

Mitsui Fudosan Receives 2024 Information Technology Award (Area: Management) for Initiatives in Generative AI Use and DX Business Personnel Development

Mitsui Fudosan Group also releases its 2024 DX White Paper
summarizing its digital transformation promotion case studies

Key Points of this Press Release

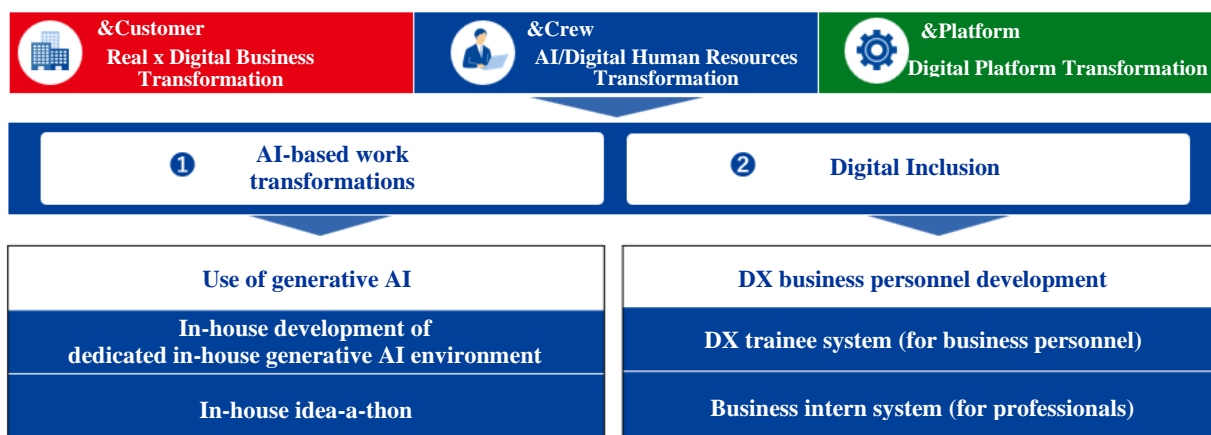
- Received the Information Technology Award for the fifth consecutive year in recognition of initiatives to utilize generative AI and develop DX business personnel
- Dedicated in-house generative AI environment redeveloped in-house, enabling speedy idea verification
- Launched new DX business personnel development system and engaged in DX projects inspired by frontline issues
- Released the Group's 2024 DX White Paper, which summarizes its DX promotion case studies, results, and value provided to customers

Tokyo, Japan, December 9, 2024 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has received a 2024 Information Technology Award (Area: Management)^{*1} from the Japan Institute of Information Technology (“JIIT”). This is the fifth consecutive year Mitsui Fudosan has received an Information Technology Award since its first award in 2020.

Mitsui Fudosan received the award in recognition of its organization-level efforts to promote DX company-wide through the utilization of generative AI and the development of DX business personnel who are able to understand both business and digital tools. These efforts are based on the Company's AI/Digital Human Resources Transformation, a key theme in its new Group DX policy, “DX VISION 2030.”^{*2}

Mitsui Fudosan also released the 2024 DX White Paper, which summarizes the progress it is making in digital transformation, related achievements as well as case studies being promoted. Looking ahead, under its new Group DX policy, “DX VISION 2030,” the Company aims to realize a business transformation that merges real spaces, which are the Company's strength, with digital technology.

DX VISION 2030

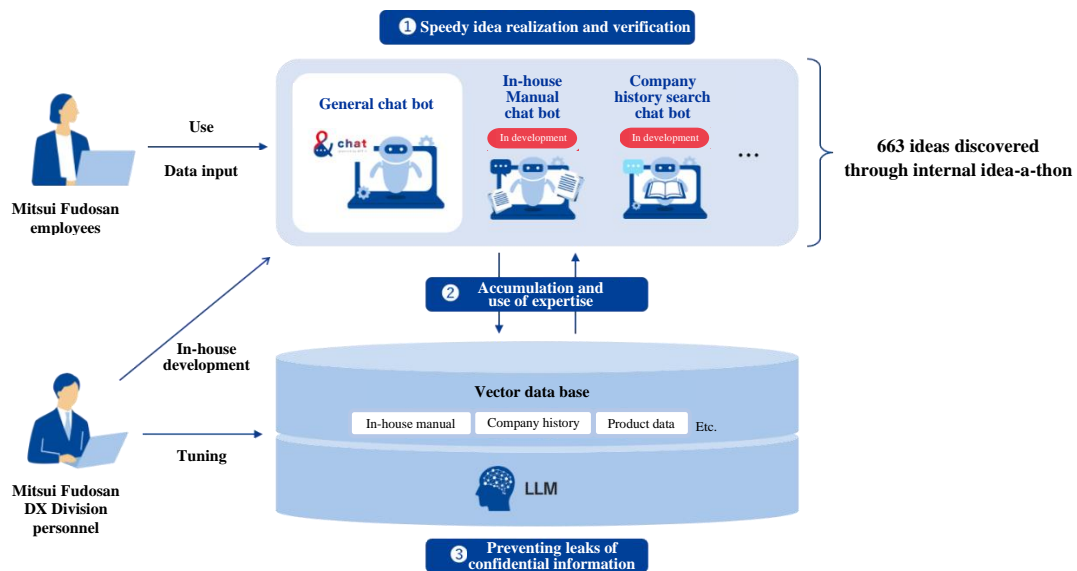


<Positioning of generative AI use/DX business personnel development initiatives in DX VISION 2030>

