

SOCO HAUS, a new series of sharing-oriented rental residences that propose daily living suited to tenants' lifestyles and values

First Project in the Series: SOCO HAUS KORAKUEN

Tenant occupancy to commence on March 15, 2024

Tokyo, Japan, March 7, 2024 – Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, announced today that tenant occupancy of SOCO HAUS KORAKUEN, a sharing-oriented rental residence for women living alone that proposes daily living suited to their lifestyles and values (“the property”), will commence on March 15, 2024.

SOCO HAUS is a new series of rental residences that fulfill the desire for “unburdened and enriched living” in the city by proposing daily living suited to tenants’ lifestyles and values, with a focus on personal preferences. Mitsui Fudosan Residential announced the SOCO HAUS brand in August 2023 as a residence that fulfills the desire for “unburdened and enriched living” in the city for young people living alone at a time when rents in urban areas continue to rise. SOCO HAUS KORAKUEN is the first project in the series.

As a rental residence for young women living alone, the property offers compact yet elegant private room spaces and amenities, such as common areas including a kitchen studio and library, and furniture and appliances that are difficult to attain for people living alone. It also features concepts and spaces designed in collaboration with companies that share the concept of “unburdened and enriched living” in the city, delivering a range of experiences and services for tenants at the property.

Based on assumptions of tenants’ daily living challenges derived from demonstration trials, we mainly used owned media (social media and SOCO HAUS brand website) to promote the property and advertise for tenants with a focus on solving these challenges. Tours of the property organized for potential tenants started from February 10 and have attracted more than 300 reservations.*

Based on the Mitsui Fudosan Residential brand concept for its entire housing business of “Life-styling x improving with age,” Mitsui Fudosan Residential will continue to deliver products and services that fulfill the needs of diversifying lifestyles, while working to build a sustainable society and contribute significantly toward achieving the SDGs by promoting the creation of safe, secure, and pleasant neighborhoods.



Entrance

Lounge

Features of SOCO HAUS KORAKUEN

1. **Sharing-oriented rental residences with various common areas appointed with thoughtfully selected furniture pieces and home electric appliances to realize “unburdened and enriched living”**
2. **Provides new experiences to tenants by making the most of the property’s features in collaboration with companies**
3. **Pioneered DTC real estate leasing model by attracting tenants mainly via social media and official website and receiving a big response**

* Total number of tour reservations from December 18, 2023 to March 6, 2024.

1. Sharing-oriented rental residences with various common areas appointed with thoughtfully selected furniture pieces and home electric appliances to realize “unburdened and enriched living”

The property aspires to make “unburdened and enriched living” in the city a reality, placing infrequently used furniture and home electric appliances outside of private rooms (i.e., in common areas), thereby securing space in private rooms that may be used freely while keeping the rooms compact. Common areas are designed with elegant spaces, appointed with thoughtfully selected furniture pieces and home electric appliances to propose an enriched living experience.

The property offers common areas that enrich daily living such as a lounge with designer lighting and vintage furniture, a library with hundreds of publications thoughtfully selected by a diverse group of creators, a theater room equipped with a massive, approximately 100-inch screen, a training room providing a range of stretching and Pilates equipment, and a kitchen studio equipped with stylish cooking appliances and convenient and spacious work table. It also provides quality equipment such as a laundry room with high-end, overseas brand front loader washing machines and services that have a high affinity with tenants’ lifestyles and values such as a bike-sharing service offering cross bicycles, a grocery store selling food and household items with a self-checkout system, water server, and personal training. Private rooms offer spacious storage shelves and closets, and wall-mounted pegboards that allows tenants to decorate their rooms freely, giving more scope to customize interiors to reflect personal tastes and preferences.



