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**Twin Landmarks Offering "Front Row Seats" to Tokyo: 50-floor High-rise
Condominiums Equipped with Seismic Isolation Technology**

HARUMI FLAG
SKY DUO

**New HARUMI FLAG Pavilion Will Open on Saturday, April 8, 2023,
to Serve as a Showroom
Advance Information Session (By Appointment Only) Starts**

**Start of Phase 1 sales: Late June 2023 (scheduled)
Anticipated selling price: ¥48 million–¥349 million
* Selling price in ¥1 million increments**

Tokyo, Japan, April 6, 2023 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that the ten sellers of residential properties in the HARUMI FLAG residential housing district are opening the new HARUMI FLAG PAVILION ahead of the launch of sales for HARUMI FLAG SKY DUO ^(*), and will begin holding advance information sessions (by appointment only) on Saturday, April 8, 2023.

The new HARUMI FLAG PAVILION offers the chance to personally experience the exceptional views available from HARUMI FLAG SKY DUO, situated at a location offering "front row seats" to Tokyo, through a large screen theater. The pavilion also showcases the advent of the HARUMI FLAG neighborhood, an unparalleled urban development, through a scale model theater that enlists projection mapping.

In addition, HARUMI FLAG PAVILION features reference rooms (showrooms) where visitors encounter dynamic panoramic views overlooking central Tokyo. It also features a dome-shaped virtual reality (VR) area where it is possible to gain a virtual experience of what it is like to spend time in HARUMI FLAG SKY DUO's common areas. HARUMI FLAG SKY DUO has received more than 10,500 registrations ^(*) since information was made available on Tuesday, January 10, 2023. There has also been significant interest in terms of people making appointments to visit HARUMI FLAG PAVILION.

Phase 1 sales are slated to start in late June 2023, with residences available at an anticipated selling price ranging from ¥48 million for a 1LDK unit to ¥349 million for a 3LDK unit.



External view



5TH135A Type (SUN VILLAGE T building) ^(*)

*1: HARUMI FLAG SKY DUO collectively refers to the two buildings, the HARUMI FLAG SUN VILLAGE T building and the HARUMI FLAG PARK VILLAGE T building in the sales activities involving these two buildings.

*2: The number of registrations is the total number of registrations submitted, including the number of additional registrations submitted by those who registered prior to Monday, January 9, 2023.

*3: The photo depicts the 5TH135A Type unit, the sales price of which does not include furniture, other furnishings, etc. The photo of the view from the residential unit is a composite image captured from a height of approximately 164 meters above the ground, equivalent to the 49th floor of the buildings, facing the southwest to northeast direction. As such, the photo may differ from the actual views. Views may vary depending on season, weather, and residential unit. Meanwhile, current views are not guaranteed to remain unchanged in the future (photo taken in January 2023).

■ New HARUMI FLAG PAVILION: Main exhibits

◆ TOKYO FRONT ROW THEATER

Exceptional location facing the Rainbow Bridge, truly offering "front row seats" to Tokyo.

It features an immense screen measuring 3,600 mm in height by 9,430 mm in width, offering visitors a first-hand experience of panoramic views overlooking Tokyo, as well as the luxurious and generous living space and other appeals of HARUMI FLAG SKY DUO.



TOKYO FRONT ROW THEATER

◆ HARUMI FLAG EXHIBITION

HARUMI FLAG is the culmination of coordinated development by means of public-private partnership in the heart of Tokyo.

The HARUMI FLAG EXHIBITION offers a presentation featuring a 1/150 scale model and projection mapping to showcase the appeals of the neighborhood, which will be developed on an unparalleled scale, including a neighborhood where everything needed for living is available and arrangements that make the neighborhood conveniently accessible to everyone.



HARUMI FLAG EXHIBITION

◆ Reference rooms (showrooms) for experiencing life-sized views using virtual reality

HARUMI FLAG SKY DUO offers layouts catering to a diverse range of generations and lifestyles with its extensive product portfolio, including 1LDK units in the 40 m² range, 2LDK units in the 50 m² to 80 m² range, and 3LDK units in the 70 m² to 160 m² range.

