refined sound quality and even features functions for broadcasting smartphone audio to televisions. There are also plans for four-bed guest rooms equipped with kitchens, offering spaces that will make it easier to relax and stay with family members in comparison to previous Mitsui Garden Hotels.

(3) Common spaces

The hotel is being designed to incorporate diverse common spaces under one roof, such as a restaurant on the top floor, a refreshment space that can even be used for work, a large bath where guests can relieve exhaustion during their stay, a fitness center for working up a sweat, and a café adjoined to the lobby. The hotel can be used in ways that combine various uses such as working, living, and relaxing.

The café adjoined to the lobby at the hotel's entrance will be arranged so that it can be used not only by hotel guests but also by those living in the nearby area in an aim to create a hotel that is open to the neighborhood.

(4) Design and services

The hotel will introduce a space design and services that allow guests to live as if they were in their own homes so that they can enjoy stress-free accommodation. Spaces will be created that make it possible for guests to relax while being in the central Tokyo area by, for instance, installing vegetation in the guest room balconies and lobby so that they can feel connected to nature.

Mitsui Fudosan and Mitsui Fudosan Hotel Management will create hotel accommodations that enable guests to relax, including the introduction of services that are comfortable and convenient for guests and efficient check-in methods.

■ The New Brand Tagline of Mitsui Garden Hotels “Stay in the Garden”

Like a well-tended garden flowing with moisture, we strive to create a hotel filled with refined excitement and relaxation where guests can spend an ideal time.

We have attuned our ears to the sensibility of the region,
and arranged a richly unique hotel with different atmospheres
so that guests can experience the richness and luxury in a heartfelt manner.
That is the type of garden stay that we at Mitsui Garden Hotels aim to achieve.

Just as the name Mitsui Garden Hotels implies, we strive to provide luxurious and calm accommodations that allow guests to look inward and turn their attention to time spent with people they cherish while experiencing the unique features of the region and nature amid a protected space where they can relax as if they were in a garden, and established the above brand statement based on these thoughts. The brand tagline “Stay in the Garden” was

formulated based on this statement as keywords to embody future Mitsui Garden Hotels.

Hotels developed by Mitsui Fudosan Hotel Management



Mitsui Garden Hotels established “Stay in the Garden” as its brand tagline based on a wish to provide rich and luxurious lodging experiences similar to staying in a garden, and offers 34 facilities and approximately 10,000 rooms both in Japan and overseas. While valuing the characteristics of each region across the country, it has arranged a richly unique design and “a breakfast guests can look forward to” that can be enjoyed by guests in various situations not limited to business use but also leisure trips, retreats, refreshment, and long-term accommodation, etc.

Mitsui Fudosan Hotel Management has also developed three facilities as THE CELESTINE HOTELS which are promoted as destination-type hotels where accommodation is the goal, and three facilities as “sequence,” next-generation lifestyle hotels where guests can enjoy “free time and ways to spend it” according to their own style. Based on the philosophy and concept of “a hotel that remains in memory” and “a hotel that satisfies the five senses of sensitive guests,” Mitsui Fudosan Hotel Management develops its brand which addresses diverse needs.

■ Project Overview (planned)

Location	Tsukiji 4-2-5 and four other plots of land in Chuo-ku, Tokyo
Total site area	Approx. 8,191.98 ft ² (761.06 m ²)
Structure/size	Steel structure (partially steel-reinforced concrete), 14 floors above ground, 1 below
Total floor area	Approx. 89,854.97 ft ² (8,347.81 m ²)
Number of guest rooms	183 rooms
Architect/Builder	Sumitomo Mitsui Construction Co., Ltd.
Opening	Fall 2024 (planned)
Ancillary hotel facilities	Restaurant and bar, café, large bath, fitness center, shops

<Attachment 1> Map



<Attachment 2> The Mitsui Fudosan Group formulated the 9BOX Infection Control Measure

Standards to be shared throughout the Group, having considered the necessity for easily understood infection prevention measures based on medical and engineering knowledge so that its facilities could be used with peace of mind, and has rigorous COVID-19 infection control measures in place at each of its facilities. The Group has developed diverse facilities such as office buildings, retail properties, hotels, resorts, logistics centers, and homes. By presenting measures that are easy to share not only within the Group but with all of society, it hopes to help solve society-wide issues.



The Mitsui Fudosan Group will continue to work toward realizing a sustainable society through safe and secure neighborhood creation.

【 Reference 】

https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1001_01/

Mitsui Fudosan Hotel Management's concepts on "hygiene management" and "avoiding the 3Cs"

<https://corp.gardenhotels.co.jp/hygiene/eng.html>

<Attachment 3>

■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/

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

Goal 11 Sustainable Cities and Communities

