
Mitsui Fudosan Selected as a “Nadeshiko Brand” for the Second Consecutive Year for Its Outstanding Efforts in Encouraging Women’s Success

Tokyo, Japan, March 22, 2023 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has been selected as a “Nadeshiko Brand” for the second straight year as an enterprise that is outstanding in terms of encouraging women’s success in the workplace. The “Nadeshiko Brand” is a joint initiative by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE) to select such companies.

The “Nadeshiko Brand” was overhauled in FY2022. It now goes beyond evaluating the quantity of companies’ efforts to promote active roles for women to also emphasize whether their systems and measures for encouraging women’s success in the workplace are linked to management strategies. Mitsui Fudosan was selected as a “Nadeshiko Brand” for FY2022 in recognition of its systems linked to its strategy of incorporating diverse perspectives in neighborhood creation, which is the foundation for its value creation, as well as its wide-ranging initiatives.

**■About Mitsui Fudosan Group’s Promotion of Women’s Active Participation****<Positioning>**

The Mitsui Fudosan Group has positioned furthering diversity and promoting active roles for women as infrastructure underpinning the initiatives set forth in its long-term management vision, VISION 2025, and as management strategies for advancing its unwavering basic strategy of customer-centered management, and providing products and services that satisfy diverse customers. In addition, the Group has made promoting female participation a key theme in its Diversity & Inclusion Initiative Policy, and is taking various measures to do so after setting KPIs and a qualitative action plan.

<Framework for Promoting Active Roles for Women>

The D&I Promotion Department is a specialized organization that leads measures to promote women’s active participation. It is raising the effectiveness of discussions at organizations within the ESG Promotion Committee headed by the President and at the Board of Directors, consultations with female outside directors, and more. Furthermore, policies are shared and progress is checked periodically at venues such as Group meetings on promoting active roles for women that are attended by presidents of Group companies to unite the Group in advancing initiatives in this area.

<Qualitative Activity Plans for Promoting Active Roles for Women >

With the promotion of active roles for women, the Mitsui Fudosan Group has formulated and is making Group-wide efforts to undertake eight measures to achieve the following two priority objectives.

1. We will create an environment where people want to work long-term, where everyone can respect each other's values and lifestyles, including whether they care for children or others, regardless of gender

- ① Changing awareness throughout the organization and among managers (unconscious bias training, etc.)
- ② Supporting childcare and leave to care for others (system enhancement, training, paternity leave promotion, etc.)
- ③ Developing a return entry system
- ④ Forming flexible workstyles that cater to individual positions and fields

2. By promoting female participation, we will change awareness within the organization and raise those female employees' motivation and support their career development

- ⑤ Changing awareness throughout the organization and among managers (diversity and inclusion training, etc.)
- ⑥ Developing mentor/sponsor systems for female employees
- ⑦ Forming a working group to promote active roles for women
- ⑧ Holding in-house events to encourage interaction

For more on the Mitsui Fudosan Group's efforts to promote active roles for women, please also see the website below.

https://www.women.mitsufudosan.co.jp/index_en.html/

■ Mitsui Fudosan Selected for Inclusion in the MSCI Japan Empowering Women Index (WIN) for Five Consecutive Years

Mitsui Fudosan has long been working to promote active roles for women. For five consecutive years, Mitsui Fudosan has been selected for inclusion in the MSCI Japan Empowering Women Index (WIN), which is a stock index comprising companies with an excellent record of promoting and maintaining gender diversity.

*The "Nadeshiko Brand" is an initiative where METI and TSE jointly select listed enterprises for their outstanding efforts in encouraging women's success. The initiative aims to introduce certain TSE-listed enterprises that are outstanding in terms of encouraging women's success in the workplace as attractive stocks to investors with an emphasis on improving medium- and long-term corporate value, thereby stimulating investment in such enterprises and accelerating the efforts of these listed companies.

■ Mitsui Fudosan Group's Contribution to SDGs

https://www.mitsufudosan.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.mitsui-fudosan.co.jp/english/corporate/news/2021/1124/>

・Diversity & Inclusion Promotion Declaration and Initiative Policy

https://www.mitsui-fudosan.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 5	Gender Equality
Goal 8	Decent Work and Economic Growth

