

For immediate release

February 15, 2023

Mitsui Fudosan Co., Ltd.

**Mitsui Shopping Park LaLaport SHONAN HIRATSUKA
to Undergo First Renovation Since Opening****About 20 new and remodeled stores will open in succession,
starting from Friday, March 17****Shonan Food Hall food court and Sora no Hiroba outdoor plaza renovations to make the facility
even more friendly for families with kids**

Tokyo, Japan, February 15, 2023 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will renovate Mitsui Shopping Park LaLaport SHONAN HIRATSUKA in Hiratsuka City, Kanagawa Prefecture for the first time since its opening.

This will include the opening of about 20 new and remodeled stores in succession starting from Friday, March 17 to enhance the store lineup to meet diverse customer needs, and major renovation of the Shonan Food Hall food court and the Sora no Hiroba outdoor plaza. LaLaport SHONAN HIRATSUKA will evolve into an even better place for people to enjoy their time by “gathering” and “connecting,” which have been themes since its opening.



Computer generated image of the Shonan Food Hall food

Renovation Highlights

- ① A more welcoming food court that people want to use and spend time, and that is friendly to families with kids
- ② New openings of dining and food retail stores that parents and kids can enjoy, including some debuting in Kanagawa Prefecture
- ③ A myriad of goods and service shops, including seven debuting in Hiratsuka City and new business formats
- ④ Upgraded Sora no Hiroba where kids can enjoy playing
- ⑤ A mural co-created by artists Luise from Hiratsuka City and SUGAR to serve as a new symbol for LaLaport SHONAN HIRATSUKA

Renovation Highlight ① A more welcoming food court people want to use and spend time, and that is friendly to families with kids

As part of the renovation, the Shonan Food Hall food court will undergo major refurbishment. It will evolve into a more comfortable place to use and spend time, focusing on customers accompanied by children.

<Key Changes>

- The family area in the food court has been expanded. Booth seating has newly been set up near the kids seating and slightly elevated seating areas that existed from before. In addition, the pathway has been renovated to enable direct access between the elevated seating and the kids area.
- Completely private mamaro™ baby care rooms have been set up in the food court. It is now possible to nurse, change diapers, and otherwise care for babies even in the food court.
- The food court entrance frontage has been widened to improve access for customers with strollers and enhance spaciousness.



Computer generated image of the food court's family area

Completely private mamaro™ baby care rooms set up in the food court

To provide a more comfortable environment for customers accompanied by children, mamaro™ baby care rooms have been set up near the kids area in the Shonan Food Hall food court. The introduction of mamaro™ has made it possible to nurse, feed, change diapers, and otherwise care for babies in comfort and privacy, even in between shopping.

<About mamaro™>

These completely private baby care rooms (free-standing nursing rooms) can be used for things like nursing, changing diapers, and feeding.

They are developed and sold by Trim Inc. headquartered in Yokohama.



Image courtesy of Trim Inc.

Renovation Highlight ② New openings of dining and food retail stores that parents and kids can enjoy, including some debuting in Kanagawa Prefecture

Five new dining and food retail stores will open, including some debuting in Kanagawa Prefecture. Variety is being enhanced so that customers can have an even better time. Spotlighted stores will open, such as the Shigure Seimenjo ramen shop targeting three generations—those old enough to be grandparents, parents, and kids—making its shopping center debut.

Shonan Food Hall food court

<p>■ Gyukaku Yakiniku Shokudo First in Kanagawa Prefecture First in Hiratsuka City</p>  	<p>■ Sapporo Misono Ichigo Ichie First in Hiratsuka City</p>  
<p>Shigure Seimenjo First in a shopping center First in Hiratsuka City</p>  	

Shonan Kitchen Street

■ Uomori First in Kanagawa Prefecture First in Hiratsuka City




Food store area

■ Hokkaido Umaimono Kan First in Hiratsuka City




Preexisting stores

<p>■ McDonald's</p>  	<p>■ Tsukiji Magoemon First in Kanagawa Prefecture First in Hiratsuka City</p>  
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* Perspective view of stores, images of products

