

January 24, 2024

For immediate release

Mitsui Fudosan Co., Ltd.

Mitsui Shopping Park LaLa Terrace HARUMI FLAG Grand Opening Set for March 1, 2024 (Friday)

A new town, HARUMI FLAG to come alive

One of the largest Summit Store supermarkets in Tokyo among 39 stores to open
ZEB Oriented (retail) certification acquired with an eye to a sustainable society

Key Points of this Press Release

- Mitsui Shopping Park LaLa Terrace HARUMI FLAG's grand opening is set for March 1, 2024 (Friday).
- Sports pictogram art to relay the history of the Tokyo 2020 Olympic and Paralympic Games and event space will be set up on the premises to foster human interaction, helping to generate community exchange in the HARUMI FLAG area.
- It has obtained ZEB Oriented (retail) certification with an eye to a sustainable society.
- It will operate as a community-oriented facility collaborating with local facilities, including the Harumi 5-chome Terminal (commonly name: multi-mobility station) transportation hub for the HARUMI FLAG area.

Tokyo, Japan, January 24, 2024—Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will hold a grand opening on Friday, March 1, 2024 for Mitsui Shopping Park LaLa Terrace HARUMI FLAG, the lifestyle-oriented retail facility in the HARUMI FLAG area of the Type 1 Urban Redevelopment Project in the West Harumi 5-Chome District.

Located in the heart of the HARUMI FLAG area being spotlighted as the former site of the Tokyo 2020 Olympic Village*, this retail facility will support the daily lives of nearby Harumi area residents based on the concept of “a new life” starting in “a new neighborhood.”

As a lifestyle-oriented facility, it will make living in the HARUMI FLAG area comfortable, with 39 stores to support local residents' daily lives scheduled to open, including TEAM JAPAN 2020 VILLAGE Cafe & Restaurant CENTRALE, a restaurant serving authentic meals using Good Agricultural Practices (GAP)-certified food ingredients that were also served at the Tokyo 2020 Olympic Village. The facility will also contribute to the local community as a place fostering local exchange in Harumi and the new town through the installation of wall murals, sports pictogram art conveying the history of the Tokyo 2020 Games, and an event space to generate human interaction.

In addition, Mitsui Fudosan obtained ZEB Oriented (retail) certification for the facility by installing solar panels and taking other steps to make it eco-friendly, looking to realize a sustainable society. HARUMI FLAG proactively introduces renewable energy that has less impact on the global environment, including incorporating hydrogen energy in electricity supply for the entire area, aiming for an environmentally friendly neighborhood.

*Mitsui Fudosan is a TEAM JAPAN Gold Partner (real estate development).

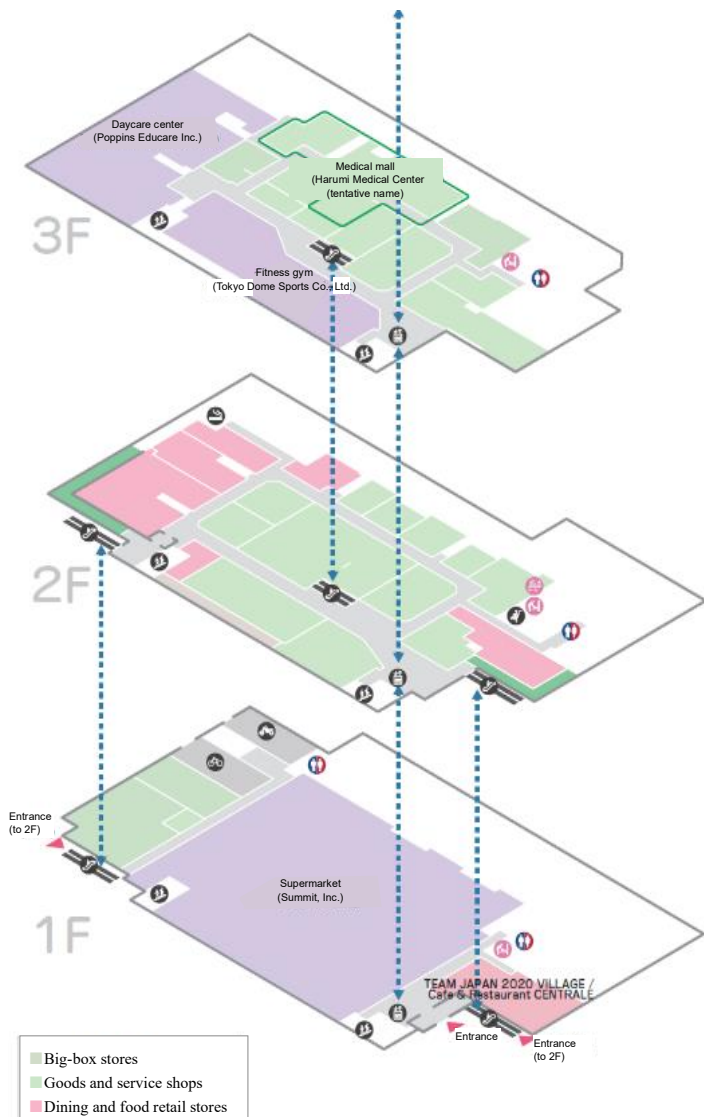
Facility Concept: “A new life” starting in “a new neighborhood”