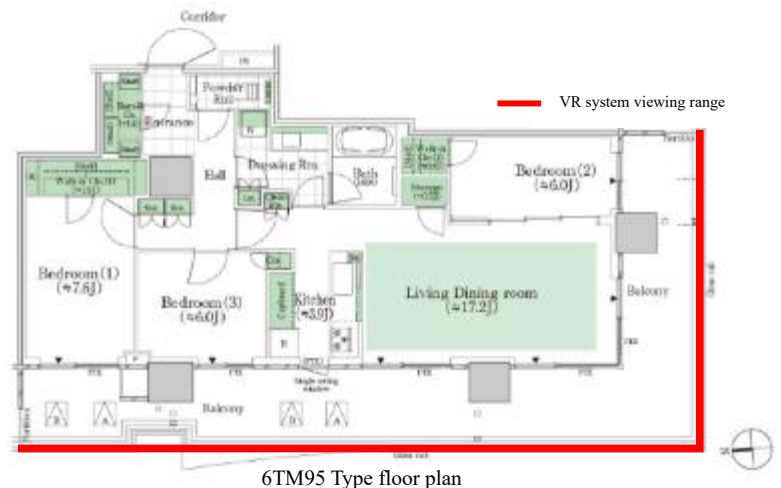
The HARUMI FLAG PAVILION features three reference rooms (showrooms).

As with plate-shaped buildings, the SKY DUO units embrace the concept of spaciousness featuring an open interior design with 2,600 mm high living and dining room ceilings. Moreover, they provide proposals for housing where residents are able to live with peace of mind over the long term. A skeleton and infill (SI) approach will be employed in the construction of the building, resulting in flexibility in options for modifying dwelling interiors to align with family growth and changes in household structure.

The reference rooms enable visitors to experience realistic panoramic views using a VR system that provides first-hand experience of the exceptional views available to residents of HARUMI FLAG SKY DUO.



6TM95 Type (PARK VILLAGE T building) (*4)





6TM77 Type (PARK VILLAGE T building) ^(*4)



6TM95 Type (PARK VILLAGE T building) ^(*4)



5TH135A Type (SUN VILLAGE T building) ^(*3)

*4: The photo depicts the 6TM77 and 6TM95 Type units, the sales prices of which do not include furniture, other furnishings, etc. The photos of the view from the residential units are composite images captured from a height of approximately 157 meters above the ground, equivalent to the 47th floor of the buildings, facing the southeast to southwest direction. As such, the photo may differ from the actual views. Views may vary depending on season, weather, and residential unit. Meanwhile, current views are not guaranteed to remain unchanged in the future (photo taken in January 2023).

◆VIRTUAL STAGE MIERVA

Panasonic Corporation's new VIRTUAL STAGE MIERVA solution for rendering spaces using virtual reality has been adopted to provide spatial depictions never before available at condominium sales centers. The VR Dome enables visitors to experience the Sky Lounge, one of the common spaces, on a 1:1 scale equivalent to the actual size. This VR system makes it possible for people to experience the size of rooms, the height of ceilings and other features difficult to perceive from design drawings alone, without having to use VR goggles. The View Experience Room offers immersive spatial depictions that simulate the location's outstanding views, which are constantly changing from morning to night.



VIRTUAL STAGE MIERVA

◆SMART LIFE Area

The SMART LIFE Area showcases HARUMI FLAG's aim of serving as an environmentally advanced city by becoming the first condominium in Japan to install ENE-FARM residential fuel cells in all units and using smart home energy management systems (HEMS). The SMART LIFE Area showcases the smart eco-life concept, achieved in this neighborhood through a partnership with Panasonic Corporation and Tokyo Gas Co., Ltd., using exhibitions, video footage, and other media.



SMART LIFE Corner

◆Multi-Touch-Wall

Digital touch-panel signage presents the appealing features of HARUMI FLAG

Digital touch-panel signage presents the appealing features of HARUMI FLAG. Utilizing a system from Toppan Printing Co., Ltd., digital signage allows visitors to learn about the various appealing features of HARUMI FLAG with simple touch-panel operations. The Multi-Touch-Wall uses computer-generated imagery (CGI) and other tools to profile the neighborhood's buildings and show the features of its facilities and common spaces. It also profiles the 25 designers responsible for each area and offers information on the design concepts employed.