Renovation Highlight ③ A myriad of goods and service shops, including seven debuting in Hiratsuka City and new business formats

There will be an extensive variety of goods and service shops, including seven debuting in Hiratsuka City and new store formats. From stores featuring on-trend fashion to those exemplifying the Shonan area, catering to families, and meeting everyday needs, the store lineup will meet a wide range of needs

■ On-trend fashion stores

<p>■ ABC-MART GRAND STAGE First in Hiratsuka City</p> 	<p>■ CITEN New business format First in Kanagawa Prefecture First in Hiratsuka City</p> 
<p>■ OWNDAYS</p> 	<p>■ Polo Ralph Lauren</p> 

■ Resort casual store exemplifying the Shonan area

<p>■ SECOND WIND First in Hiratsuka City</p> 

■ Stores for families

<p>■ gashacoco Remodeled and new location</p> 	<p>■ SKIDS GARDEN First in Hiratsuka City</p> 
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* Perspective view of stores, images of products

■ Daily use and lifestyle stores

<p>■ KEYUCA First in Hiratsuka City</p> <p>KEYUCA</p> 	<p>■ SHEL'TTER GREEN First in Hiratsuka City</p> <p>SHEL'TTER GREEN</p> 
<p>■ Standard Products First in Hiratsuka City</p> <p>Standard Products</p>	<p>■ Yogibo Store Remodeled and new location</p> <p>yogibo</p> 

■ Preexisting stores

<p>■ GU</p> 	<p>■ PORT OF CALL SHONAN</p> 
<p>■ QUIKSILVER STORE</p> 	<p>■ Sunglasses&Eyewearshop Creer</p> <p>Sunglasses & Eyewear shop</p> 
<p>■ DAISO・THREEPPY</p> 	

* Perspective view of stores, images of products

Renovation Highlight ④ Upgraded Sora no Hiroba where kids can enjoy playing

At the Sora no Hiroba, an outdoor plaza that is enjoyable for kids and adults alike, artificial turf has been newly installed around the pre-existing pop-jet fountain. The area will evolve into a bright playground where kids can have a great time playing comfortably. Along with the terrace seats alongside Sora no Hiroba, there is an open space where families and customers with pets can enjoy a meal.



Computer graphic image of the Sora no Hiroba outdoor plaza

Renovation Highlight ⑤ A mural co-created by artists Luise from Hiratsuka City and SUGAR to serve as a new symbol for LaLaport SHONAN HIRATSUKA

The Sora no Hiroba wall features a mural co-created by local artist Luise and SUGAR who is active in a wide range of fields including character design, graphic design, and murals. Also, the South Entrance welcomes visitors with a mural created by Luise that is based on a motif of flowers associated with Hiratsuka.

Luise has long been involved with LaLaport SHONAN HIRATSUKA. She has participated in workshops and created anniversary logos for the shopping center. In 2018, she created a mural for the North Entrance based on the concept of “a mural that you can play inside.” She is an indispensable artist to the shopping center.



Sora no Hiroba mural



A mural that you can play inside (created in 2018)



South Entrance mural

■ Artist Comments

● Sora no Hiroba (Luise X SUGAR)

I depicted characters on the lawn drawing a postcard. I designed it to convey a feeling of excitement, like that of going to share happiness with children playing in the Sora no Hiroba. The art on the postcard uses a drawing of a bee, which is a symbol of good luck, followed by the word “happy” to playfully form the message “be happy.”

● South Entrance (Luise)

I was inspired by the design and color of LaLaport SHONAN HIRATSUKA’s exterior to paint a bouquet of flowers. It is a motif of varieties of flowers grown in Hiratsuka like freesia and the city’s official flower—dianthus. I focused on the wall corners in creating the art so that it would have an impact.

■ Artist Profile

● Luise Ono

Born in 1989. From Hiratsuka City, Kanagawa Prefecture.

