

For immediate release

Mitsui Fudosan Co., Ltd.

Final Phase of the Mitsui-No-Sumai Loop Renewal Point Linkage for Approximately 15 Million Users, Rebranding, and Area Expansion

Tokyo, Japan, September 29, 2023 - Mitsui Fudosan Co., Ltd, a leading global real estate company headquartered in Tokyo, and 22 companies in the residential sector of the Mitsui Fudosan Group (*1) began a major renewal of Mitsui-No-Sumai Loop, a membership club that provides various services related to homes and living for customers who have engaged in housing-related transactions with the Mitsui Fudosan Group (new home construction, brokerage services, rental housing, renovations, interiors, etc.), and has approximately 320,000 members (as of September 2023). The renewal began in October 2022 as Mitsui Fudosan celebrated the tenth anniversary of the service's launch, and has included expansion of service content and the creation of a premium membership system.

In August 2023, it became possible to exchange points between the Mitsui Shopping Park Members Program, a membership organization for Mitsui Fudosan Group's shopping facilities, and the MGH Rewards Club, a membership organization for hotels, thus enabling the linkage of point programs for a total membership of approximately 15 million users. In addition, we have also added benefits that can be mutually used by loyal members who have a high track record of using each membership club.

For the final phase of the renewal, we will rebrand Mitsui-No-Sumai Loop in October 2023. The brand logo will be changed, the website renewed, and service benefits, such as the Group's original experiential content, will be expanded. This will enable customers to feel closer to Mitsui-No-Sumai Loop and to enjoy more enjoyable and easier access to its special benefits and enhanced services.

In addition, although the service was previously provided only in the Tokyo metropolitan area, it will be expanded to six major locations (Hokkaido, Tohoku, Chubu, Kansai, Chugoku, and Kyushu).

* The Hokkaido and Chubu areas were provided service in advance from April 2023

The companies plan to continue to enhance Mitsui-No-Sumai Loop in various ways and work to expand services and increase convenience and satisfaction for members, and further accelerate the activities of the Mitsui Fudosan Group as the "Best Partner for Homes and Living."

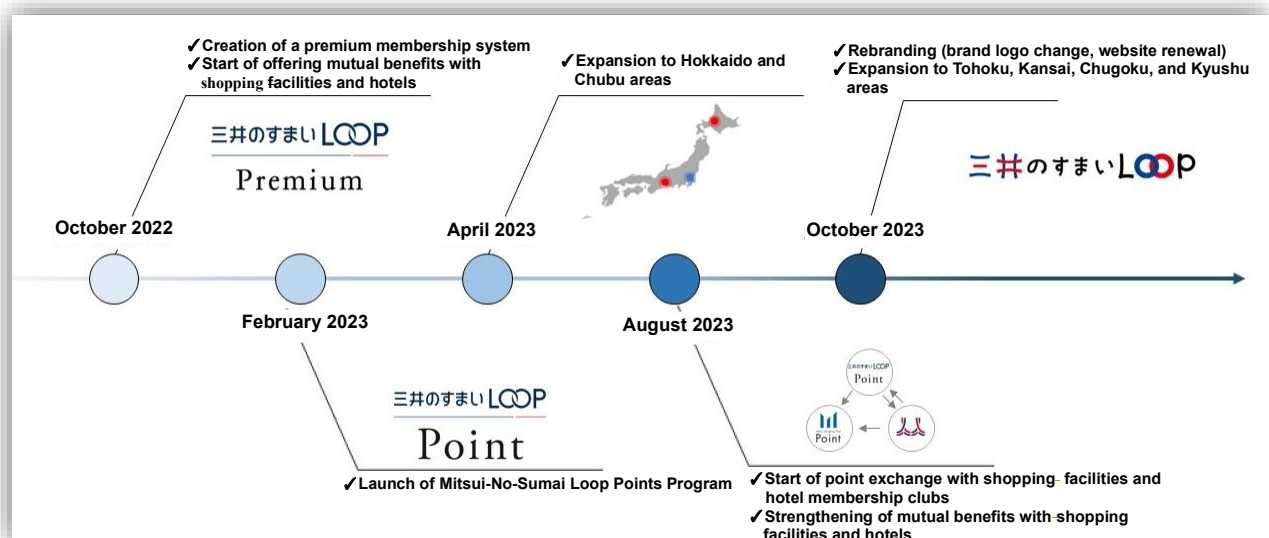
Reference press releases: September 13, 2022 10th Anniversary of Mitsui-No-Sumai Loop, a Service That Enriches Lives