Multi-Touch-Wall

■ Overview of the new HARUMI FLAG P Pavilion

Address	4-1-4 Harumi, Chuo-ku, Tokyo
Operating Hours	10:00-17:00 Closed: Tuesdays, Wednesdays, Thursdays (excluding holidays)
Tel	0120-863-063
How to Visit	By appointment only.
URL	https://www.31sumai.com/mfr/X1604/
Access	9-minute walk from Kachidoki Station on the Toei Oedo Line



*5: The housing district encompassing the HARUMI FLAG plate-shaped buildings is the first in Japan where both storage batteries and ENE-FARM systems have been installed in all residential units.

<Reference>

Profile of special features: HARUMI FLAG SKY DUO

1. Situated in a highly sought-after Tokyo front row location

TOKYO FRONT ROW

HARUMI FLAG SKY DUO is situated in the outermost point of the Tokyo Bay area, a location truly offering "front row seats" to Tokyo.

HARUMI FLAG SKY DUO has emerged as a leader among high-rise buildings defining the urban landscape of the Tokyo Bay area.

An exceptional setting surrounded by the sea on three sides and offering unobstructed views while located in central Tokyo.

With a front row seat to the Rainbow Bridge extending across Tokyo Bay, the location makes panoramic views of the city center an everyday occurrence.

HARUMI FLAG SKY DUO offers picturesque views encompassing a verdant park and the glistening sea beyond.

It also looks out over the ever-evolving central Tokyo landscape. Residents are able to take in panoramic views of Tokyo's iconic landscape from all directions for inexhaustible panoramas that become part of their daily lives.



Aerial photo



CG image of completed exterior

2. Panoramic views overlooking the city center

New scenic realms

Take in views of an enchanted landscape with the Rainbow Bridge rising up beyond the ocean right in front of your eyes and glistening high-rise buildings in the city center.

The unmatched value found only in HARUMI FLAG SKY DUO lies in its panoramic views of the impressive brilliance of Tokyo's renowned cityscape.

Surrounded by various scenic assets, HARUMI FLAG SKY DUO enables residents to enjoy panoramic views of Tokyo every day.



CG image of completed exterior

3. THE BRIDGE: Impressive 48th floor lounges

The 48th floor lounges provide space for enjoying panoramic views of central Tokyo and relaxation

The 48th floor lounges ^(*)6) of both towers serve as observation decks facing out toward an expansive panorama of Tokyo Bay, thereby providing breathtaking views distinctive to the Tokyo front row location.

SUN VILLAGE's SKY LOUNGE URBAN overlooking central Tokyo encompasses an extensive area of approx. 280 m² and has been designed enlisting a "city view" concept in providing a setting that embraces the vibrancy and diversity of the urban landscape.

Meanwhile, PARK VILLAGE features SKY LOUNGE OCEAN with an area of approximately 180 m². it has been designed enlisting an "ocean view" concept in providing a setting that embraces a liberating resort-style ambiance.

SUN VILLAGE T building



CG image of completed SKY LOUNGE URBAN



CG image of completed BOOK CORNER



Conceptual illustration of the 48th floor of SUN VILLAGE T building



Panoramic photo resembling the view from the 47th floor of SUN VILLAGE T building

PARK VILLAGE T building



CG image of completed SKY LOUNGE OCEAN



CG image of completed SKY SALON



Conceptual illustration of the 48th floor of PARK VILLAGE T building^{(*)7}



Panoramic photo resembling the view from the 47th floor of PARK VILLAGE T building

*6: These lounges are exclusively available to the residents of the residential housing district excluding PORT VILLAGE and retail facilities, i.e. the residents of SEA VILLAGE·SUN VILLAGE·PARK VILLAGE.

*7: Use classifications of SKY LOUNGE OCEAN, SKY SALON, and SUNNY LOUNGE have been determined in accordance with proviso 2 of Article 1-2 of the Cabinet Order for Enforcement of the Fire Service Act. The condominium management association may not modify the use classifications in the future.

4. Innovative residences prioritizing safety, security and comfort

Adoption of seismic isolation hybrid construction method and acquisition of long-life quality housing certifications focused ideals of safety and living spaces

The HARUMI FLAG SKY DUO buildings employ a seismic isolation structure for minimizing force transferred to the buildings during seismic events and decreases strain on the structures.

