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For immediate release

Mitsui Fudosan Co., Ltd.

Opening of a Large-Scale Mixed-Use Property Mitsui Fudosan Holds Grand Opening for Tokyo Midtown Yaesu in front of Tokyo Station, the Gateway to Japan, on Friday, March 10

Tokyo, Japan, March 10, 2023 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, today held the grand opening of Tokyo Midtown Yaesu, as a member of the Yaesu 2-Chome North Zone Redevelopment Project Association.

The event was celebrated with a magnificent opening ceremony in which Mitsui Fudosan's President and Chief Executive Officer (Representative) Masanobu Komoda and special guests took to the stage for a ribbon-cutting ceremony. Following this, Erika Ikuta, the actress who plays the representative character of Tokyo Midtown Yaesu in the media, was welcomed to the stage and a talk session was held.



From left: Masataka Hosoo, President of Hosoo Co., Ltd., Kosuke Kitajima, founder of TOKYO UNITE, Masahiro Nakajima, President of Urban Renaissance Agency, Masanobu Komoda, President and Chief Executive Officer (Representative) of Mitsui Fudosan Co., Ltd., Yukinori Takada, President and Chief Executive Officer of SUMITOMO LIFE INSURANCE COMPANY, Taito Yamamoto, Mayor of Chuo City, Shoichi Tomita, Chairperson of the Kyobashi Town Assembly Federation First Section, and Katsuichi Kimura, Chairperson of the Chuo City Assembly



Erika Ikuta and Masanobu Komoda



■See the online commercial for Tokyo Midtown Yaesu featuring Erika Ikuta here:

<https://youtu.be/Zrmz7I5Y4fc>

In the talk session held after the ribbon-cutting ceremony, Ms. Ikuta was asked by the MC about her impression of the Yaesu area. She commented, “As it is located just in front of Tokyo Station, I see it as the gateway to Japan. I expect the facility will attract people not only from Japan, but also from all over the world, and I look forward to seeing what will happen.” Regarding Tokyo Midtown Yaesu, she added, “In addition to stores for shopping and places to eat, it also has a hotel, a bus terminal, and even an elementary school. It is just like a whole town within a building. It really feels like a fresh breeze is blowing through (as stated in the copy for the online commercial currently airing).” When asked about how she plans to use Tokyo Midtown Yaesu, she spoke about Yaesu Public located on the second floor, showing her enthusiasm by saying, “I usually catch the bullet train to and from Tokyo Station so I look forward to calling in there before I depart and after I arrive again.”

Many customers had already gathered in front of the facility before the opening and by the time it opened at 11 a.m., there were already over 500 people in line. Afterward, there was a constant stream of visitors enjoying the restaurants and various unique stores, including many new stores and stores opening in Tokyo for the first time, creating a really lively atmosphere inside the building.