A new member benefits program to be rolled out from October 2022

<https://www.mitsui-fudosan.co.jp/english/corporate/news/2022/0913/>

January 31, 2023 Second Phase of Upgrades to, a Service That Enriches Lives, Mitsui Fudosan Launches New Mitsui-No-Sumai Loop Points Program

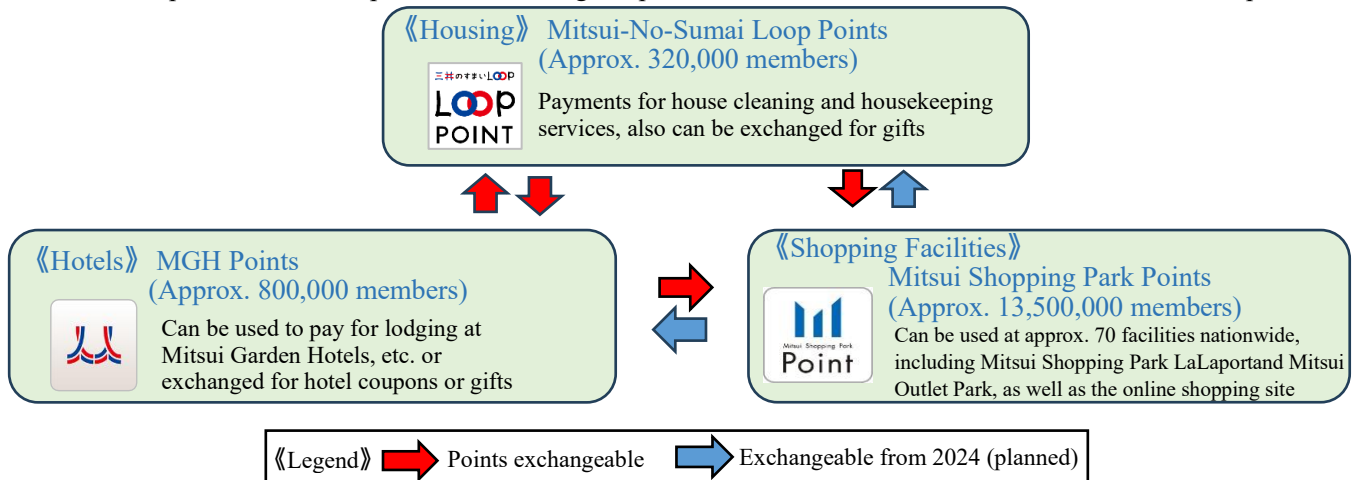
<https://www.mitsui-fudosan.co.jp/english/corporate/news/2023/0131/>



■ Start of point linkage with approximately 15 million members in total and expansion of mutual benefits

《1》Start of point linkage with approximately 15 million members in total

Since August 2023, Mitsui-No-Sumai Loop, a housing-related membership club of the Mitsui Fudosan Group, Mitsui Shopping Park Members Program, a membership club for shopping facilities, and the MGH Rewards Club, a membership club for hotels, have been linked, and points can be exchanged to use the services of other membership clubs. This will promote cross-usage of products and services within the Mitsui Fudosan Group.



《2》Expansion of mutual benefits for loyal members (Mitsui-No-Sumai Loop Premium members, shopping facilities Premium Medal members, and hotel Platinum/Diamond members)

Since October 2022, members with high usage records have been able to use the preferential privileges of other membership organizations, and new privilege services were added in August 2023. As a result, Mitsui-No-Sumai Loop Premium members will enjoy enhanced benefits when staying at hotels, and Mitsui-No-Sumai Loop living-related services (housekeeping, house cleaning, etc.) will be added for Premium Medal members of the Mitsui Shopping Park Members Program for shopping facilities and Platinum/Diamond members of the MGH Rewards Club for hotels, to provide a wider range of services.

