

For immediate release

Mitsui Fudosan Residential Co., Ltd.

A Sales Base that Further Evolves Fusion of the Virtual and Physical Worlds

Opening of the Revamped “Mitsui-No-Sumai Nihonbashi Salon”

Providing a new house-hunting experience leveraging LED screens, physical exhibits, and more

Tokyo, Japan, December 6, 2024 - Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, announced today that the opening of the revamped Mitsui-No-Sumai Nihonbashi Salon (“the Salon”).

As values and lifestyles have become more diverse of late, so has how customers search for homes. The Salon offers customers a new house-hunting experience by using exhibits combining the virtual and physical worlds that enable them to visualize more concretely than ever before the homes they are considering.

The Salon handles the entire house-hunting process in an integrated fashion, from providing information on properties to concluding contracts, holding meetings about options, and handing over keys. In addition, it offers one-stop overall lifestyle support from when customers are considering a condominium to after they move in. This includes holding events in collaboration with Mitsui Fudosan Group companies, where customers can obtain information and advice about things like moving and remodeling. The Salon covers three properties being sold and one property scheduled for future sale.

The Mitsui Fudosan Group will continue to deliver new added-value by staying in tune with and addressing diverse home- and lifestyle-related needs.



【Large LED screens / concept rooms】

Features of Mitsui-No-Sumai Nihonbashi Salon

–Provides a new house-hunting experience by advancing the combination of virtual and physical elements to give customers a more concrete picture of properties they are considering–

- 1. Large LED screens up to about 39 feet x 13 feet (approx. 12 meters x 4 meters) are mounted on walls and the floor for projecting life-size floor plans, views of the scenery, and more**
- 2. Concept rooms have views of the scenery projected onto LED screens, and actually recreate the spatial characteristics, housing fixtures, and so forth within the dwelling**
- 3. A signage corner offers a better idea of the property through computer-generated images projected onto a large monitor and displays of exterior materials**
- 4. Corners displaying actual fixtures and items for private and common spaces to check out first hand**

1. Large LED screens up to about 39 feet x 13 feet (approx. 12 meters x 4 meters) are mounted on walls and the floor for projecting life-size floor plans, views of the scenery, and more

The Salon has wall- and floor-mounted LED screens measuring up to about 39 feet x 13 feet (approx. 12 meters x 4 meters) onto which life-size floor plans can be projected. Projecting photographs of views of the scenery onto wall-mounted screens enables the real size of the dwelling and virtual view from inside it to be experienced in an immersive way. Also, it is now possible to arrange life-size furniture layouts for each type of dwelling.



【Large LED screens (full-size use)】



【Large LED screens (partial use)】

2. Concept rooms have views of the scenery projected onto LED screens, and actually recreate the spatial characteristics, housing fixtures, and so forth within the dwelling

The Salon's concept rooms recreate actual interior spaces where various fixtures and furniture can be experienced hands-on to visualize day-to-day life in a new home. Also, LED screens are set up on the balcony so that customers can experience virtually the view from inside the dwelling they are considering.

Moreover, it shows part of the building structure using a skeleton display. By learning about the building interior, which cannot usually be seen, customers can gain a deeper understanding of the Company's safety and security initiatives.



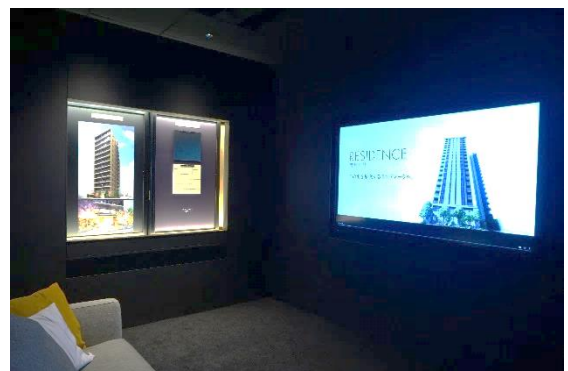
【Concept room】



【Skeleton display of building structure】

3. A signage corner offers a better idea of the property through computer-generated images projected onto a large monitor and displays of exterior materials

A large monitor is available for projecting computer-generated images and digital models of properties being sold as well as videos of areas surrounding the construction sites. Also, samples of materials such as stone and tile used in common spaces and exterior walls are on display for each property, which customers can actually hold and feel to get a better picture of life in the property they are considering.



【Signage corner】

4. Corners displaying actual fixtures and items for private and common spaces to check out first hand

The Salon has corners displaying actual fixtures and items for private and common spaces so customers can check out the specs to further expand their visualization of actual life in the dwelling. For private spaces, the latest housing equipment is on display including kitchen, bath, toilet, and sink fixtures, as well as front doors and a variety of storage items. As for common spaces, items showcased include emergency supplies to be stockpiled at condominiums, an interactive section featuring mail equipment (an integrated delivery locker and mailbox), and an automatic door that opens with hands-free keys. In addition, there are exhibits enabling customers to experience the heat shielding effects of energy-saving glass and noise reducing effects of sashes to learn even more about the building than before.

