

For immediate release

June 10, 2024

Mitsui Fudosan Co., Ltd.

—Pursuing Neighborhood Creation that Utilizes the Power of Sports— Concluded Partnership Agreement with New Zealand Rugby To Support the All Blacks as a Regional Partner*

Tokyo, Japan, June 10, 2024 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it had concluded a Partnership Agreement with New Zealand Rugby (NZR), the New Zealand rugby organization, whose national representative teams are the All Blacks, Maori All Blacks, and All Blacks XV. The All Blacks are a multiracial and multiethnic international rugby team that embodies diversity while constantly striving to reach the pinnacle of the sport. These elements are consistent with Mitsui Fudosan’s philosophy “to generate new value with society through cooperation, coexistence, and co-creation, we forge ahead, innovating” (expressed by “&”), which led to decision to enter into this agreement.

Expanding into new asset classes is one of the key business strategies in the Group’s Long-Term Vision & INNOVATION 2030, which was formulated in April 2024. Mitsui Fudosan seeks to maximize the value of real-world experiences by further accelerating neighborhood creation that harnesses the power of sports and entertainment, which it has been working on so far.

As a Regional Partner of NZR, Mitsui Fudosan will provide support for NZR’s activities in Japan through 2027 to implement initiatives with the All Blacks that will change the future starting at neighborhood level, thereby creating experiences that inspire and excite people through sports.

* A partnership agreement that allows the Group to hold rights limited to Japan.



Mitsui Fudosan’s work with NZR so far

In 2019, Mitsui Fudosan supported NZR by providing training facilities and accommodation for players in Kashiwa for the pre-Rugby World Cup Camp. As well, the Group deepened its relationship with NZR by having GREENCOLLAR Inc., an internal venture that produces and sells luxury Japanese grape cultivars in Japan and New Zealand, welcome former All Black Sir John James Patrick Kirwan MBE as an ambassador.

Partnership Agreement

■ **Contract period:** June 2024–December 2027

■ **Covered by the Agreement:**

- 1) All Blacks (15-member men's national representative team)
- 2) Maori All Blacks (15-member Maori men's national representative team)
- 3) All Blacks XV (15-member men's second national representative team)

■ **Details of support provided**

Mitsui Fudosan will support the activities of players during their stay in Japan, as well as planning promotions that foster children's dreams, promote sports and internationalization, and revitalize communities through various projects and events.

(1) Inviting All Blacks to use Kashiwa-no-ha as a training camp base in Japan

・Welcome Ceremony

Local residents will greet the arrival of Maori All Blacks players staying at Mitsui Garden Hotel Kashiwa-no-ha, including a haka expressing a heartfelt welcome performed by children.

[Date and time] 20:30–21:00 (approx.), Wednesday, June 26, 2024

[Venue] Mitsui Garden Hotel Kashiwa-no-ha

* Details of the event will be released separately.

* The timing of the event may change depending on players' travel schedule.



The All Blacks New Zealand national representative rugby team during the pre-Rugby World Cup Camp in 2019

Maori All Blacks Dream School

Maori All Blacks players will visit Rugby School Japan in Kashiwa City to hold rugby classes where students can experience world-class technique and cultural exchange.

[Date and time] Date and time: 15:20–16:40, Monday, July 1, 2024

[Venue] Rugby School Japan

* Details of the event will be released separately.

* The time of the event is subject to change.



Rugby School Japan



• Provision of accommodation during players' stay in Japan

Accommodation for players will be provided at Mitsui Garden Hotel Kashiwa-no-ha (148-2 Kashiwanoha Campus, 178-4 Wakashiba, Kashiwa-city, Chiba) over nine days from Wednesday, June 26 to Thursday, July 4, 2024.



Mitsui Garden Hotel Kashiwa-no-ha

(2) Delivery of information going forward

A social event with the All Blacks is planned in Nihonbashi when the team visits Japan in October 2024. The following website will be updated with information about All Blacks players and events (including details of the social event).

<https://www.mitsuifudosan.co.jp/bethechange/allblacks/202406/> (in Japanese)

Message from Takashi Ueda, President, Mitsui Fudosan Co., Ltd.

Sports not only improve the mental and physical health of people living, working and relaxing through actions such as playing, watching, and supporting, but also have the power of creating new connections and revitalizing communities. Sports provide an overwhelming emotional experience to spectators, because it's a drama without a script. We believe sports are a powerful content for creating mixed-use neighborhoods that make people want to visit and gather there.



Our intention to make rugby more accessible by increasing contact points between people and rugby through neighborhood creation that provides venues and communities, as well as offering maximum support to New Zealand Rugby when their teams visit Japan.

Message from Mark Robinson, CEO, New Zealand Rugby

We are excited to continue our relationship with Mitsui Fudosan for the next three years.

Mitsui Fudosan is an organization that engages in innovative initiatives driven by its belief in the positive effects of sports on communities. We believe this is an incredible opportunity to work together in the Japanese market.



【Attached Materials 1: Mitsui Fudosan's neighborhood creation and sports】

Mitsui Fudosan has created the slogan “BE THE CHANGE” as a banner of neighborhood creation centered on sports and has created various neighborhoods that incorporate sports elements. Under its Group Long-Term Vision & INNOVATION 2030 formulated in April 2024, the Company seeks to create inspiring and exciting experiences through sports as it implements its strategy of expanding into new asset classes.

Mitsui Fudosan has created places for playing sports, such as Miyashita Park with its Bouldering Wall and Skateboard Park, Mitsui Shopping Park LaLaport Fukuoka, equipped with a sports park including a 200m track, Mitsui Shopping Park LaLaport Sakai with its indoor stadium court capable of hosting full-scale sports and entertainment events. As well, the company has been holding community-building events such as Mitsui Fudosan Sports Academy, where children attend one-day lessons with athletes, and accelerating these initiatives.

LaLa arena TOKYO-BAY (joint project with mixi, Inc.), a large, multipurpose arena with capacity for 10,000 people, opens on May 29, 2024. Mitsui Fudosan will continue to promote neighborhood creation that utilizes the power of sports.



MIYASHITA PARK
(Shibuya-ku, Tokyo)



Mitsui Shopping Park
LaLaport Fukuoka
(Fukuoka, Fukuoka Prefecture)



Mitsui Shopping Park LaLaport
Sakai (Sakai, Osaka Prefecture)



LaLa arena TOKYO-BAY
(Funabashi, Chiba)



Mitsui Fudosan Sports Academy
(Basketball Academy)



Mitsui Fudosan Sports Academy
(Ice Skating Academy)

**BE THE
CHANGE**

The logo of BE THE CHANGE, which carries the meaning of each person bringing about their own change, has been designed with the motif of a wind changing the world. The symbol, which is painted in Mitsui Fudosan's two corporate colors, conveys the image of a bird riding the wind and flying through the skies. The slogan embodies the philosophy that “if people change, the world can change.”

<Attachment 2> 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 Management Philosophy and Long-Term Vision
<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>
- Group Materiality
https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/

* The initiatives outlined in this release are designed to help address the following two Sustainable Development Goals (SDGs).