Lounge



Fireplace



Library



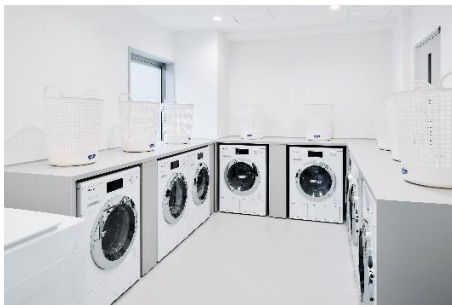
Theater room



Training room



Kitchen studio



Laundry room



Private room (model room)



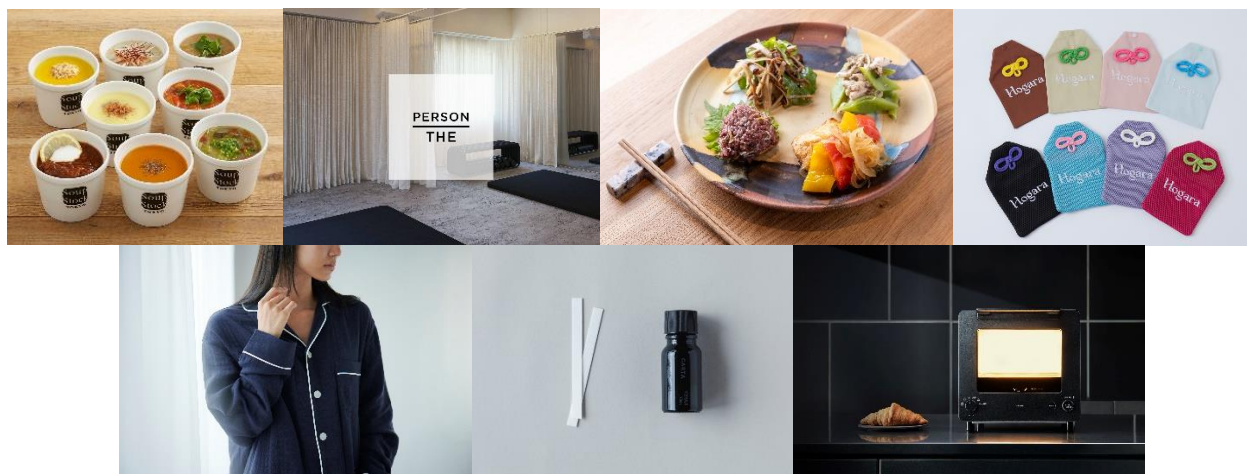
* Furniture and interior décor are not provided with the private rooms.

2. Provides new experiences to tenants by making the most of the property’s features in collaboration with companies

The property will offer services that fulfill tenants’ desire for “unburdened and enriched living” in the city in collaboration with companies that share the concept. Collaboration is planned with a broad range of companies. Pop-up sales of products at the grocery store offer a seamless link between daily living and retail. The property also refers personal trainers and cooking classes, and a trial menu for these services. Tenants are invited to become consumer testers monitors to provide feedback of what a product is like to use, and products are developed that reflect tenants’ feedback. The property will mark the start of collaboration projects with new companies.

<Main collaboration projects>

- Soup Stock Tokyo (Soup Stock Tokyo Co., Ltd.): Sale of frozen soups and retort (boil-in-a-bag) curries at grocery store
- The Person (stadiums Inc.): Provides a stretching and body care menu to address individual physical problems
- Otonami (Japan Culture and Technology, Inc.): Holds cooking classes in the kitchen studio
- Hogara (Toyoshima & Co., Ltd.): Offers consumer testing experience of HogaLife Support services
- TENTIAL (TENTIAL Inc.): Offers TENTIAL product experience program to support physical conditioning
- CARTA: Holds fragrance product development workshops
- TWINBIRD (TWINBIRD Corporation): Supplies products used in kitchen studio, laundry room, etc.



Collaboration projects (image)

* Some services charge a fee. Details of collaboration projects are subject to change.