Also, there is a color selection corner where customers can handle fittings, flooring materials, and so forth, while checking computer-generated images of interior colors on a large monitor to enable more concrete visualization when considering color choices.



【Corner displaying private space items】



【Corner displaying common space items】

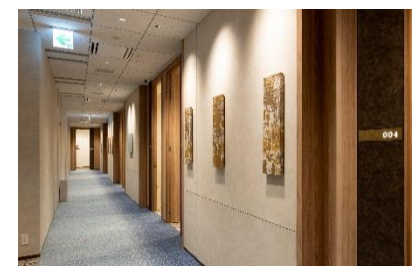
■ Mitsui-No-Sumai Nihonbashi Salon Overview

Location	9F, Nihonbashi Honcho YS Building, 2-2-2 Nihonbashi Honcho, Chuo-ku, Tokyo
Access	2-minute walk from Mitsukoshimae Station on the Tokyo Metro Ginza Line 2-minute walk from Shin-Nihombashi Station on the Sobu Line (Rapid)
Operating hours	Monday and Friday 11:00-16:00; Saturday and Sunday 10:00-17:00
Closed	Tuesday, Wednesday, and Thursday
Inquiries	N/A

■ Salon location



【Entrance】



【Meeting rooms】

■ Overview of current properties showcased

<PARK HOMES Iriya>

Location	3-10-3,7, Shitaya, Taito-ku, Tokyo
Access	6-minute walk from Iriya Station on the Tokyo Metro Hibiya Line 12-minute walk from Uguisudani Station on the JR Yamanote, Keihin-Tohoku, Negishi Line
Zoning / Structure & Scale	Commercial zone / Reinforced concrete, 14 aboveground floors
Site area / Units	3,325 ft ² (308.94 m ²) / 37 units (34 units for general sale)
Floor plans / Private space	2LDK, 3LDK / 557-778 ft ² (51.81-72.37 m ²)
Completion date / Design & Construction	Scheduled for late July 2026 / Kagata Corporation
Sales schedule	Phase 1 scheduled for late February 2025
Official property website	https://www.31sumai.com/mfr/X2216/ (in Japanese)

<PARK HOMES Asakusabashi>

Location	1-1-1 Asakusabashi, Taito-ku, Tokyo
Access	2-minute walk from Asakusabashi Station on the JR Chuo / Sobu Line 5-minute walk from Asakusabashi Station on the Toei Asakusa Line / 10-minute walk from Akihabara Station on the Tokyo Metro Hibiya Line
Zoning / Structure & Scale	Commercial zone / Reinforced concrete, 19 aboveground floors
Site area	10,785 ft ² (1002.00 m ²) * Building area is 10,767 ft ² (1000.35 m ²)
Units / Building confirmation number	121 units (106 units for general sale)
Floor plans / Private space	1LDK-3LDK / 354-729 ft ² (32.92-67.78 m ²)
Completion date / Design & Construction	Scheduled for late November 2025 (occupancy scheduled from late April 2026) / Toray Construction Co., Ltd.
Sales schedule	Second stage of Phase 2 scheduled for late January 2025
Official property website	https://www.31sumai.com/mfr/T2003/ (in Japanese)

<PARK HOMES Asakusa 6-chome>

Location	6-221-1 Asakusa, Taito-ku, Tokyo
Access	9-minute walk from Asakusa Station on the Tokyo Metro Ginza Line / 7-minute walk from Asakusa Station on the Tobu Isesaki, Daishi Line 11-minute walk from Asakusa Station on the Toei Asakusa Line / 13-minute walk from Asakusa Station on the Tsukuba Express
Zoning / Structure & Scale	Commercial zone / Reinforced concrete, 13 aboveground floors
Site area / Units	7,186 ft ² (667.66 m ²) / 48 units
Floor plans / Private space	2LDK / 495 ft ² (46.05 m ²) (one unit)
Completion date / Design & Construction	Scheduled for late August 2025 / MURAMOTO CORPORATION
Sales schedule	Registration is now open on a first-come, first served basis.
Official property website	https://www.31sumai.com/mfr/X1612/ (in Japanese)

<PARK HOMES Toyocho>

Location	5-5-57 Toyocho, Koto-ku, Toyko
Access	6-minute walk from Toyocho Station on the Tokyo Metro Tozai Line
Zoning / Structure & Scale	Quasi-industrial zone / Reinforced concrete, 11 aboveground floors
Site area / Units	16,730 ft ² (1554.36 m ²) / 97 units
Floor plans / Private space	1LDK / 359 ft ² (33.41 m ²) (2 units)
Completion date / Design & Construction	Scheduled for early February 2025 / HASEKO Corporation
Sales schedule	Third stage of Phase 6 scheduled for early December 2024
Official property website	https://www.31sumai.com/mfr/X2105/ (in Japanese)

■ 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.mitsufudosan.co.jp/english/corporate/innovation2030/>
- Group Materiality
https://www.mitsufudosan.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).