◆ Additional benefits for Mitsui-No-Sumai Loop Premium members

MGH Rewards Club benefits

Existing benefits
Service launched October 2022

- Early check-in + 1 hour, late check-out + 1 hour
- Free breakfast with stay (for members only; cannot be used with breakfast-inclusive stay packages) (*2)

Additional benefits
Service launched August 2023

- **10% point award (5% points of the regular room charge is expanded to 10%)**

◆ Additional benefits available to Premium Medal members of the Mitsui Shopping Park Members Program and Platinum/Diamond members of the MGH Rewards Club

Mitsui-No-Sumai Loop benefits

Existing benefits
Service launched October 2022

<Examples of housing-related premium benefits>

- Discounts on the purchase of newly built properties for sale by Mitsui Fudosan Residential
- Discounts on brokerage fees for Mitsui Rehouse
- Discounts on new construction costs for Mitsui Home

Additional benefits
Service launched August 2023

- Housekeeping service
- House cleaning
- Discount coupons for home appliances
- Discount coupons for interiors

(*2) Eligible hotels are THE CELESTINE HOTELS, Mitsui Garden Hotels, and sequence. MGH Rewards Club membership registration and room reservations through the official website are required. Please note that early check-in and late check-out may not be allowed depending on the circumstances of the day (sequence not eligible for the late check-out + 1 hour benefit). Please note that the benefits and services are subject to change.

■ **Rebranding (brand logo change, website renewal, new content expansion)**

《1》 **New slogan: “A smile loop for every day.”**

Mitsui-No-Sumai Loop is a membership service for residents of Mitsui Fudosan Group properties. From the most far-reaching housing support to information on events and excursions that add color to your life, we anticipate customer needs and deliver fun experiences. Enjoy an efficient and stress-free life. Turn everyday moments into lasting memories. We support fun and comfortable lifestyles so that you can relax and enjoy a sense of well-being in your daily life. The convenience of using Mitsui-No-Sumai Loop will put a smile on your face... With this in mind, we have adopted a new slogan: “A smile loop for every day.”



《2》 **Major revisions**

(1) **Change of brand logo**

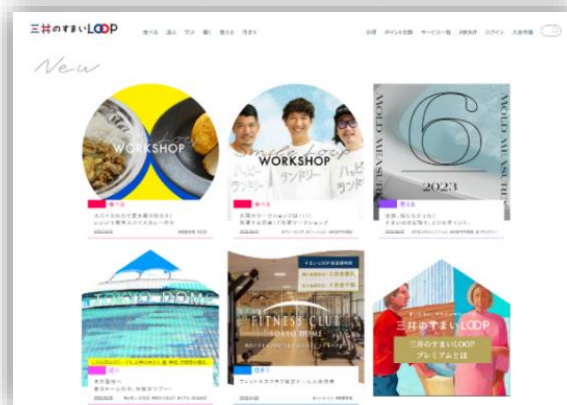
The logo design will be changed to red and blue, the brand colors of Mitsui Fudosan, to remind people that “Loop” is a service provided by Mitsui.



(2) **Website renewal**

We have made significant changes to the visual design and user interface to make it easier for members who visit the site to find the information and services they are looking for. By narrowing down the large number of services into six categories (Eat, Play, Learn, Work, Maintain, and Reside) and adding functions such as the ability to narrow down services by tags, new benefits and services can be discovered, making the site intuitive and enjoyable for daily use.

<Website screen>



* Subject to changes going forward.

