

PARK CITY TAKADANOBABA Sales Scheduled for October 2023 Launch Introducing Japan's First Afterschool Care Service in a Newly Built Condominium

Tokyo, Japan, May 15, 2023—Mitsui Fudosan Residential Co., Ltd. and MEIKO NETWORK JAPAN CO., LTD. hereby announce that PARK CITY TAKADANOBABA (hereinafter, “the Property”), a 325-unit, large-scale development with sales scheduled to start in October 2023, will be Japan’s first*¹ condominium incorporating an afterschool care service, Meiko Kids.

In recent years, there has been an increasing percentage*² of double-income families among buyers of newly built condominiums. As a service particularly for residents raising children, the Property will incorporate Meiko Kids, an afterschool care service that develops a yearning to learn (afterschool care with study classes), widening learning options. In addition, the Property will also be the first newly built condominium from Mitsui Fudosan Residential to incorporate the GOKINJO Service provided by Connect Platform Inc., presenting opportunities for residents to nurture communities among themselves. These initiatives aim to foster an environment that nurtures a fulfilling life to realize the Property’s brand concept of being “a unique urban park city clothed in peace and nurturing time,” while cherishing family time.

Looking ahead, the Company will provide products and services that respond to customers’ diverse lifestyles based on the housing business brand concept “Life-styling x improving with age,” as well as promote the creation of neighborhoods that are safe, secure, and comfortable to live in to contribute toward the creation of a sustainable society and attainment of SDGs.

Features of the Property

1. Mitsui Fudosan Residential and MEIKO NETWORK JAPAN will collaborate to incorporate Japan’s first afterschool care service exclusively for newly built condominium residents

- (1) Locating an afterschool care facility within the Property can be used safely by children and provide parents with peace of mind.
- (2) Effective use of common areas means care fees are reasonable.
- (3) Promote interaction among residents within the Property through afterschool care.

2. Develops initiatives contributing to formation of a community within the Property in terms of both hard and soft aspects

- (1) Introduce the platform GOKINJO Service to connect residents in collaboration with Connect Platform.
- (2) Set up with extensive common facilities*³ including a community space, rooftop terrace, party room and kids’ room.



CG image of completed exterior



CG image of courtyard garden

*¹: Mitsui Fudosan Residential research. This is the first instance in Japan where an afterschool care service exclusively for residents has been located within the security area of a condominium.

*²: Ratio of married couples with dual incomes; 2019: 68.3% 2022: 72.8% (Source: 2022 Metropolitan Area New Condominium Contractor Trend Survey (Recruit Co., Ltd. research)).

*³: Names of each common area are tentative only, and subject to change

1. Mitsui Fudosan Residential and MEIKO NETWORK JAPAN will collaborate to incorporate Japan's first afterschool care service exclusively for newly built condominium residents

(1) Locating an afterschool care facility within the Property can be used safely by children and provide parents with peace of mind.

This service enables children to be left in care within the bounds of the security area inside the condominium. In addition, it also reduces burdens on parents, such as concerns over handing over children and picking them up.

(2) Effective use of common areas means care fees are reasonable.

By using the condominium's common facilities, children can enjoy the same level of service as regular Meiko Kids after school programs at a reasonable price.

Moreover, as the service will mainly be used on weekday afternoons when there are few users, it is also effective use of common facilities.

(3) Promote interaction among residents within the Property through afterschool care.

As the service is used by children from the Property who attend various elementary schools, it generates new connections among children, as well as encourages community formation among their parents.

■ Afterschool care within the Property

During regular times on weekday afternoons (which is planned to be from the time that school ends), the service will use the Community Space*³, a common facility in the Property. During longer vacation times such as spring, summer or winter vacations, the plan is to also use the space in the mornings. Other facilities to be utilized include the Multi-purpose Room*³ and courtyard garden with an artificial pond*³ to provide opportunities for learning unique to the Property.

*³: Names of each common area are tentative only, and subject to change.

Main content*⁴ of care

• Do homework during afterschool care

Upon arriving for afterschool care, children can start their homework. They can receive homework support from the kids' coach.

• Activities to build confidence

Children can take part in activities to spark their interest, including independent learning initiatives about the SDGs, as well as daily activities based on three themes: Nature and the Seasons, Culture and Arts and Society.

• Manabi Time classes

Children can attend learning classes for elementary school children at no extra cost over the care fee due to MEIKO NETWORK JAPAN, which operates the Meiko Gijuku cram schools.

Children can choose to attend classes in math, Japanese or logic.

• Various types of learning classes*⁵

Children can take classes that will attract their interests and expand their potential. Children can also take lessons on weekdays after school within the Property's security area, giving peace of mind to busy parents.

*⁴: Each type of content is a plan only, and subject to change.

