

December 1, 2022

For immediate release

Aristol, Inc.
Mitsui Fudosan Co., Ltd.
UDCK Town Management

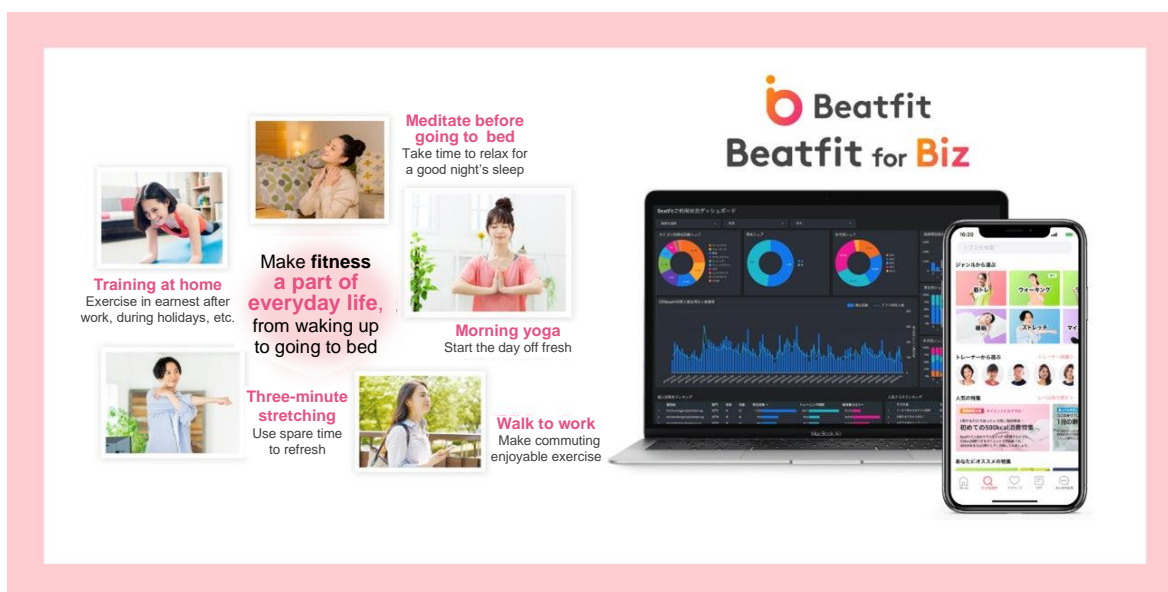
Rolling Out the Beatfit Personal Fitness App to Kashiwa-no-ha Community Members via SMART LIFE PASS KASHIWA-NO-HA

- Evaluating the Beneficial Effects on Health Such as Making Exercise a Habit and Lowering BMI via Unique Behavior Modification Data -

Tokyo, Japan, December 1, 2022 – Aristol, Inc., operator of the Beatfit personal fitness app, Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and UDCK Town Management (hereinafter UDCKTM) announced today that they will begin providing Beatfit, a personal fitness app developed and operated by Aristol, to Kashiwa-no-ha community members* from December 1, 2022 as a new service via the SMART LIFE PASS KASHIWA-NO-HA portal site (hereinafter SMART LIFE PASS) designed to make life more convenient for people with ties to Kashiwa-no-ha.

*The app will be provided to about 50,000 registered SMART LIFE PASS users within a 2 km radius of the Kashiwa-no-ha Campus Station (Kashiwa-no-ha residents, workers, students, commercial facility users, and other people with ties to Kashiwa-no-ha)

■ Beatfit removes time and psychological barriers so that anyone can easily make exercise a habit



Beatfit is a personal fitness app developed and operated by Aristol. It is an online healthcare service providing fitness content enabling users to exercise with careful instruction from professional trainers from times as short as three minutes. With a focus on stretching, strength training, and sleep, it covers a total of 12 genres including aerobic exercise such as walking and running. It offers over 750 kinds of content, and has features such as automatic recommendations tailored to individual users from the extensive range of content, so that even people who are not in the habit of exercising can easily keep it up while having fun. It provides effective support for making exercise a habit from both the perspectives of content and functions. To date, it has been introduced by companies that promote health management and fitness gyms, among others.

An introduction to Beatfit can be found at the link below. <https://www.beatfit.jp/>

■ 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 two of the UN’s SDGs

Goal 3 Good Health and Well-Being

Goal 17 Partnerships for the Goals