Exterior image of LaLa Terrace HARUMI FLAG

39 stores to support living in the Harumi area are scheduled to open

39 stores to support daily life in the Harumi area will be opened, including one of the biggest Summit Store supermarkets in Tokyo, a medical mall, a fitness gym, and licensed daycare center.



2F Image of common area

3F Wellbeing



2F Daily Select



1F Daily Market



■ Tokyo 2020 Olympics and Paralympics Sports Pictograms

Sports pictogram art relaying the history of the Tokyo 2020 Games will be installed at the main entrance of the second floor. These sports pictograms were displayed at events on March 12, 2019, 500 days before the Tokyo 2020 Olympics, and on April 13, 2029, 500 days before the Tokyo 2020 Paralympics, respectively. By installing this art at Harumi, which is a unique place in that it is where athletes from around the world stayed during the Tokyo 2020 Games, we aim to pass on the history of the events to future generations.

*Mitsui Fudosan is a TEAM JAPAN Gold Partner



2F Image of entrance

■ Wall Murals

Wall murals symbolizing a new life starting in a new neighborhood will be installed at the facility.

Based on the theme “everyday life in Harumi created by each member of the community,” the artwork depicts the town of Harumi inspired by its history interlaced with scenes of people living their lives. It embodies the hope that every single person who lives in Harumi will love the town.



Image of wall murals

■ Common Space

There will be a common space in front of the third- floor elevator hall for visitors to use as they like. For instance, taking a break from shopping or meeting up with others. In addition to sofa seating for spending time with children, it will have counter seating with charging equipment and a large LED display to create a comfortable space for everyone. As it can also be used as an event space, it can be used in a variety of ways as a hub for human interaction.



3F Image of common space

■ Kids' Space

There will be a kids' space on the second floor for taking a break from shopping where children can also have a good time. It will comply with the Tokyo metropolitan government's "Akachan Furatto*" program by offering amenities such as spacious restrooms that customers can take strollers into with them, a nursing room, and a diaper changing space.

"Akachan Furatto" refers to spaces in Tokyo where breastfeeding, changing diapers, and so forth is possible so that caregivers can feel at ease in going on outings with infants and young children.



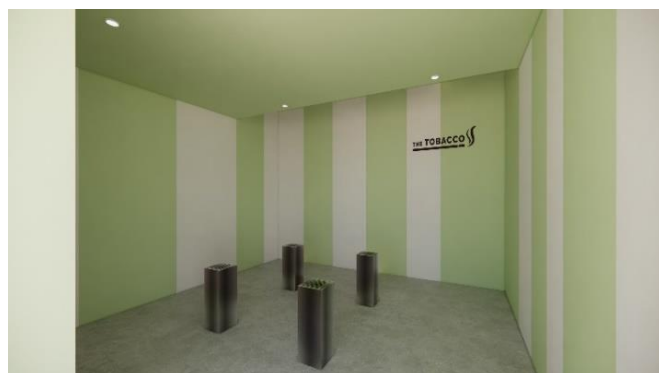
2F Image of kids' space

■ Smoking Room

The facility will have a "THE TOBACCO*" designated smoking area so that smokers and non-smokers can coexist comfortably.