*⁵: Separate fees to the care fee apply.

■ Meiko Kids

MEIKO NETWORK JAPAN, which operates the nationwide Meiko Gijuku, has the business brand, Meiko Kids, an afterschool care service that develops a yearning to learn (afterschool care with study classes). It provides the three services of afterschool care, learning classes and educational and experiential events. Programs are for toddlers to elementary school students*⁶ and carefully designed to suit individual growth processes, allowing children to develop their potential and expand their dreams for the future while having fun in a relaxed and enjoyable manner.

<Official website (only in Japanese): <https://meikokids.jp/>>

*⁶: Eligibility for the Property's afterschool service is planned to be for elementary school pupils only.



2. Develops initiatives contributing to formation of a community within the Property in terms of both hard and soft aspects

(1) Introduce the platform GOKINJO Service to connect residents in collaboration with Connect Platform.

GOKINJO Service is a platform to connect residents. By combining the digital (app exclusively for residents) and the real world (community formation support) it creates opportunities for residents to interact, forms an environment where it is easy for communication between families or people to help each other, builds environments, etc. that assist child-raising and aims to enhance the comfort of living.

■ Features of the GOKINJO Service

- Energize communication among residents through an app

Residents can use the app to communicate easily among themselves for all sorts of purposes such as exchanging information on childcare, giving away children's items such as strollers that are no longer needed or helping with minor problems, which is expected to encourage mutual aid.

Information exchange



Being residents of the same condominium, it makes sense to be able to exchange information.

Giveaways



This function enables people to easily give away things that somebody else might want and are too good to be thrown away.

Helping



This function promotes mutual assistance among residents by issuing a "Help" message on the app when they need a helping hand, or want to borrow something.

- Supports community formation through real-life events connected through the app

The aim is to energize community formation by maximizing the use of both the app, which allows residents to easily connect with each other through information, and real-life events, which deepen connections through face-to-face meetings, while leveraging the various achievements and know-how accumulated in other condominium communities, such as SDGs-themed events and harvest events in the outdoor vegetable garden on the rooftop terrace.

Events planned for the first year

- Astronomical observation experience on the rooftop terrace
- Harvesting in the outdoor vegetable garden on the rooftop terrace

<Connect Platform official website (only in Japanese): <https://conepla.co.jp/>>

(2) Set up with extensive common facilities, including a community space, courtyard garden, rooftop terrace, party room and kids' room.

- The Community Space will be used for afterschool care, mainly on weekday afternoons. At other times, it can be used as a meeting place for meetings, as a workspace or common area for friends sharing the same hobbies, etc.
- A courtyard filled with greenery that embodies the natural surroundings of the Property, with an artificial pond and other features that will provide a place of relaxation and learning for the family.
- The rooftop terrace is a multi-purpose space, where people have space to enjoy the vegetable garden or pitch a tent and camp out.
- The Party Room adjoins the Kids' Space. Parents can enjoy interacting while their children play.

■ PARK CITY TAKADANOBABA Property Overview

Location	(Lot number) 844-4, 4-Chome Takadanobaba, Shinjuku-ku, Tokyo
Access	7 minutes' walk from Takadanobaba Station on the JR Yamanote Line 7 minutes' walk from Takadanobaba Station on the Tokyo Metro Tozai Line 8 minutes' walk from Takadanobaba Station on the Seibu Shinjuku Line
Zoning	Commercial zone/Type one residential area
Structure/Scale	Steel-reinforced concrete, 13 floors above-ground, 1 floor below ground
Site area	88,379.78 ft ² (8,210.75 m ²) *And a private road of 12.49 ft ² (1.16 m ²)
Layouts	1R-4LDK
Exclusive-use floor space	387.61 ft ² -1,372.61 ft ² (36.01 m ² -127.52 m ²) *Includes some units with trunk room floor area of 3.23 ft ² -15.50 ft ² (0.30 m ² -1.44 m ²)
Units	325
Timing of completion	Scheduled for late May 2025
Design/construction	SATO KOGYO CO., LTD.
Sales schedule	Mid-June 2023: Project briefing scheduled in webinar format October 2023: Phase 1 sales period start scheduled
Property official website (only in Japanese):	https://www.31sumai.com/mfr/X1429/

■ 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 realizing a decarbonized society and promoting diversity and inclusion “Realize a Decarbonized Society” and for “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/

• Established the Mitsui Fudosan Group Biodiversity Policy

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

■ About Mitsui Fudosan Residential’s Carbon Neutral Design Promotion Plan (only in Japanese)

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 three of the UN’s SDGs.

Goal 4	Quality Education
Goal 8	Decent Work and Economic Growth
Goal 11	Sustainable Cities and Communities