Using the concept of "maturation" as her theme, her artwork's organic lines reflect nature's abundant energy such as teeming plant life and the waves. In 2010, Luise launched her career live painting at a music event. After gaining experience working on murals for store interiors and exteriors and collaborating with companies and governments, she participated in POW!WOW! mural festivals held in Japan, Taiwan, Hawaii, and Long Beach. She is currently actively creating large-scale murals. Examples include her works at LaLaport SHONAN HIRATSUKA, KOCHI TSUTAYA BOOKS, and Seifukuji Temple.



● SUGAR

Born in 1999. From Tokyo.

SUGAR was inspired by overseas graffiti, wall art, and hip-hop culture to start painting when she was a junior high school student. Her interest in American comics and vintage figurines as well spurred her to focus on painting her own dependable but slightly crazy character PEDY. She is also active in a wide range of other areas, including character design, graphic design, and murals.



Other Initiatives ① Community collaboration through sports teams, SHONAN TREE HOUSE, etc.

LaLaport SHONAN HIRATSUKA is working to strengthen ties to the community, including through the support of sports teams, and the community space SHONANA TREE HOUSE bringing people, things, and experiences together.

【Shonan Bellmare】

Since its opening, LaLaport SHONAN HIRATSUKA has had an official club partner contract with the professional football club Shonan Bellmare. It has a rooftop futsal court operated by Shonan Bellmare, and a Shonan Bellmare conditioning center on the first floor. In celebration of its sixth anniversary in October 2022, LaLaport SHONAN HIRATSUKA held a talk show with Shonan Bellmare players who shared their enthusiasm with their final home match of the season just around the corner.

Going forward, LaLaport SHONAN HIRATSUKA will continue to create various opportunities for everyday soccer kids, fans, and supporters to meet and support Shonan Bellmare players.



Talk show with Shonan Bellmare players
(Held in October 2022)

<Reference information>

■ Shonan Bellmare home opening game “LaLaport SHONAN HIRATSUKA Special Day”

An array of events will be held as LaLaport SHONAN HIRATSUKA Special Day to set a lively mood for the Shonan Bellmare home opening game of the 2023 season.

Date and time: Friday, February 24, 2023, kick off at 19:00

Place: Lemon Gas Stadium Hiratsuka



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【SHONAN SEASIDE】

Mitsui Fudosan concluded an official top partner contract with the professional 3X3 basketball team SHONAN SEASIDE for the 2022-23 season. We will continue to support the team and engage in activities that help to enliven the local community moving forward.

<Reference information>

■SHONAN SEASIDE Mystery Solving Quiz

At this event to be held, participants will search for clues hidden at LaLaport SHONAN HIRATSUKA to solve a mystery.

Date and time: Friday, February 24, 2023, kick off at 19:00

Place: Lemon Gas Stadium Hiratsuka



【Shonan Tree House: A Space to Experience, Learn, Connect, and Gather】

Based on the concept of a fun and exciting treehouse longed for as a child, Shonan Tree House is a community space offering opportunities for meeting and interacting with people, discovering things, engaging in experiences, learning, and more. In addition to being a venue for holding events like workshops and talk shows, it is a space that can be used freely for everything from taking a break while shopping to teleworking.

Various events are held at Shonan Tree House in collaboration with the local community, including a free silk-screening workshop in September 2022 where participants who brought a t-shirt, eco-bag, or other item were able to turn it into their own unique creation.



Silk-screening workshop (Held in September 2022)

Other Initiatives ② Newly established employee workspace

Mitsui Fudosan has long worked to raise employee satisfaction, including by setting up employee lounges complete with powder rooms and convenience stores just for employees. As part of the renovation, a new employee lounge will be added to create an even more comfortable environment for employees. It will be designed as a workspace that can also be used as a place to hold meetings. In addition, steps will be taken in consideration of the environment, such as reusing fixtures that are no longer used.



Employee lounge

Other Initiatives ③ Acquisition of DBJ Green Building Certification

LaLaport SHONAN HIRATSUKA obtained DBJ Green Building Certification in December 2022 as a property with the best class environmental & social awareness.

【Overview of DBJ Green Building Certification】

The DBJ Green Building Certification Program was established by the Development Bank of Japan Inc. (“DBJ”) to evaluate and certify socially and economically desirable properties based on comprehensive assessments of properties, including their environmental performance, disaster prevention steps, community considerations, and other measures to address a variety of stakeholders, and to support those initiatives.