Unlike typical smoking areas that are drab, it will have walls incorporating pastel colors to create a relaxing space to take a break and enjoy a leisurely, well-mannered smoke.

*THE TOBACCO are designated smoking areas operated by cosodo inc.



2F Image of smoking room

Helping realize a sustainable society by operating energy-efficient ZEB Oriented (retail) certified facilities

■ Acquisition of ZEB Oriented (retail) certification in an evaluation based on BELS (Building-Housing Energy-efficiency Labeling System)

This facility obtained ZEB Oriented (retail) certification in an evaluation based on BELS (Building-Housing Energy-efficiency Labeling System) as its design reduces primary energy consumption by 30% or more as part of plans to promote carbon neutral design.



The ZEB Certification system applies to buildings with a total floor area of at least 10,000 m² for which actions are taken to achieve greater energy conservation, in addition to making use of high-performance building envelopes and high-efficiency energy-saving equipment. This facility is classified as a department store under criteria for granting ZEB Certification, defined as reducing primary energy use by at least 30% for facilities such as hotels, hospitals, department stores, restaurants, and meeting places.

The scope of this facility's ZEB Oriented certification covers areas of the commercial building used for the sale of goods ("retail"), excluding areas used for eating and drinking establishments.

■ Use of Hydrogen Energy

Hydrogen will be supplied to HARUMI FLAG via a pipeline from a hydrogen station set up nearby, with pure hydrogen fuel cells installed at each block generating power. Power generated from a pure hydrogen fuel cell at Mitsui Shopping Park LaLa Terrace HARUMI FLAG will be used to supply some of the electricity for equipment such as elevators and air conditioners within the facility. HARUMI FLAG will be the first town in Japan covered by full-fledged infrastructure for hydrogen, which is being spotlighted as an alternative energy source, which will help realize a sustainable society.



Image of pure hydrogen fuel cell



Conceptual diagram of hydrogen supply

■ Introduction of EV Charging Service Using Renewable Energy

The facility will have three pre-bookable EV charging units from PLUGO Inc. installed at the multistory parking structure. Service users will be able to check availability, arrange reservations and make payments through the dedicated My PLUGO mobile device app to ensure a reliable and smooth charging experience.

The Green Charging service is fully powered by renewable energy sources. The environmental value of electricity from renewable energy acquired by the company is allocated to the facility's charging service. This helps realize a carbon neutral society.



Image of EV charger

■ Solar Power Generation

Sixty solar panels will be installed on the facility's rooftop to generate energy on-site. They are expected to provide a daily average of 100 kWh of electricity, which will be used to power common areas.



Image of solar panels

■ Outdoor Landscaping

Greenery will occupy approximately 7,000 m² of plazas, walkways and rooftop plazas surrounding the facility. Also, part of the rooftop parking will have a green wall. This will provide a peaceful, environmentally harmonious shopping space embodying the concept for HARUMI FLAG as an oasis close to water and greenery.



Image of outside landscaping rooftop

■ Energy Saving Initiatives

Initiatives are being taken on both the physical and organizational infrastructure fronts, with energy management utilizing BEMS (Building Energy Management System) to minimize environmental impact even at large commercial facilities that require a lot of energy.

<Key Initiative Details>

1. An energy management system (BEMS) as well as lighting and air conditioning control systems are installed for efficient energy operation and management.
2. Highly insulated exterior walls and roofing, high-efficiency equipment, and LED lighting are used to save energy.
3. The demand control features of power monitoring equipment are used to save energy.
4. The amount of outside air entering the facility is controlled to reduce the air conditioning load.

