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## **Mitsui Fudosan Selected as a “Nadeshiko Brand” for the Third Consecutive Year for Its Outstanding Efforts in Encouraging Women’s empowerment**

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Tokyo, Japan, March 21, 2024 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has been selected as a “Nadeshiko Brand”\* for the third straight year in recognition of its various initiatives for the promotion of women's active participation as an enterprise that is outstanding in terms of encouraging women’s empowerment in the workplace. The “Nadeshiko Brand” is a joint initiative by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE) to select such companies.

The “Nadeshiko Brand” was significantly overhauled in FY2022. It now goes beyond evaluating the quantity of companies’ efforts to promote active roles for women to also emphasize whether their systems and measures for encouraging women’s empowerment in the workplace are linked to management strategies. From FY2023, evaluation items have been expanded to include “support for dual careers and co-parenting (support for balancing both professional and private lives regardless of gender).”



Mitsui Fudosan was commended and selected as a “Nadeshiko Brand” in recognition of its systems and various types of initiatives linked to its strategy of incorporating diverse perspectives in neighborhood creation, the core of its value creation, as well as its various measures to advance both supporting career development and dual careers and co-parenting.

\*The “Nadeshiko Brand” is an initiative where METI and TSE jointly select listed enterprises for their outstanding efforts in encouraging women’s empowerment. The initiative aims to introduce certain TSE-listed enterprises that are outstanding in terms of encouraging women’s empowerment in the workplace as attractive stocks to investors with an emphasis on improving medium- and long-term corporate value, thereby stimulating investment in such enterprises and accelerating the efforts of these listed companies.

### **■ Positioning of the Mitsui Fudosan Group’s Promotion of Women’s Active Participation**

The Mitsui Fudosan Group has positioned furthering diversity and promoting active roles for women as infrastructure underpinning the initiatives set forth in its long-term management vision, VISION 2025, and as management strategies for advancing its unwavering basic strategy of customer-centered management, and providing products and services that satisfy diverse customers. In addition, the Group has made promoting women’s participation a key theme in its Diversity & Inclusion Initiative Policy, and is taking various measures to do so after setting KPIs and a qualitative action plan.

### **■ Mitsui Fudosan Group’s System of Advancing Support for Career Development and Dual Careers and Co-parenting**

With the promotion of active roles for women, the Mitsui Fudosan Group has formulated and is making Group-wide efforts to undertake eight measures to achieve the following two priority objectives.

#### **1. We will create an environment where people want to work long-term, where everyone can respect each other’s values and lifestyles, including whether they care for children or others, regardless of gender**

- (1) Changing awareness throughout the organization and among managers (unconscious bias training, etc.)
- (2) Supporting childcare and leave to care for others (system enhancement, training, paternity leave promotion, etc.)
- (3) Developing a return entry system
- (4) Forming flexible workstyles that cater to individual positions and fields

#### **2. We will change awareness within the organization for promoting female participation and raise the motivation of female employees as well as support their career development.**

- (5) Changing awareness throughout the organization and among managers (diversity and inclusion training, etc.)
- (6) Developing mentor/sponsor systems for women employees
- (7) Forming a working group to promote active roles for women
- (8) Holding in-house events to encourage interaction

In addition, apart from these measures, the Mitsui Fudosan Group is also carrying out the following various initiatives to advance support for career development and for dual careers and co-parenting.

### <Measures to Support Career Development, etc.>

- Development plans for women employees in management or pre-management positions
- Lectures and discussion groups for in-house and outside role models
- Mitsui Fudosan Group joint training, Get Connected and Grow Project (started in FY2022. Cumulative participation of more than 6,000 people)



A lecture and discussion group with a woman executive officer



Mitsui Fudosan Group joint training “Get Connected and Grow Project “

### <Measures to Support Dual Careers and Co-parenting>

- Superflex work time system with no core time
- Remote work system (enabling work from places such as the home or Mitsui Fudosan-operated multisite shared offices WORKSTYLING)
- Personnel Department staff conduct personal interviews with all employees once a year to assess their circumstances and requirements
- Self-reporting system related to career aspirations, etc.
- Subsidy system for expenses related to babysitters, afterschool care and housekeeping
- Daycare centers inside worksites (Usable by Mitsui Fudosan employees regardless of gender. Also available for spot uses such as one-off care)



Mitsui Fudosan-operated multisite shared offices WORKSTYLING

Daycare center inside a worksite

For more on the Mitsui Fudosan Group’s efforts to promote active roles for women, please also see the website below.

[https://www.women.mitsuifudosan.co.jp/index\\_en.html](https://www.women.mitsuifudosan.co.jp/index_en.html)

### ■ Mitsui Fudosan Selected for Inclusion in the MSCI Japan Empowering Women Index (WIN) for Six Consecutive Years

Mitsui Fudosan, which has engaged in promoting women’s active participation, has for six consecutive years been selected in the MSCI Japan Empowering Women Index (WIN) comprised of companies with outstanding results in promoting the advancement of women and gender diversity. It has also given the highest possible rating of Group 1 on the Morningstar Japan ex-REIT Gender Diversity Tilt Index and is in all six indexes covering Japanese stocks that have been adopted by the GPIF as benchmarks for investment decisions.

### ■ Mitsui Fudosan Group’s Contribution for SDGs [https://www.mitsuifudosan.co.jp/english/esg\\_csr/](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/](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 two of the UN’s SDGs.

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| Goal 5 Gender Equality                 |
| Goal 8 Decent Work and Economic Growth |