For more information on the program, please visit the website jointly operated by the DBJ and the Japan Real Estate Institute: <http://igb.jp/en/index.html>



DBJ Green Building
2022 

【Attachment 1】 List of new and remodeled stores

◆5 new dining and food retail openings

Name	Category	Merchandise	Opening	First in a shopping center	First in Kanagawa Prefecture	First in Hiratsuka City	New business format
Hokkaido Umaimono Kan	Food store	Products from Hokkaido	March 17, 2023			●	
Sapporo Misono Ichigo Ichie	Food court	Ramen	March 17, 2023			●	
Shigure Seimenjo	Food court	Ramen	March 17, 2023	●		●	
Gyukaku Yakiniku Shokudo	Food court	Yakiniku (grilled meat) set meals and bowls	April 5, 2023		●	●	
Uomori	Restaurant	Seafood restaurant	April 28, 2023		●	●	

◆12 new goods and services openings

Name	Category	Merchandise	Opening	First in a shopping center	First in Kanagawa Prefecture	First in Hiratsuka City	New business format
CITEN	Apparel	Men's & ladies, kids, fashion accessories	April 7, 2023		●	●	●
GEORGE AND KEWPIE	Apparel	Used clothing	March 17, 2023				
SECOND WIND	Apparel	Surf and outdoor fashion, sundries	February 20, 2023			●	
Polo Ralph Lauren	Apparel	Men's & ladies, kids, fashion accessories	May 13, 2023				
KEYUCA	Stationery and sundries	Furniture and sundries	March 17, 2023			●	
SHEL'TTER GREEN	Stationery and sundries	Interior items, sundries	March 17, 2023			●	
Standard Products	Stationery and sundries	Household goods	March 20, 2023			●	
ABC-MART GRAND STAGE / ABC-MART	Apparel accessories	Shoes	April 28, 2023			●	
OWNDAYS	Apparel accessories	Eyeglasses, hearing aids	March 17, 2023				
RASH	Apparel accessories	Bags, sundries	April 1, 2023				
Otakaraya	Service	Purchase of valuables like gold, precious gems, and luxury brand watches and bags	March 17, 2023				
SKIDS GARDEN	Service	Amusement	April 28, 2023			●	