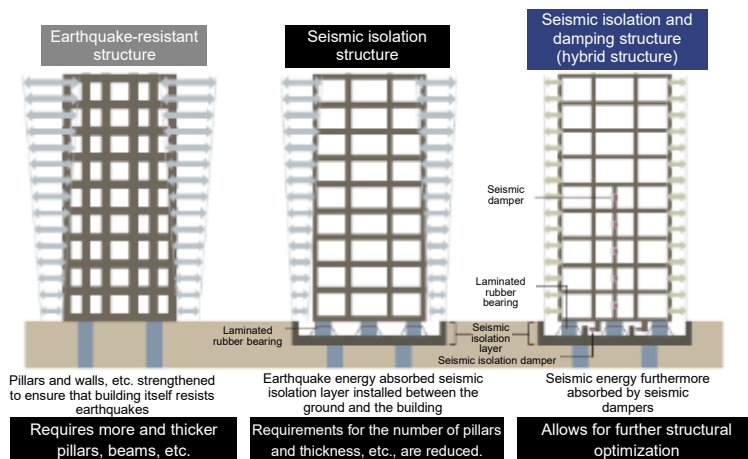
The buildings also employ seismic dampers, which mitigate effects of seismic energy on the structures. These solutions accordingly reflect efforts that have been taken to enhance earthquake safety.

In addition to prioritizing safety and security, efforts have also been taken to ensure that the living quarters enable residents to fully enjoy the location’s abundant panoramic setting. For instance, the seismic isolation structure of the buildings ensures ample living space through optimal placement of pillars. Also, the use of inter-columnar seismic dampers limits the impact of seismic events on living spaces.

Moreover, the buildings have acquired long-life quality housing certification after satisfying various measures implemented in the design phase, including deterioration countermeasures, energy efficiency, and barrier-free accessibility.



CG image of completed SUN VILLAGE T building structure^{(*)9}



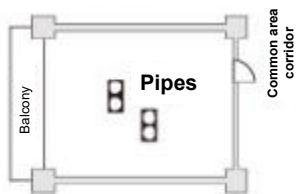
Conceptual diagram of structural considerations for HARUMI FLAG SKY DUO^{(*)8}

Achieving maximum effective floor area of living quarters

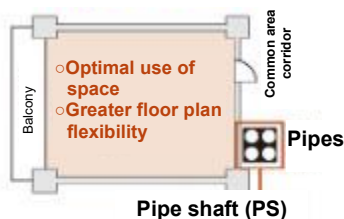
Skeleton and infill (SI) construction employed to ensure an abundance of options for future modifications

Skeleton and infill (SI) construction entails separating a residential unit’s structural framework known as the “skeleton” from the residential unit’s interior elements and equipment known as the “infill.” As such, SI construction makes it possible to position on the exterior of a residential unit the pipe shaft, which is typically situated on the interior of a residential unit with the space it occupies included as part of the residential unit floor area. This accordingly increases effective floor area of living quarters, thereby enabling a more efficient and spacious interior design. Furthermore, this approach provides for greater layout flexibility, including that of plumbing, thereby making it possible to modify residential units in the future in alignment with changes in living arrangements.

Pipe shaft in a typical building design



Pipe shaft in a SKY DUO residence

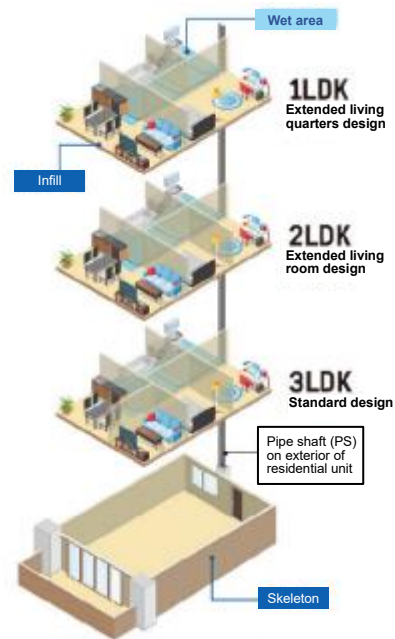


Conceptual diagram

Featuring ample living space and state-of-the-art facilities

The residential units incorporate innovations that provide for a sense of spaciousness. For instance, the exclusive-use area of the units features ample living space consisting of average floor area of approximately 74 m² and 2,600 mm high living and dining room ceilings. Meanwhile, the spacious layout has enabled thoughtful design elements that include corridors with an effective width of approximately 1,000 mm, window sash height of approximately 2,100 mm, and fully flat design.