About Facilities Near the HARUMI FLAG Area

All sorts of facilities that support living in the community are located near Mitsui Shopping Park LaLa Terrace HARUMI FLAG. We will collaborate with these facilities to make the HARUMI FLAG area more convenient and vibrant, contributing to the community's development.



Map of the surrounding area

■ Harumi 5-chome Terminal (multi-mobility station) will be a starting point for HARUMI FLAG area transportation

This multi-mobility station will be created as a transportation hub located next to the facility. In addition to serving as Tokyo Bus Rapid Transit (BRT) and Toei Bus stops, it is scheduled to have a community bicycle port and a pier, which will make transportation more convenient for people living in the HARUMI FLAG vicinity.

HARUMI FLAG is close to central Tokyo, approximately 3.3 km from Tokyo Station and 2.5 km from Ginza, at the junction of Loop Route 2 which connects Toranomon, Shimbashi, Toyosu, and Ariake. The Tokyo Metropolitan Government will establish a multi-mobility station on the adjacent land, from which the BRT, a new transit system with higher performance and greater convenience than conventional route buses, will be in operation and provide direct access to Shimbashi Station and Toranomon.



Image of Harumi 5-chome Terminal (multi-mobility station)

■ Community bicycles will be a convenient way to get around town

Community bicycles are scheduled to be introduced at HARUMI FLAG via the Docomo Bike Share Service. This bicycle sharing service allows users to rent bicycles when they like and return them to any of the service's bicycle ports. Anyone can easily rent a bicycle with the touch of an IC card at a bicycle port. Also, the "Bike Share Service" app can be used to easily check things like how many bicycles are at bicycle ports and their battery levels, as well as your usage history.

A port with space for 15 bicycles will also be set up on the premises of the facility, making daily transportation even more convenient by providing ready access not just to areas near HARUMI FLAG but also large commercial complexes such as Mitsui Shopping Park LaLaport Toyosu (Koto Ward, Tokyo) and Ginza where gourmet and shopping venues abound.



Image of Docomo Bike Share

■ Hub for local activities reopened as the "Harumirai" community center

Hot Plaza Harumi, used and loved by Chuo Ward residents for many years, has reopened as Harumirai, a facility offering a wide array of services to meet the needs of various generations. The first and second floors have cultural and learning facilities such as a cooking studio that serve as a place for local residents to interact, while the third floor and rooftop have fitness equipment to promote everyday health.

In addition, a promenade enabling visitors to travel freely between Mitsui Shopping Park LaLa Terrace HARMI FLAG and the Harumi community center Harumirai has been established in an integrated manner to enliven local exchange.



Exterior image of Harumirai



Image of promenade integrated with Harumirai

■ Chuo-ku Harumi Nishi Elementary School and Junior High Schools to open in April 2024

On a site adjacent to Mitsui Shopping Park LaLa Terrace HARMI FLAG, Chuo Ward Harumi Nishi Elementary School and Harumi Nishi Junior High School are scheduled to open in April 2024.

The elementary and junior high schools will have their own separate spaces in one building and share facilities such as a gymnasium and pool. About 6,000 m² of the school yard to be covered with artificial turf, with plans to loosely divide the space into separate areas for the elementary and the junior high school while also allowing for its integrated use.



Computer-generated image of planned completed Harumi Nishi Elementary School and Harumi Nishi Junior High School (tentative names)

■ Harumi Terminal Park

Harumi Terminal Park was established by the Tokyo Metropolitan Government Bureau of Port and Harbor, and opened in October 2022. It is a place for people to gather and relax. You can spend time with your family at the multi-purpose plaza while taking in the spacious view of Tokyo Bay with Rainbow Bridge right before your eyes, or enjoy jogging. In addition, there is a playground with large playground equipment surrounded by lawn, and a flowering tree terrace where you can view the cherry blossoms bringing color to spring.

Moreover, ConnecT HARUMI has opened. It is a new kind of café that serves as a fresh venue for interaction. It can be used as a space for enjoying all sorts of activities according to visitors' needs, from getting together with family or friends to co-working.

