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

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Tokyo, Japan, March 24, 2025 - 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 fourth 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.

For selection as a “Nadeshiko Brand,” companies must excel in measures that support women’s career development, dual careers and co-parenting, and their outcomes. They must also have management strategies that are linked to human resource strategies including women’s empowerment in the workplace and tell as their own story how these strategies improve corporate value.

The Group’s new long-term vision & INNOVATION 2030 defines human resources as “infrastructure that supports the strategy” to make the Group’s *VISION* a *REALITY*. Accordingly, progressing D&I (including women’s active participation in the workplace) is a key theme of its human resource strategy. Promoting active roles for women is also a key theme of the Group’s published Diversity & Inclusion Initiatives Policy. The Group has set KPIs and qualitative action plans, and is working as one to put various measures into practice. Mitsui Fudosan obtained Platinum Kurumin certification in July 2024. It was also selected for inclusion in the MSCI Japan Empowering Women Index (WIN) for seven consecutive years.

Mitsui Fudosan will continue to promote the success of diverse human resources, including women, and advance various measures that provide support both for women’s career development and for 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 who place an emphasis on improving medium- and long-term corporate value, thereby stimulating investment in such enterprises and accelerating the efforts of these listed companies.

## [References]

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

With the promotion of active roles for women and for dual careers and co-parenting, Mitsui Fudosan has formulated and is making Group-wide efforts to undertake eight measures to achieve the following two priority objectives. These measures have had some positive results, providing an environment that facilitates employees' work-life balance and developing a culture that enables diverse human resources to thrive. Project proposals in the commercial facilities and office building businesses resulting from perspectives of a diverse work force have also helped to improve customer satisfaction.

#### **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 for balancing work with childcare and leave to care for others (system enhancement and thorough implementation, 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 women's 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

Of these eight measures, the following provide 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 8,500 people)

< Discussion groups, lectures, and workshops by women directors and executive officers of Mitsui Fudosan and other companies >



Discussion group by  
woman executive officers



Lecture by woman executive officer of Mitsui  
Fudosan and another company



Workshop led by a woman director

< Mitsui Fudosan Group joint training "Get Connected and Grow Project" >



Women managers' forum



Seminar for Group's women employees in pre-management and young employees



Workshop for the group's managers

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

- Seminar for corporate officers and for all employees on uptake of childcare leave and parenting by male employees
- Discussion groups for working fathers
- 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)



Discussion groups for working fathers



Multisite shared offices WORKSTYLING



Daycare center inside 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)

## ■Acquired Platinum Kurumin certification

In July 2024, we obtained Platinum Kurumin certification as a company that supports the raising of children based on the Act on Advancement of Measures to Support Raising Next-Generation Children. As a result of progressing measures that support work-life balance (including raising children), we achieved the goal of 100% uptake of childcare leave by male employees in fiscal 2022, when it was introduced, and every year thereafter.

[Reference news release]

[Mitsui Fudosan Obtained Platinum Kurumin Certification as Company that Supports the Raising of Children](#)

(September 3, 2024, in Japanese)



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

Mitsui Fudosan, which has engaged in promoting women's active participation, has for seven 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.

## <Sustainability in the Mitsui Fudosan Group>

Based on the meaning of its "& mark," "to generate new value with society through cooperation, coexistence and cocreation, 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.

【Reference】

• 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/](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).