Moreover, all residential units (*5) are equipped with both storage batteries and ENE-FARM systems as a distinctive feature, which is a first in Japan. Meanwhile, HARUMI FLAG SKY DUO has obtained low carbon building certification indicating that its dwellings exhibit substantial energy-saving performance in part because they are equipped with home energy management systems (HEMS) and water faucets with substantial water-saving features.



Conceptual diagram of skeleton and infill (SI) construction

*8: This is a conceptual diagram of the building structure and does not represent the actual shape of the building.

*9: The laminated rubber bearing depicted in the seismic isolation layer is commonly illustrated for both natural rubber bearings and lead rubber bearings.

<Reference>

■Property overview: SUN VILLAGE Zone 2, PARK VILLAGE Zone 2

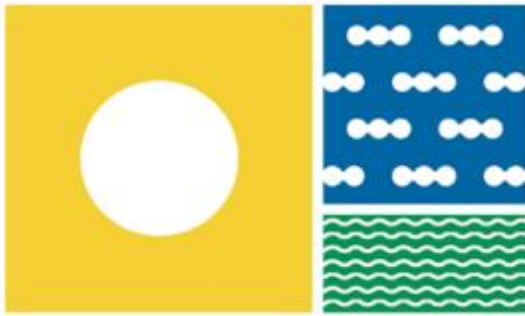
Address	SUN VILLAGE Zone 2: 503 (lot number), Harumi 5-chome, Chuo-ku, Tokyo PARK VILLAGE Zone 2: 504 (lot number), Harumi 5-chome, Chuo-ku, Tokyo
Access	18-minutes walk from A3a exit, Kachidoki Station, Toei Oedo Line
Zoning	Commercial zone
Structure/Scale	Reinforced concrete structure, 50 floors above ground, 1 floor below ground
Site Area	SUN VILLAGE: 37,441.27 m ² PARK VILLAGE: 35,175.79 m ²
Residence unit area	SUN VILLAGE Zone 2: 49.38 m ² – 145.54 m ² PARK VILLAGE Zone 2: 47.74 m ² – 161.12 m ²
Layout	1LDK—3LDK
Total units	SUN VILLAGE Zone 2: 733 units PARK VILLAGE Zone 2: 722 units
Start of tours at HARUMI FLAG Pavilion:	Early April 2023 (scheduled)
Start of Phase 1 sales	Late June 2023 (scheduled)
Timing of completion	Autumn 2025 (scheduled)
Design/construction	SUN VILLAGE Zone 2 Design / Mitsubishi Jisho Design Inc., Maeda Corporation Builder: Maeda Corporation PARK VILLAGE Zone 2 Design: Nikken Housing System Ltd., Sumitomo Mitsui Construction Co., Ltd. Builder: Sumitomo Mitsui Construction Co., Ltd.
Official website	https://www.31sumai.com/mfr/X1604/



< Reference >

■ HARUMI FLAG's Neighborhood Creation

< About HARUMI FLAG >



HARUMI FLAG

Tokyo is reborn from within

Looking from the sky, the new neighborhood appears like a large flag right in the middle of Tokyo; it has limitless potential as a new flagship model for urban lifestyles.

Under this flag signaling the future of Tokyo, HARUMI FLAG aims to be a neighborhood constantly brimming with the expectation of fun--a place where people, goods and activities are gathered.

VISUAL FORMAT

Sun, Sea, Forest, Wind, and Clouds.

The icon incorporates the rich nature surrounding HARUMI FLAG and vividly captures the sense of anticipation that people feel about living in this neighborhood.

It produces an open and positive worldview that gets people excited when they see it.