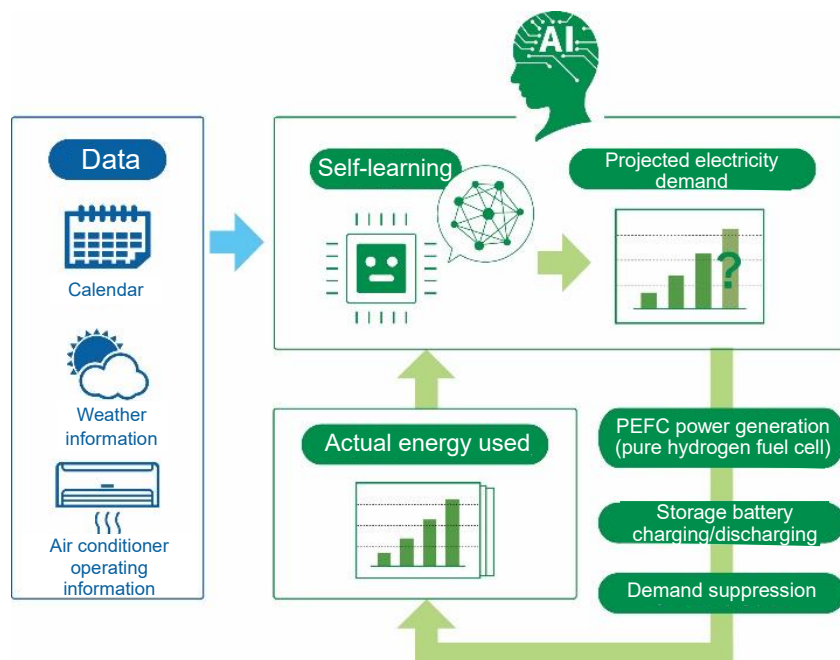


Image of Harumi Terminal Park

■ AEMS: Deployment of HARUMI AI-AEMS

As a large-scale urban development comprising 23 residential buildings with 5,632 units as well as retail properties, HARUMI FLAG's energy demand is expected to be substantial. HARUMI AI-AEMS, an AEMS with an AI-based electricity demand forecasting feature, is being installed at HARUMI FLAG because complex energy management will be needed to utilize multiple infrastructures using alternative energy such as hydrogen and solar power.

HARUMI AI-AEMS works with all energy management systems in the area: the block-based Mansion Energy Management System (MEMS), the residential unit-based Home Energy Management System (HEMS), and the retail unit-based Building Energy Management System (BEMS). It aims to realize efficient energy management and carbon neutrality through centralized management of a vast amount of data on energy information in each district using an area network that connects the entire HARUMI FLAG town.



Conceptual diagram of AI AEMS

Reference: About the lifestyle park retail facility Mitsui Shopping Park LaLa Terrace

Based on the concepts of lively neighborhoods and a colorful everyday life, these facilities aim to offer suburban residents a sophisticated lifestyle as highly convenient retail facilities that bring together, among others, fashion, restaurants, and the medical and other service functions the community needs, around a core of supermarkets, general merchandise stores and so on.

Mitsui Shopping Park LaLa Terrace MINAMISENJU (Arakawa-ku, Tokyo, opened in 2004), Mitsui Shopping Park LaLa Terrace MUSASHIKOSUGI (Kawasaki, Kanagawa, opened in 2014), and Mitsui Shopping Park LaLa Terrace TOKYO-BAY (Funabashi, Chiba, opened in 2023) are currently operating, and Mitsui Shopping Park LaLa Terrace Kita-Ayase (tentative name) (Adachi-ku, Tokyo, scheduled to open in summer 2025) is under development.



Reference: About stores in the condominium district

There will be eight stores, including a post office, medical clinic, and convenience store

Stores are also scheduled to open in spaces on the first floors of the residential buildings of PARK VILLAGE and SUN VILLAGE, which face HARUMI FLAG's main street—Flag Avenue. There will be a post office, dental clinic, convenience store, laundry-related store, liquor store/brewery, and child education center that support the daily lives of residents and enhance convenience.

