
Mitsui Fudosan Receives 2022 Information Technology Award

(Area: Customer and Business Function)

2022 DX White Paper Summarizing the Mitsui Fudosan Group's Digital Transformation Policies, Promotion Structure and Case Studies Released

Tokyo, Japan, December 15, 2022 - Mitsui Fudosan Co., Ltd, a leading global real estate company headquartered in Tokyo, announced today that it has received an Information Technology Award (Area: Customer and Business Function)(*) from the Japan Institute of Information Technology for its service innovation initiatives at Mitsui Shopping Park LaLaport FUKUOKA located in Fukuoka City, Fukuoka Prefecture.

The company also released the 2022 edition of its DX White Paper, which summarizes the progress it is making in digital transformation as well as case studies being promoted and related achievements.

Mitsui Fudosan intends to further promote DX with a view to providing customers with “Real Estate as a Service” rather than as a thing.



■Reasons for Award

Mitsui Fudosan carries out various measures at its commercial facilities that provide new value by combining real facilities and digital technology. At Lalaport FUKUOKA, which opened in April 2022, it provides customers with a seamless shopping experience by carrying out an array of measures.

It also achieves co-creation with tenants.

Details of Measures

- **Smart shopping experience with a single smartphone**

One-stop use of an app is provided for cashless payment and accumulating points. Customers can also make and pay for orders at the food court and even first-time guests can acquire points easily via the facility's official LINE account. In addition, the smart parking garage uses ticketless operations, providing an automatic payment service that links the customer's license plate number with their purchase information.

- **Free digital ticketing for transit buses relieves traffic congestion**

Bus tickets are distributed for free from the nearest station via the official LINE account of &MOVE, an MaaS service provided by Mitsui Fudosan and ShareTomorrow Co., Ltd. From the facility's opening in April 2022 through the Golden Week holiday period in May, over 10,000 bus tickets were provided and around 30% of the facility's visitors who had planned to come by car were incentivized to use the bus, which helped to relieve traffic congestion around the facility.

- **Co-creation with tenants**

The facility uses a dedicated staff support app called Staff Circle. It digitalizes various procedures for staff members, including information linkage and building access management, contributing to reducing administrative costs and increasing the efficiency of store operations. In addition, utilizing RFID tags, store inventory is linked with Mitsui Shopping Park's e-commerce site &mall, which allows for omnichannel product sales.

(*) About the IT Award

The Information Technology Award is granted by the Japan Institute of Information Technology to companies, groups, institutions and individuals recognized as having made noteworthy efforts to achieve results in business innovation through the advanced use of IT. Mitsui Fudosan has received the award for three consecutive years. In 2020 it received an award in the Management area, and in 2021 it received one in the Social Solutions area. This year's award was in the Customer and Business Function area, which honors initiatives for innovations in customer relations through the use of IT.

■ About Mitsui Shopping Park LaLaport FUKUOKA

A commercial facility with around 220 stores and restaurants built on the former site of the Fukuoka City Fruit and Vegetable Market as the first LaLaport in Kyushu. It houses a large variety of establishments with rich content and enjoyment for all five senses, from the highly varied nine parks (plazas) that give rise to fresh encounters, to a food court, restaurant zones, and food market which is among Kyushu's largest (seating for around 1,450 people), diverse stores that include regional and Fukuoka products, and first appearances in Kyushu, and KidZania Fukuoka and GUNDAM PARK FUKUOKA, interactive entertainment facilities that provide enjoyment for a broad range of ages. For more information, refer to the press release dated February 24, 2022 and titled "Mitsui Shopping Park LaLaport FUKUOKA Grand Opening Monday, April 25, 2022"

https://www.mitsuifudosan.co.jp/english/corporate/news/2022/0224_01/

Facility website: <https://mitsui-shopping-park.com.e.act.hp.transer.com/lalaport/fukuoka/>

■ 2022 DX White Paper Summarizing the Mitsui Fudosan Group's Digital Transformation Policies, Promotion Structure and Case Studies Released

Mitsui Fudosan has released its 2022 DX White Paper, which contains areas of focus, achievements, and case studies related to DX promotion at the Company. It is intended to provide a broad understanding of Mitsui Fudosan's DX promotion while also highlighting the appealing features of its DX projects in areas such as hiring.

https://www.mitsuifudosan.co.jp/dx/dx_hakusyo.pdf

(Japanese)



■ Mitsui Fudosan Group's Contribution to SDGs https://www.mitsuifudosan.co.jp/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 9	Industry, Innovation and Infrastructure
Goal 17	Partnerships for the Goals

