

Upcycling to Link Specific Memories of Land to the Future Launching the Land Memories Project Toward Creation of Added-Value for New Homes

Tokyo, Japan, March 29, 2023 - Mitsui Fudosan Residential Co., Ltd. has launched the Land Memories Project to create new added-value for homes on new properties to be built for sale going forward by upcycling objects and other items that existed on the sites or within existing properties but had to be discarded since they were difficult to reuse up until now.

As one aspect of Mitsui Fudosan Residential's product planning over many years, it has strived to carry on the memories of land. We have preserved and reused parts of existing trees, buildings, etc. within project sites, retained any highly symbolic objects or other items that have a connection to the project site or surrounding area and incorporated these into planning new buildings. This initiative, to be rolled out in a series of new properties to be built for sale from now, aims to create added-value for new homes and incorporates the concept of upcycling with consideration for reducing environmental load.

Going forward, Mitsui Fudosan Residential will aim to realize a sustainable society and contribute to achieving the UN's Sustainable Development Goals (SDGs) by providing products and services that cater to diverse needs, based on "Life-styling x Improving with age," the brand concept shared by its housing businesses.

Key Points of this Initiative

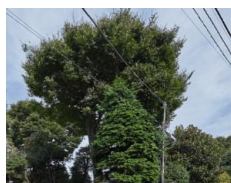
1. Carrying on memories of project sites

- Mitsui Fudosan Residential recognizes as memories such matters as the geographical history and characteristics of project sites and their surrounds, design intentions at the time of construction of existing buildings, production techniques of materials, production sites of finishing materials and thoughts of previous owners, and reflect these memories in product planning.
- Strive to visualize memories through photographic and video recording of the state of sites before demolition work.*¹

2. Upcycling what had been difficult to reuse until now. Moving to create original value of those sites

- Mitsui Fudosan Residential creates unique, new value for land by upcycling objects or other items on sites or within existing buildings that would have had discarded without any other choice up until now.

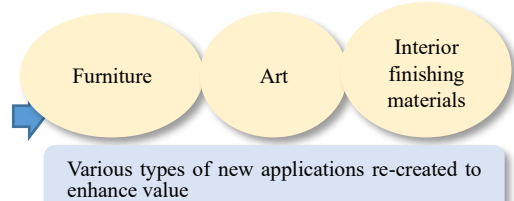
<Upcycling Examples>



Project site



Collection and storage of waste materials



Creation and installation

Conventional continuation methods

**Form unchanged
RETAINED**

Existing trees,
buildings, etc.
preserved,
reused

**History & culture
CONNECTED**

Land traits fused into
product planning,
design



New continuation methods

**Form unchanged
RETAINED**

Existing trees,
buildings, etc.
preserved,
reused

**History & culture
CONNECTED**

Land traits fused into
product planning,
design

**New value
RE-CREATED**

Existing trees, buildings,
abandoned items, discarded
items are preserved
and reused

■ Mitsui Fudosan Group’s Initiatives for 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/>

· Diversity & Inclusion Promotion Declaration and Initiative Policy

https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/

■ About Mitsui Fudosan Residential’s Carbon Neutral Design Promotion Plan

https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2022/0315_01.pdf

Initiatives include reducing energy use by increasing the performance and durability of homes, promoting the provision of services that enable residents to enjoy contributing to the environment through energy conservation and other activities after moving into this condominium. In this way, the Company aims to realize carbon neutrality in both homes and living.

* The initiatives covered in this press release are contributing to two of the UN’s SDGs.

Goal 11 Sustainable Cities and Communities

Goal 12 Responsible Production and Consumption