【Site Information Map】



- 1: fimm/eyja personal training and maintenance facility
- 2: ProgLab Harumi offering computer programming classes
- 3: LOCOK Learning Park offering early childhood education, exercise, and training
- 4: Harumi Nishi Post Office
- 5: HARUMI Dental and Orthodontic Clinic
- 6: FamilyMart HARUMI FLAG convenience store/LORANS flower shop
- 7: WASH&FOLD HARUMI FLAG, a laundromat that also offers various laundry-related services
- 8: Shibata Liquor Store Harumi/Harumi Beer Brewery, specializing in brewing, liquor retail, sales, etc.

【Attachment 1】 Mitsui Shopping Park LaLa Terrace HARUMI FLAG Project Overview

Location	5-2-31 Harumi, Chuo-ku, Tokyo
Facility name	Mitsui Shopping Park LaLa Terrace HARUMI FLAG
Site area	Approx. 121,632 ft ² (11,300 m ²)
Structure/scale	Steel structure (reinforced concrete for part of the structure), 3 floors above ground, 1 floor below ground, 1 penthouse floor
Total floor area	Approx. 213,126 ft ² (19,800 m ²)
Store area	Approx. 108,716 ft ² (10,100 m ²)
Number of stores	39 stores
Number of parking spaces	104
Access	16 minutes on foot from Kachidoki Station, Toei Oedo Line
Schedule	Construction: Building construction started July 2018, began interior work October 2022 Completion: August 2023 Opening: March 1, 2024 (scheduled)
Architect	Basic design: Nikken Sekkei Ltd., Sumitomo Mitsui Construction Co., Ltd. (SMCC) First-class registered architectural firm Final design/supervision: SMCC First-class registered architectural firm
Contractor	Tokyo Building Construction Branch, SMCC
Environmental design	Land Art Labo Inc.
Operation and management	Mitsui Fudosan Retail Management Co., Ltd.

【Attachment 2】 HARUMI FLAG Project Overview

<A new neighborhood of residential and retail properties developed on the site of the Olympic Village of the 2020 Tokyo Olympic and Paralympic Games>

HARUMI FLAG is a Type 1 Urban Redevelopment Project in the West Harumi 5-Chome District undertaken by the Tokyo Metropolitan Government, with 11 designated builders engaged in construction. On a large development area of approximately 13 hectares. HARUMI FLAG will have a total of 24 buildings, including 5,632 residential units (built-for-sale and rental housing) and retail properties. With childcare facilities, assisted living, and shared housing, etc., it is a neighborhood creation plan offering diverse lifestyles with a population of around 12,000.