(3) Expansion of events and new contents

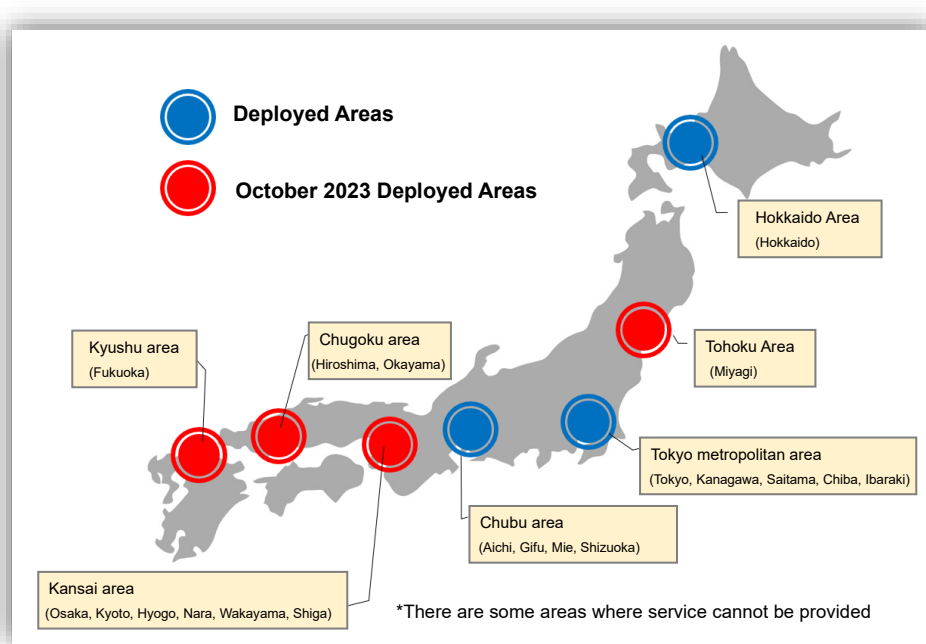
We have been offering a variety of services, including benefits for home-related transactions, house cleaning, housekeeping services, and other living-related services, as well as various discount coupons, but are planning to develop new workshops and other services that are unique to Mitsui-No-Sumai Loop, making the “Loop” experience more enjoyable for more members than ever before.



* Workshop example

■ Service area expanded from the Tokyo metropolitan area

Mitsui-No-Sumai Loop service has been available in the Tokyo metropolitan area since its launch, but was extended to the Hokkaido and Chubu areas from April 2023, and will be extended to the Tohoku, Kansai, Chugoku, and Kyushu areas in October 2023.



(*1) The 22 companies in the residential sector of the Mitsui Fudosan Residential Group (including 2 Mitsui Home Housing Partners):

Mitsui Fudosan Residential Co., Ltd., Mitsui Fudosan Residential Lease Co., Ltd., RESIDENT FIRST Co., Ltd., Mitsui Fudosan Residential Services Co., Ltd., Mitsui Fudosan Residential Service Hokkaido Co., Ltd., Mitsui Fudosan Residential Service Tohoku Co., Ltd., Mitsui Fudosan Residential Service Kansai Co., Ltd., Mitsui Fudosan Residential Service Chugoku Co., Ltd., Mitsui Fudosan Residential Service Kyushu Co., Ltd., MF Living Support Co., Ltd., Mitsui Fudosan Residential Wellness Co., Ltd., Mitsui Fudosan Realty Co., Ltd., Mitsui Fudosan Realty Sapporo Co., Ltd., Mitsui Fudosan Realty Tohoku Co., Ltd., Mitsui Fudosan Realty Chugoku Co., Ltd., Mitsui Fudosan Realty Kyushu Co., Ltd., Mitsui Home Co., Ltd., MITSUIHOME HOKKAIDO CO., LTD., Ibaraki Chuo Home Co. Ltd. (*3), Himeji Home Co. Ltd. (*3), MITSUI HOME ESTATE Co., Ltd., Mitsui Designtec Co., Ltd.,

(*3) Mitsui home housing partner

■ 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, and “Biodiversity” in March 2023. 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/

• Mitsui Fudosan Group Biodiversity Policy

<https://www.mitsuifudosan.co.jp/english/corporate/news/2023/0413/>

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

Goal 11 Sustainable Cities and Communities

