

**Second Phase of Upgrades to, a Service That Enriches Lives****Mitsui Fudosan Launches New Mitsui-No-Sumai Loop Points Program That Can Be Stored and Used Through Sumai Transactions and Use of Living-Related Services**

Tokyo, Japan, January 31, 2023 - Mitsui Fudosan Co., Ltd, a leading global real estate company headquartered in Tokyo, and ten companies in the residential sector of the Mitsui Fudosan Group (\*1) announced today that they will be launching the Mitsui-No-Sumai Loop Points program on February 1, 2023, as it celebrated the tenth anniversary of the service's launch in 2022. This marks the second phase of upgrades to Mitsui-No-Sumai Loop, a membership club that provides services related to homes and living.

Mitsui-No-Sumai Loop is a membership club that provides various services related to homes and living for customers who have engaged in housing-related transactions with the Mitsui Fudosan Group (new home construction, brokerage services, rental housing, renovations, interiors, etc.), and currently has around 300,000 members. In the first phase of upgrades in October 2022, the Mitsui-No-Sumai Loop Premium Member Service was launched to provide a greater array of services and benefits to loyal members.

For the second phase, a points program has been created that will grant points for the use of Mitsui-No-Sumai Premium Benefits (new home construction, brokerage services, etc.) and living-related services (house cleaning and other eligible services). Points earned can be used to pay for Sumai Loop services or exchanged for gifts. Moreover, the companies plan to link this new points program with the points programs of commercial facilities and hotels in the Mitsui Fudosan Group so that the services of these facilities and hotels can also be used through the exchange of points (planned to begin in summer 2023). In the future, points will be interchangeable between Mitsui Fudosan Group membership clubs, Mitsui-No-Sumai Loop, Mitsui Shopping Park Points, and MGH Rewards Club. The combined 14 million members of these clubs will be able to use their points for services outside the individual clubs.

The companies plan to continue making various upgrades to Mitsui-No-Sumai Loop and work to enhance services to the satisfaction of members. Through these initiatives, the companies will further increase Mitsui-No-Sumai Loop's appeal as a membership service, strive to increase convenience and satisfaction for members, and further accelerate the activities of the Mitsui Fudosan Group as the "Best Partner for Homes and Living."

(Reference press release: <https://www.mitsuifudosan.co.jp/english/corporate/news/2022/0913/>)

**New Services of Mitsui-No-Sumai Loop (Second Phase)****①**

**Introduction of Mitsui-No-Sumai Loop Points program. Points granted for use of eligible services and benefits. Earned points can be used for Mitsui-No-Sumai Loop services or exchanged for gifts. (Starting February 1, 2023)**

**②**

**To be linked in stages to the point programs of Mitsui Fudosan Group commercial facilities and hotels (From summer 2023)**

**About Mitsui-No-Sumai Loop**

Started in 2012, Mitsui-No-Sumai Loop provides numerous benefits and services for further enriching the lives of members who have used housing-related services of the Mitsui Fudosan Group (new home construction, brokerage services, rental housing, interior purchases, etc.). The benefits and services, which are provided through coordination with approximately 90 partner companies, starting with the companies of the Mitsui Fudosan Group, are used approximately 183,000 times each year.

①

**Start of Mitsui-No-Sumai Loop Points Program (February 2023)**

A points program is being introduced in which Mitsui-No-Sumai Loop points are given for the use of eligible services and transactions involving Mitsui-No-Sumai Premium Benefits, and points that are earned can be used to pay for use of eligible services or exchanged for gifts.

**■ Earning Points**

**01 Earn points for use of eligible services**

Customers earn points based on their member rank and use of Mitsui-No-Sumai Loop services.

**Points award rate based on member rank**

Regular members	Premium members
<b>1 %</b> of service use amount	<b>2 %</b> of service use amount

**Example of awarding points**

Used ¥10,000 (before tax) in eligible services

Regular members	Premium members
<b>1 0 0 points</b>	<b>2 0 0 points</b>

**02 Earn points from use of Mitsui-No-Sumai Premium Benefits**

Members earn points along with discounts and other benefits when they use Mitsui-No-Sumai Premium Benefits that they are eligible to receive.

**Example of points earned**

When premium benefits are used when purchasing a new condominium or detached house

Regular members	Premium members
<b>¥100,000 discount*</b> <b>+10,000 points earned</b>	<b>¥200,000 discount*</b> <b>+20,000 points earned</b>

\*Deducted from property price or handover fees

[Premium members] Members are upgraded from regular to premium members and given access to exclusive services based on the number of times they have used Mitsui Fudosan Group Premium Benefits (Mitsui-No-Sumai Premium Benefits) and the annual amount of Mitsui-No-Sumai Loop services used.

**■ Using Points**

**01 Receive discounts when paying for eligible services**

Points can be used at a rate of




**1 point = ¥11**

**02 Convert points to gifts**

Exchange points for special gifts from the Mitsui Fudosan Group

\*The minimum number of Mitsui-No-Sumai Loop Points that can be used is 500.