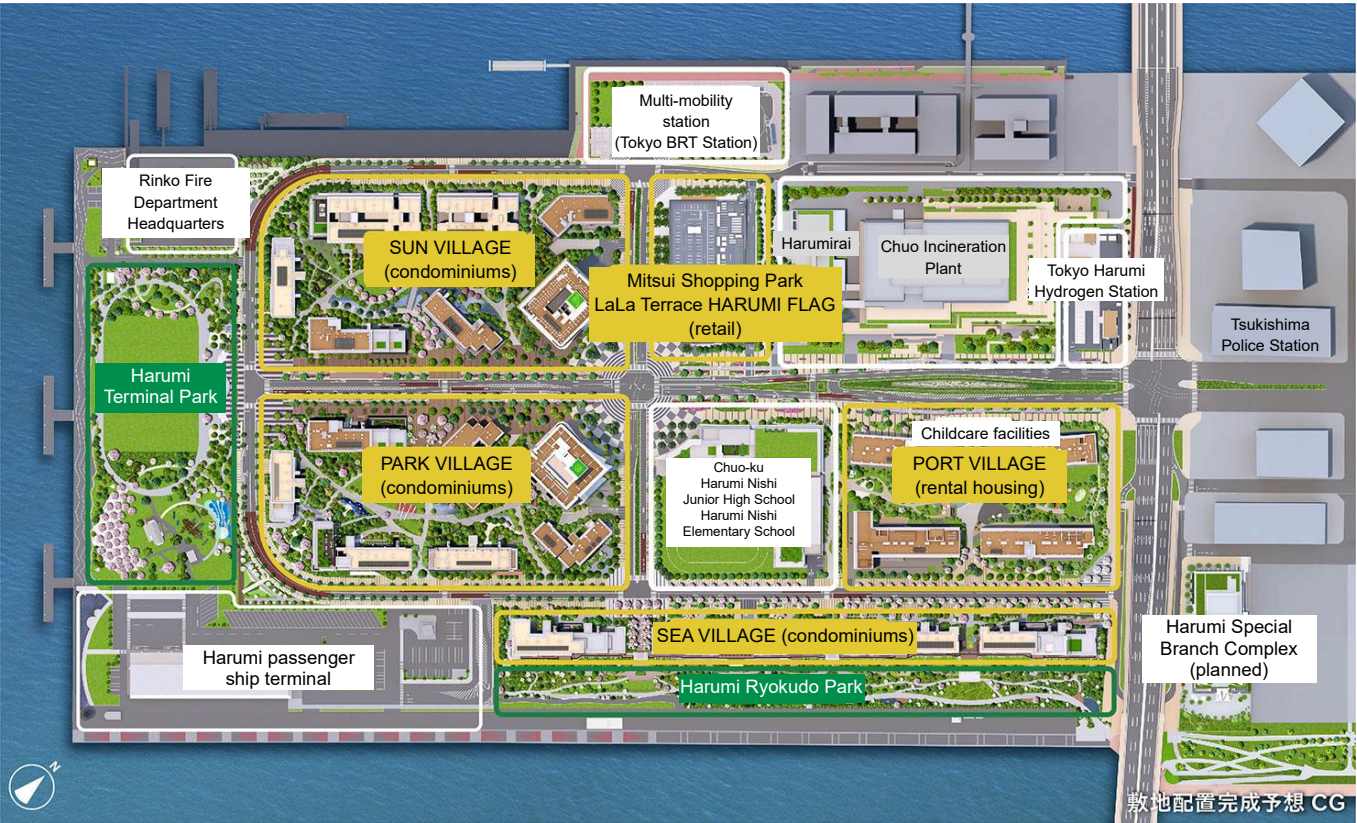
CG illustration of completed exterior

	PORT VILLAGE	SEA VILLAGE	SUN VILLAGE	PARK VILLAGE	Mitsui Shopping Park LaLa Terrace HARUMI FLAG
Main purpose	Rental housing (including senior housing and shared housing), assisted living, and childcare facilities	Condominiums	Condominiums, stores	Condominiums, 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 (26,300.14 m ²)	254,386 ft ² (23,633.20 m ²)	403,014 ft ² (37,441.27 m ²)	378,629 ft ² (35,175.79 m ²)	122,233 ft ² (11,355.86 m ²)
Number of buildings	4	5	7	7	1
Number of residential units	1,487 units	686 units	1,822 units	1,637 units	—
Floors	(Plate-type building) 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 (Tower building) 50 floors above ground, 1 floor below ground	(Plate-type building) 14–18 floors above ground, 1 floor below ground (Tower building) 50 floors above ground, 1 floor below ground	3 floors above ground, 1 floor below ground
Automobile parking spaces	312	313	831	758	104