<Using state-of-the-art AEMS and hydrogen energy to realize a smart city>

HARUMI FLAG is a large-scale urban development. It has 23 residential buildings with 5,632 units and retail property, and is expected to have substantial energy demand. Although it is mainly a residential development, AEMS is being used because of HARUMI FLAG's complex energy management requirements due to the use of multiple infrastructures and alternative energy such as hydrogen and solar power. Being a large-scale project whose buildings were developed concurrently made it possible to adopt HARUMI AI-AEMS, which we hope will help HARUMI FLAG smart city serve as a flagship of future urban planning.

(Reference release: "Using state-of-the-art AEMS^{*1} and hydrogen energy to power a smart city; AI-AEMS to be installed in HARUMI FLAG; Effective energy use made possible with AI-based electricity demand forecasting" released on October 10, 2019 <https://www.mitsui-fudosan.co.jp/english/corporate/news/2019/1010/>)

<Aiming to be one of the world's most environmentally advanced cities>

This project has received both Plan certification in the Neighborhood Development category of LEED, a system for environmental certification in global neighborhood creation, and preliminary Gold certification by SITES, which primarily evaluates the sustainability of landscapes. It was also certified as the first property in ABINC ADVANCE, a new certification system for initiatives toward the preservation of biodiversity, and received an S rank for district certification by CASBEE, which comprehensively evaluates initiatives for neighborhood creation, making it the first project centered on condominium development to receive each certification in Japan. HARUMI FLAG, which has obtained four types of environmental certification and has been recognized for having one of the world's highest levels of environmental consideration, is being developed with the aim of becoming a neighborhood that will serve a flagship for these types of lifestyle infrastructure in anticipation of a neighborhood opening. This neighborhood opening will begin with the occupation of the residential housing district (plate-type buildings) set to begin in March 2024.

(Reference release: "~Type-1 Urban Redevelopment Project in the West Harumi 5-Chome District~; HARUMI FLAG becomes first project in world to receive simultaneous gold certification for LEED-ND Plan Certification and SITES preliminary certification; certified as first property by ABINC ADVANCE; highest CASBEE rank of S achieved in district category" released on November 29, 2018 https://www.mfr.co.jp/company/news/2018/1129_01/) (Japanese version only)

<Contribution to the SDGs by HARUMI FLAG>

The initiatives toward neighborhood creation at HARUMI FLAG contribute to eight targets among the SDGs.



■ HARUMI FLAG Development Overview

Total development area	1,441,355 ft ² (approx. 133,906.26 m ²)
Total planned units	5,632 residential units (4,145 units in built-for-sale districts, 1,487 units in rental housing districts (including senior housing and shared housing); also, stores, nursing homes, a daycare center (block numbers TBD), and retail properties

■ Development Overview of Each HARUMI FLAG District

	PORT VILLAGE	SEA VILLAGE	SUN VILLAGE	PARK VILLAGE	Retail property
Main uses	Rental housing (including senior housing and share houses), nursing homes, and daycare facilities	Residential housing	Residential housing, retail stores	Residential housing, retail stores	Retail property
Location	501 (Lot number), Harumi 5-chome, Chuo-ku, Tokyo	502 (Lot number), Harumi 5-chome, Chuo-ku, Tokyo	503 (Lot number), Harumi 5-chome, Chuo-ku, Tokyo	504 (Lot number), Harumi 5-chome, Chuo-ku, Tokyo	505 (Lot number), Harumi 5-chome, Chuo-ku, Tokyo
Site area	283,092 ft ² (approx. 26,300.14 m ²)	254,386 ft ² (approx. 23,633.20 m ²)	403,014 ft ² (approx. 37,441.27 m ²)	378,629 ft ² (approx. 35,175.79 m ²)	122,233 ft ² (approx. 11,355.86 m ²)
Number of buildings	4	5	7	7	1
Number of residential units	1,487	686	1,822	1,637	—
Number of floors	15-17 floors above ground, 1 floor below ground (plate-type building)	14-18 floors above ground, 1 floor below ground (plate-type building)	14-18 floors above ground, 1 floor below ground (plate-type building) 50 floors above ground, 1 floor below ground (tower building)	14-18 floors above ground, 1 floor below ground (plate-type building) 50 floors above ground, 1 floor below ground (tower building)	3 floors above ground, 1 floor below ground
Number of parking spaces	312	313	831	758	104