3. Pioneered DTC real estate leasing model by attracting tenants mainly via social media and official website and receiving a big response

During the planning process of SOCO HAUS KORAKUEN, field trials of employee monitors who have similar personal preferences to the project's target customers were carried out through MAG!C, the Mitsui Fudosan Group's business proposal system. The monitors were asked to stay at a property in Tokyo for about a month, and the issues and needs in their everyday life were surveyed through questionnaires and in-depth interviews. Based on this survey, the property was planned and promoted with a focus on target customers' familiar daily life issues and solutions to these issues. Mitsui Fudosan Residential attracted tenants mainly using social media and the brand website, registering more than 900 people as members. Reservations for tours of the property could only be made via the official website. The response was excellent, with more than 300 reservations in total.

■ Overview of SOCO HAUS KORAKUEN

Location	26-9 Kasuga 2-chome, Bunkyo-ku, Tokyo (listed address)
Access	9 minutes' walk from Korakuen Station on the Tokyo Metro Marunouchi Line and Namboku Line
Structure/scale	9 minutes' walk from Kasuga Station on the Toei Oedo Line and Mita Line
Site area	Steel-framed reinforced concrete construction, 6 floors above ground / 1 floor below ground
Floor plan	8,127ft ² (755.03m ²)
Unit area	1 Bedroom
Units	171.15–193.75ft ² (15.90 – 18.00m ²)
Timing of completion	Total 76 units
Timing of tenant occupancy commencement	February 2024
Project operator	March 15, 2024 (planned)
Architect/Builder	Mitsui Fudosan Residential Co., Ltd.
Eligible tenants	GOOD PLACE Co., Ltd.
Brand website URL	https://www.soco-haus.com/ (Only in Japanese)

■ Creators involved with the brand

SOHO HAUS KORAKUEN features concepts and spaces designed in collaboration with various creators who skillfully capture and express the contemporary milieu of the times.



Creative direction: SUISEI, Inc.

SUISEI, Inc. is a hotel design production company headquartered in Kyoto. SUISEI's hotel development and management portfolio includes properties such as HOTEL SHE, a boutique hotel with locations in Osaka and Kyoto; Korinkyo, a small luxury hotel in Kanazawa; and HOTEL CAFUNE, which is Japan's first postpartum care resort. SUISEI has produced numerous hotels and retail facilities throughout Japan.



Architect: Yoshiaki Nagasaka (Hitotomori)

Born in 1970 in Osaka, Japan. Started work at Ando Corporation, Design Integration Department in 1992. Established Hitotomori in 2019. Mr. Nagasaka runs Guesthouse Hitotomori, which is located next to his office. Additionally, Mr. Nagasaka has worked on projects such as the design of TERRA, a welfare facility in Osaka, and the interior design of Korinkyo, a hotel in Kanazawa.



Art Direction/Logo Design/Web Design: Asuka Wakida and Hiyori Yamaguchi

Asuka Wakida: Born in 1993. After graduating from the Tokyo University of the Arts, Graduate School of Design, she worked at cozfish and then became an independent art professional. She strives to live an enriched life while engaging in design for a variety of cultures. (Ms. Wakida is pictured in the photo to the left.)

Hiyori Yamaguchi: Born in 1998 in Fukui Prefecture. After graduating from the University of Tsukuba, School of Art and Design, Visual Communication Design, she worked at an advertising agency and is currently active as a freelancer.

■ About the Mitsui Fudosan Group's Business Proposal System, MAG!C

MAG!C was created in fiscal 2018 as the Mitsui Fudosan Group's business proposal system. The purpose of the system is to transform the Mitsui Fudosan Group into an industry developer; a platformer that harnesses innovation to go beyond the scope of a real estate developer. This innovation begins with the ideas of Group employee and brings together other members of the company to shape those ideas into plans and make them a reality. In principle, those who propose a business are given responsibility for it and take the lead in moving the proposed business forward. (SOCO HAUS Business Leader: Keisuke Fujiwara, Manager, Business Office, Business Creation Department)

■ 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/>

- 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 saving energy by improving the performance and durability of homes and promoting the introduction of renewable energy as well as 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 11 Sustainable Cities and Communities
Goal 12 Responsible Consumption and Production
Goal 17 Partnerships for the Goals