【Attachment 3】 Map

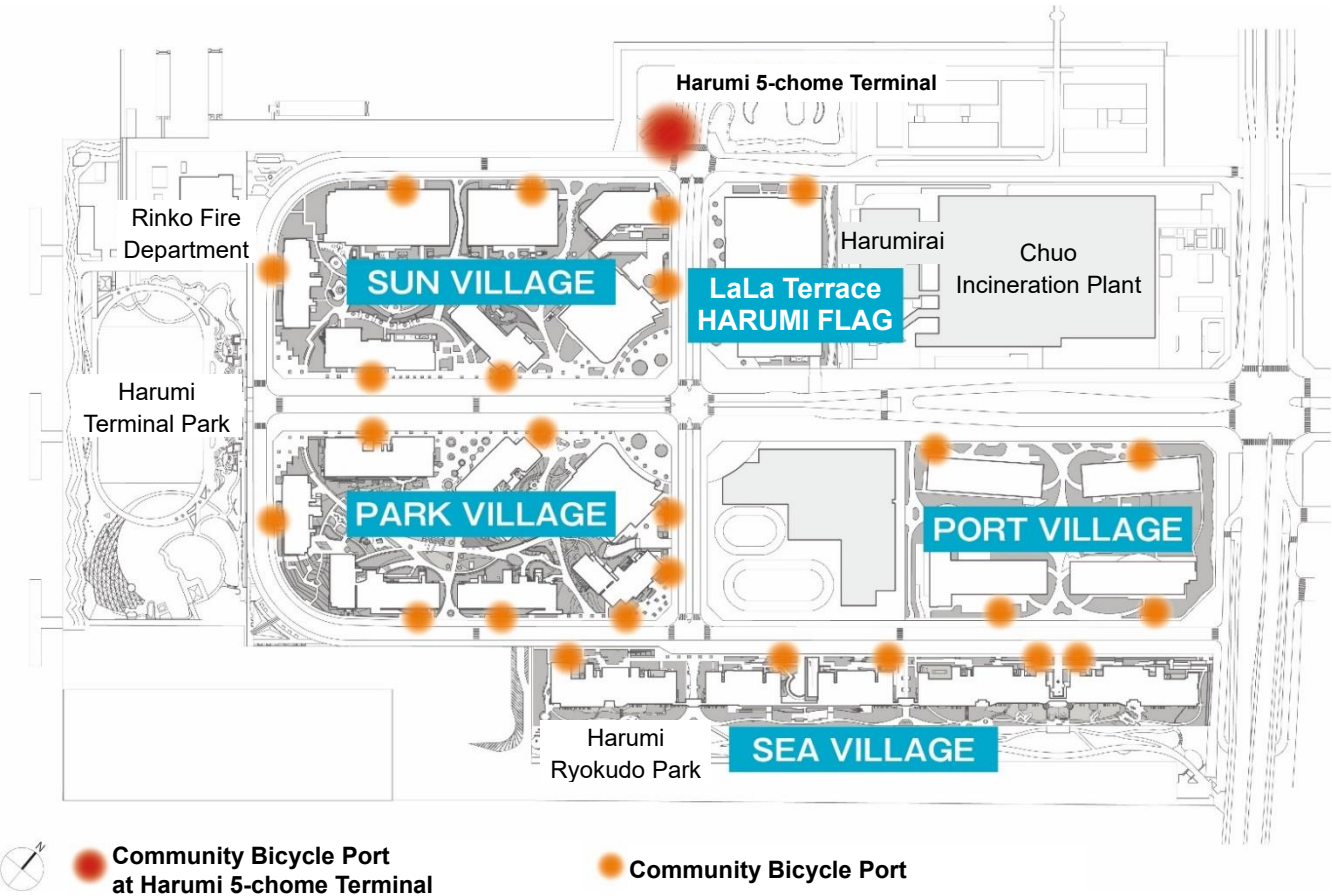


【Attachment 4】 Site layout



【Attachment 5】 Supplemental access map

<Community Bicycle Port>



<Planned BRT Stops>



【Attachment 8】 Mitsui Fudosan Lifestyle Park-type Retail Facilities (as of January 2024)



【Attachment 9】 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 “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 six of the UN's SDGs.

Goal 7 Affordable and Clean Energy
Goal 8 Decent Work and Economic Growth
Goal 9 Industry, Innovation and Infrastructure
Goal 11 Sustainable Cities and Communities
Goal 13 Climate Action
Goal 17 Partnerships for the Goals



**SUSTAINABLE
DEVELOPMENT
GOALS**