◆3 remodeled/relocated stores

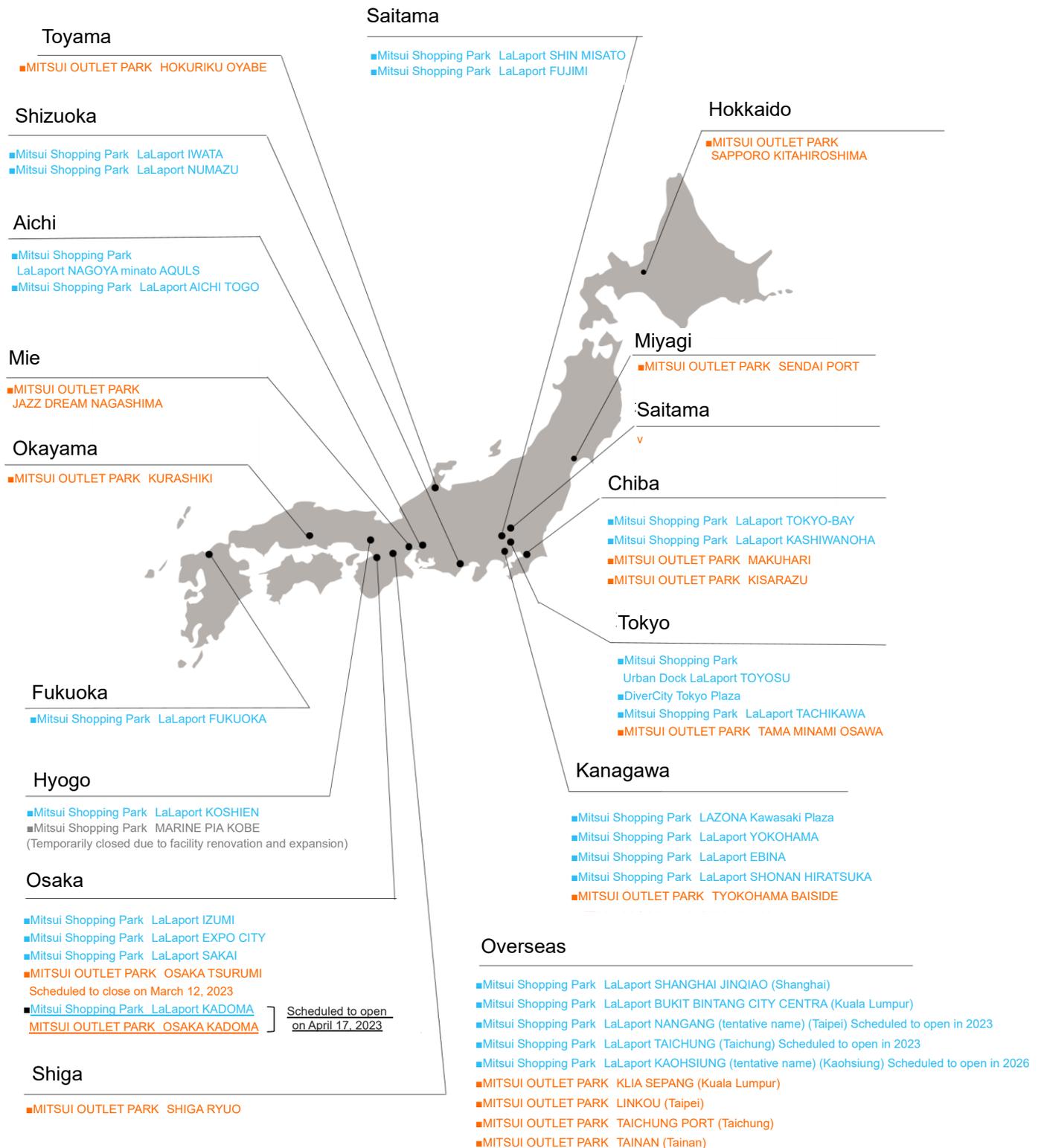
Name	Category	Merchandise	Opening	First in a shopping center	First in Kanagawa Prefecture	First in Hiratsuka City	New business format
LEVI'S® STORE	Apparel	Men's & ladies', kids	March 10, 2023				
gashacoco	Stationery and sundries	Toys, etc.	March 17, 2023				
Yogibo Store	Stationery and sundries	Bean bag furniture, etc.	March 10, 2023				

◆10 pre-existing stores

Name	Category	Merchandise	Opening	First in a shopping center	First in Kanagawa Prefecture	First in Hiratsuka City	New business format
Tsukiji Magoemon	Food court	Franchise/Seafood rice bowls	April 25, 2023		●	●	
McDonald's	Restaurant	Hamburgers	November 25, 2022				
GU	Apparel	Men's & ladies, kids, fashion accessories	September 23, 2022				
ORHICA HALFMARKET	Apparel	Men's & ladies	January 21, 2023				
PORT OF CALL SHONAN	Apparel	Men's & ladies	January 20, 2023				
QUIKSILVER STORE	Apparel	Men's & ladies', kids	January 19, 2023				
DAISO・THREPPY	Stationery and sundries	Household goods	January 20, 2023			●	
Balancoire	Apparel accessories	Shoes	February 3, 2023				
COAST LEATHER PARTY	Apparel accessories	Leather accessories	January 20, 2023				
Sunglasses&Eyewearshop Creer	Apparel accessories	Sunglasses	January 20, 2023				

* The above list is current as of February 15, 2023. Please understand that it may be subject to change without notice.

【Attachment 3】 Mitsui Fudosan’s Retail Properties (As of February 2023)



Blue: Regional shopping center
Orange: MITSUI OUTLET PARK

【Attachment 4】 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/>
- Formulated Diversity and Inclusion Promotion Declaration and Initiatives 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
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