^{*1} The Information Technology Awards are granted by the Japan Institute of Information Technology to companies, groups, institutions and individuals recognized as having made noteworthy efforts to achieve results in business innovation through the advanced use of IT. This is the fifth consecutive year that Mitsui Fudosan has received this award, following an award in the Management area in 2020; in the Social Issue Resolution area in 2021; in the Customer and Business Function area in 2022; and in the Social Issue Resolution area in 2023. This latest award in the Management area was given for its efforts to contribute to the performance of existing businesses and improve the standing of the IT department within the Company (or Group).

■ Use of generative AI

In October 2024, the Company rebuilt the dedicated generative AI environment, “&Chat,” in-house. &Chat is linked with the Company’s proprietary internal data. The rebuild enables accuracy improvements through speedy idea verification and internal logic tuning. Also, the Company has held the company-wide idea-a-thon using generative AI three times so far, which produced a collection of 663 ideas. Through such initiatives, the Company will promote the learning of proprietary in-house expertise and its conversion into organizational knowledge while driving improved operation quality and productivity.



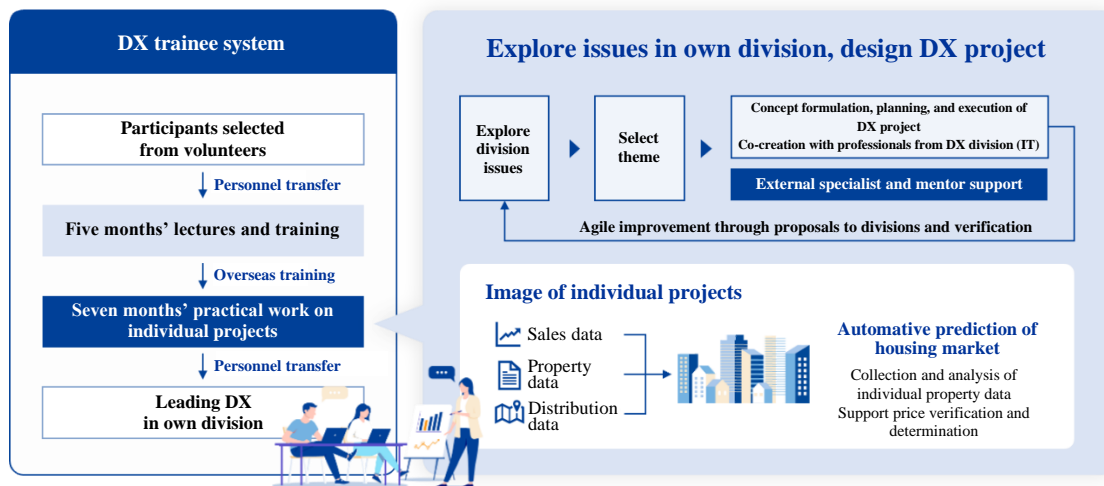
<What is achievable with in-house development of dedicated in-house generative AI environment>

■ DX business personnel development

The Company aims to develop DX business personnel that can understand both its business and digital tools. It launched the DX trainee system and business intern system in October 2024.

Under the business intern program, professionals in the IT field from the DX Division are assigned to business divisions for six months, where they gain a deeper knowledge of the Company’s business by working on frontline operations. In the first fiscal year, three persons were sent on assignment in business divisions and Group companies. After working in operations such as real estate sales and asset management, they proposed and carried out DX projects inspired by frontline issues.

Under the DX trainee system, general employees working in business divisions or Group companies are assigned to the DX Division for one year, where they complete five months of lectures and training about digital tools and then seven months practicum on DX projects*³ inspired by operational issues at their original division. In the first fiscal year of the program, five people were selected from Mitsui Fudosan and Mitsui Fudosan Residential. From next fiscal year onward, the program is to be open to a larger number of people from a wider range of divisions.



<Example of DX trainee system individual project>

*3 Details are currently under consideration for use of AI and data and new service planning, etc. regarding retail properties, residences, hotel, and others.

■ The 2024 DX White Paper summarizing Mitsui Fudosan's digital transformation case studies

The Group has released its 2024 DX White Paper, summarizing its DX promotion case studies, results, and value provided to customers. This year's white paper also features material on focus themes from last year, such as generative AI use, DX business personnel development, and cyber security. It is intended to provide shareholders and investors, customers, partners and others with a broad understanding of Mitsui Fudosan's DX promotion while also highlighting the appealing features of its DX projects in areas such as hiring.

https://www.mitsuifudosan.co.jp/dx/dx_hakusyo.pdf (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.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 three Sustainable Development Goals (SDGs).

