

— Enjoyably Engaging in Realization of Carbon Neutrality While Enriching People's Daily Lives —

Housing Industry First*1 to Award Points to be Redeemed for Rewards for Reducing CO2 in the Home

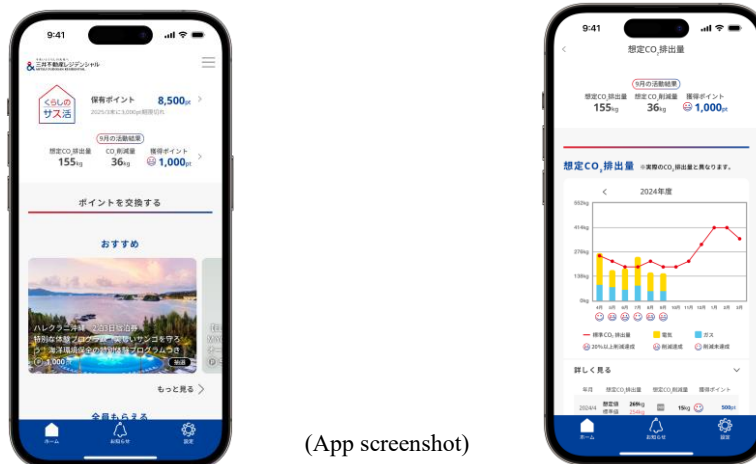
Start Providing the Sustainable Living Program (“Sus-Katsu Program”) App Service

From now on, will install in turn in new properties in the Tokyo metropolitan area and in condominium properties previously developed

Tokyo, Japan, April 26, 2024 - Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, TEPCO Energy Partner, Incorporated, Familynet Japan Corporation, Tokyo Gas Co., Ltd. and Sumitomo Mitsui Banking Corporation launched the Sustainable Living Program*2 (the “Sus-Katsu Program”) on December 1, 2022, for the purpose of enjoyably engaging in sustainable CO2 reduction initiatives while enriching people's daily lives, and have now started offer the Sus-Katsu Program app services.

The app visualizes CO2 emissions and reductions for each housing unit, and automatically awards points each month based on the volume reduced and participation in related events. Points accumulated through the app can be redeemed for various types of rewards, adding ease and fun to tackling the reduction of CO2. The app will also enable residents to look back and compare their reductions with targets, further incentivizing them to reduce CO2 in a realistic manner. This app will provide a variety of support to lead to sustainable and efficient CO2 reduction.

This app started with installations in Mitsui Fudosan Residential's new condominiums in the Tokyo metropolitan area. Going forward, the app will be installed in new properties in the Tokyo metropolitan area and then expand in turn to encompass 240,000 previously developed condominiums, providing an environment to promote enjoying reducing CO2 in a sustainable manner and enriching people's lives.



(App screenshot)

Key Points of this Release

1. Installation of the Sus-Katsu Program app will automatically visualize CO2 reductions in the home
2. Points are automatically awarded in the app depending on CO2 reductions, and these can be exchanged for various types of rewards
3. More participating partners will be added, providing even more attractive rewards and experiences
4. To be installed in Tokyo metropolitan area properties and then to 240,000 previously developed condominiums

1. Installation of the Sus-Katsu Program app will automatically visualize CO2 reductions in the home

Of the Mitsui Fudosan Group's greenhouse gas emissions, 88% are emissions outside the organization (Scope 3). A high percentage of those external emissions are CO2 emissions generated when people move into properties and so forth, and measures to help reduce CO2 emissions after moving in are also important. On the other hand, not knowing exactly what to do to help and a lack of motivation to participate in decarbonization activities are issues from the consumer's point of view. Using the app developed by Familynet Japan automatically visualizes the amount of CO2 used and reduced by linking such data as the amount of electricity and gas provided to each household by Familynet and Tokyo Gas, respectively.