**Example of services for earning and using points**

《Use for living-related services》		《Use of Mitsui-No-Sumai Premium Benefits》		《Exchange for gifts》	
					
Housekeeping service	House cleaning	Purchase of condominium/	Renovation (condo/house)	HAIMURUBUSHI Hotel credit	DAIICHI-ENGEI Gift catalog
Earn	Use	Earn		Use	

**Mitsui-No-Sumai Loop Point Types and Expiration**

	Regular points	Limited-time points	Limited-use points
Usable points	Can be used with all eligible services	Can be used with all eligible services	Can be used with some eligible services
Expiration	One year from month acquired*	Differs with the campaign	Differs with the campaign

Mitsui-No-Sumai Loop Points include regular points that can be used with all eligible services, limited-time points whose period of use is limited, and limited-use points that can be used with a limited range of services.

\*Regular points are applied to all the points possessed by members for one year from the month the latest points are acquired (until the end of the same month one year later).

②

## To Be Linked in Stages to the Points Programs of Mitsui Fudosan Group Commercial Facilities and Hotels (from summer 2023)

Mitsui-No-Sumai Loop Points will be linked in stages to the other points programs of the Mitsui Fudosan Group, which are Mitsui Shopping Park Points for commercial facilities and MGH Rewards Club for hotels. Through a point exchange, the new program's points will be able to be used for services at commercial facilities and hotels. In this way, Mitsui-No-Sumai Loop Points will be expanded as a service that provides advantages to customers through expanding the range of the points' uses.

### ■ Exchanging Points

<p><b><u>Exchange with Mitsui Shopping Park Points or MGH Rewards Club Points</u></b></p>		<p>《Commercial Facilities》 <b>Mitsui Shopping Park Points</b></p>  <p>Can be used at approx. 70 facilities nationwide, including LaLaport and Mitsui Outlet Park, as well as the online store</p> <hr/> <p>《Hotels》 <b>MGH Rewards Club Points</b></p>  <p>Can be used to pay for lodging at Mitsui Garden Hotels, etc. or exchanged for hotel coupons or gifts</p>
<p>*Customers must register as a member of the respective points programs to be eligible to exchange points and use the programs.</p>		

[Plans for Point Exchange Linkage]

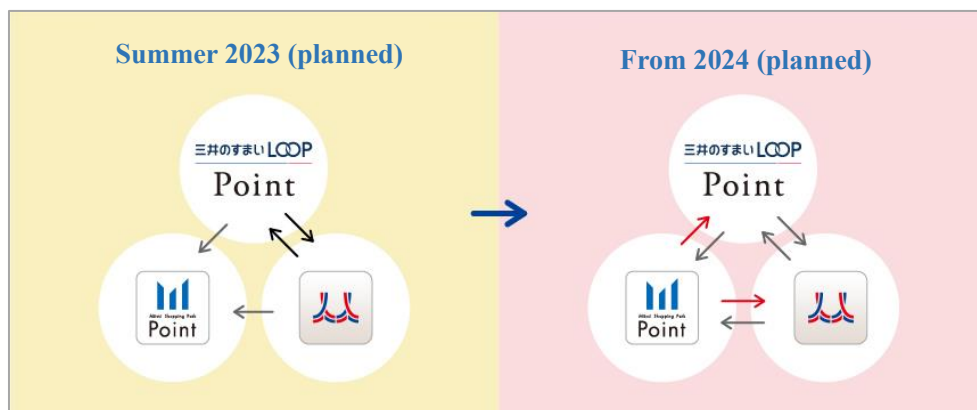
◆Summer 2023 (planned)

It will become possible to exchange points between Mitsui-No-Sumai Loop Points and MGH Rewards Club Points and to exchange Mitsui-No-Sumai Loop Points or MGH Rewards Club Points for Mitsui Shopping Park Points.

\*Mitsui Shopping Park Points cannot be exchanged for Mitsui-No-Sumai Loop Points or MGH Rewards Club Points.

◆From 2024 (planned)

The points of all three points programs, Mitsui-No-Sumai Loop Points, MGH Rewards Club Points and Mitsui Shopping Park Points, will be able to be exchanged for one another.



(\*1) The ten companies in the residential sector of the Mitsui Fudosan Residential Group

Mitsui Fudosan Residential Co., Ltd., Mitsui Fudosan Residential Lease Co., Ltd., RESIDENT FIRST Co., Ltd., Mitsui Fudosan Residential Service Co., Ltd., MF Living Support Co., Ltd., Mitsui Fudosan Residential Wellness Co., Ltd., Mitsui Fudosan Realty Co., Ltd., Mitsui Home Co., Ltd., MITSUI HOME ESTATE Co., Ltd., Mitsui Designtec Co., Ltd.

■ **Mitsui Fudosan Group’s contribution to SDGs** [https://www.mitsuifudosan.co.jp/english/esg\\_csr/](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/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

Goal 11 Sustainable Cities and Communities