2. Points are automatically awarded in the app depending on CO2 reductions, and these can be exchanged for various types of rewards

Using the app automatically awards points based on the amount of CO2 reduced, and accumulated points can be exchanged for various rewards, or the opportunity to receive them. Residents can look back and compare reduction targets with actual usage to reduce CO2 emissions throughout the year in a more realistic manner. Every household resident can use the app, providing opportunities to accumulate points through participating in related events in addition to day-to-day CO2 reductions. Using this app will provide various types of support to sustainably and effectively reduce CO2.

App screenshot



3. More participating partners will be added, providing even more attractive rewards and experiences

To support the reduction of CO2 there will be even more attractive rewards and experiences on offer as the Nippon Badminton Association and Mitsubishi Chemical Cleansui Corporation join the partners who have supported the Sus-Katsu Program summer and winter campaigns up until now. Rewards are planned to be added and updated as needed to encourage the reduction of CO2 in homes in a fun and sustainable manner.

Examples of rewards

■ Nippon Badminton Association

- Sus-Katsu Program supporter invitational seats at the BWF World Tour DAIHATSU JAPAN OPEN 2024 and a special badminton experience

■ TOKYO UNITE

- Invitation to Sus-Katsu Program seats with a lounge for FC Tokyo home games at the Japan National Stadium and a

Japan National Stadium tour

- Invitation to a secret party room tour to watch a Yomiuri Giants home game

■ Shiki Theatre Company

- Pair tickets to the Shiki Theatre Company's musical, "Ghost and Lady" and original Shiki Theatre Company sustainable merchandise gift set only for Sus-Katsu Program users

■ Tokyo Dome Hotel

- Invitation for an accommodation plan that offsets CO2 generated by a stay at the Tokyo Dome Hotel 待

■ Halekulani Okinawa

- Invitation for sustainable tourism (participation in a coral development program activity)

■ ELEMENIST

- Original Sus-Katsu Program new lifestyle support gift box, etc. Provision of sustainable merchandise sets useful for a new lifestyle

■ Mitsubishi Chemical Cleansui Corporation

- Easily usable purifier pitcher with high water purification capabilities. Using the pot-style pitcher enables using water resources with a small burden on the environment and enables more than 90% reduction of greenhouse gas emissions compared to recycled PET bottles

Examples of rewards



4. To be installed in Tokyo metropolitan area properties and then to 240,000 previously developed condominiums

Installation of this app started at PARK HOMES Suginami Kugayama and PARK HOMES Kichijoji Kita The Garden (official website (in Japanese): <https://www.31sumai.com/mfr/X2113/>). Going forward, installations will progress through properties in the Tokyo metropolitan area. Plans are also to gradually expand installations to 240,000 condominium properties Mitsui Fudosan Residential has previously developed.

*1 Based on Mitsui Fudosan Residential's research.

*2 The Sustainable Living Program ("Sus-Katsu Program") serves as an initiative for bolstering CO2 reduction efforts as part of people's daily lives by urging people to take part in such efforts and making appealing rewards and other such incentives available to program participants. According to Japan's Ministry of the Environment, the residential sector accounted for approximately 15% of the nation's CO2 emissions during fiscal 2021, which highlights the importance of reducing CO2 emissions from households when it comes to achieving a low-carbon society. Meanwhile, from the perspective of residents,

there are challenges such as not knowing specifically what they should do. With this situation in mind, Mitsui Fudosan Residential is engaging in the Sus-Katsu Program in hopes of helping to reduce CO2 emissions in the residential sector by establishing a framework for bolstering CO2 reduction initiatives enlisting efforts of Sus-Katsu Program partners, and by underpinning carbon neutrality initiatives that are personalized as well as enjoyable and capable of being sustained on an ongoing basis by offering participants special experiences and products through affiliated partners who have endorsed the program.

■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

(References)

- Group Long-Term Vision Formulated
<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>
- Group Materiality
https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/

■ 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 outlined in this release are designed to help address the following three Sustainable Development Goals (SDGs).

