

**—Aiming for Neighborhood Creation that Utilizes
the Power of Sports and Entertainment—
Mitsui Fudosan Enters into Sponsorship Agreements with
JOC, JPC, JBA, and JWRF**

Supporting TEAM JAPAN as a Partner for Neighborhood Creation

Tokyo, Japan, April 11, 2025 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it had entered into sponsorship agreements with the Japanese Olympic Committee (JOC), Japanese Paralympic Committee (JPC), Japan Basketball Association (JBA), and Japan Wheelchair Rugby Federation (JWRF) as a partner in neighborhood creation in real estate development.

Under the slogan “BE THE CHANGE,” since 2016, Mitsui Fudosan has engaged in various neighborhood creation projects that utilize the power of sports such as Miyashita Park and LaLa arena TOKYO-BAY. “Expand into new asset classes” is one of the business strategies set out in & INNOVATION 2030, our long-term vision formulated in April 2024. We will therefore further accelerate neighborhood creation projects that harness the power of sports and entertainment that we have been working on so far, aiming to maximize real-world experiential value.

In April 2015, Mitsui Fudosan became a Gold Partner in neighborhood creation of the Tokyo 2020 Olympic and Paralympic Games (hereafter, “Tokyo 2020 Games”) in the category of real estate development. We also supported TEAM JAPAN as a Partner for neighborhood creation in the Paris 2024 Olympic and Paralympic Games (hereafter, “Paris 2024 Games”).

Mitsui Fudosan shares the philosophy and mission of the JOC and JPC that aim to realize a diverse, harmonious, and inclusive society, and will continue to support TEAM JAPAN as a partner, as well as promote value co-creation through collaboration among partners, and work on neighborhood creation utilizing the power of sports and entertainment through various measures.



TEAM JAPAN thank-you event for supporters
after Paris 2024 Olympic and Paralympic Games



Nihonbashi City Dressing 2024







Ganbare! Stadium



LaLa arena TOKYO-BAY

Sponsorship Overview

(1) Sponsored sports organizations and overview of agreement




Organization name	Sponsorship period	Sponsorship agreement program	Sponsor title	Emblem/mark
JOC	March 2025 to December 2028	TEAM JAPAN Partnership Program 2025–2028	TEAM JAPAN Gold Partner for neighborhood creation JOC Gold Partner in neighborhood creation	
JPC	March 2025 to December 2028	TEAM JAPAN Partnership Program 2025–2028	TEAM JAPAN Gold Partner for neighborhood creation JPC Official Partner in neighborhood creation	
JBA	March 2025 to March 2029	Official Partner	JBA Official Partner in neighborhood creation	
JWRF	April 2025 to March 2029	Top Partner	JWRF Top Partner in neighborhood creation	

(2) Sponsored athlete



	Sport	Sport climbing
	Name	Miho Nonaka
	Hometown	Tokyo
	Sponsorship period	March 2025 to December 2026
	Main results	Tokyo 2020 Games Silver medal in Women's Combined Paris 2024 Games Qualified for two Olympic Games in a row in Women's Combined 2025 Winner of Boulder Japan Cup 2025 2024 Second in Women's Boulder, IFSC Asian Championships 2024 Second in Boulder Japan Cup 2024 2023 Winner of Women's Boulder, IFSC World Cup Seoul 2022 Second in Boulder World Cup Annual Ranking

Examples of Neighborhood Creation that Harnesses the Power of Sports and Entertainment


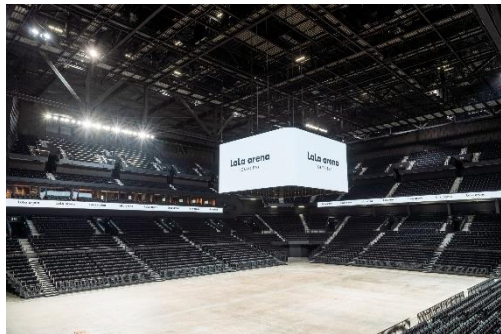
(1) MIYASHITA PARK

Location	6-20-10 Jingumae, Shibuya-ku, Tokyo
Nearest rail stations	Approx. 3-minute walk from Shibuya Station on the JR Yamanote Line, Saikyo Line, and Shonan Shinjuku Line; Tokyo Metro Hanzomon Line, Ginza Line, and Fukutoshin Line; Tokyu Toyoko Line and Den-en-toshi Line; and Keio Inokashira Line
Scale/structure	Municipal Park in Shibuya Ward Retail buildings South block Steel structure, 1st floor to 4th floor North block Steel, steel reinforced concrete, and reinforced concrete structure, 1st floor to 3rd floor Hotel building Steel structure, 4th floor to 18th floor (240 guest rooms)
Site area	Approx. 115,604 ft ² (approx. 10,740 m ²)
Total floor area	Approx. 495,140 ft ² (approx. 46,000 m ²)
Opening	July 2020
Sports-related initiatives	In addition to the existing skate park and climbing wall, which have been popular with residents and visitors over the years, the park's south block has a sand-coated multipurpose sports facility so that anyone can enjoy playing sports and meeting other players. A plaza with a lawn spanning approximately 10,764ft ² (1,000 m ²) will be located in the north block as a venue for various events.
Photos	  

(2) Mitsui Shopping Park LaLaport FUKUOKA


Location	6-23-1 Naka, Hakata-ku, Fukuoka City, Fukuoka Prefecture
Nearest rail stations	Nine-minute walk from Takeshita Station on the JR Kagoshima Line
Scale/structure	Retail building Steel structure, 5 floors above ground, 1 floor below ground Multistory parking decks Steel structure, 7 floors above ground, 2 buildings, etc.
Site area	Approx. 932,155 ft ² (approx. 86,600 m ²)
Total floor area	Approx. 2,222,747 ft ² (approx. 206,500 m ²)
Opening	April 2022
Sports-related initiatives	A sports hub whose facilities occupy a total area of approximately 129,167 ft ² (12,000 m ²), including the huge rooftop Sports Park with a 200 m running track, tennis courts, and 3x3 basketball court, and Football Park with 3 futsal courts. The Sports Park is a multipurpose facility with a spacious artificial turf area and giant LED screens for public viewing of sports events, movies, and concerts.
Photos	 

(3) Lala arena TOKYO-BAY

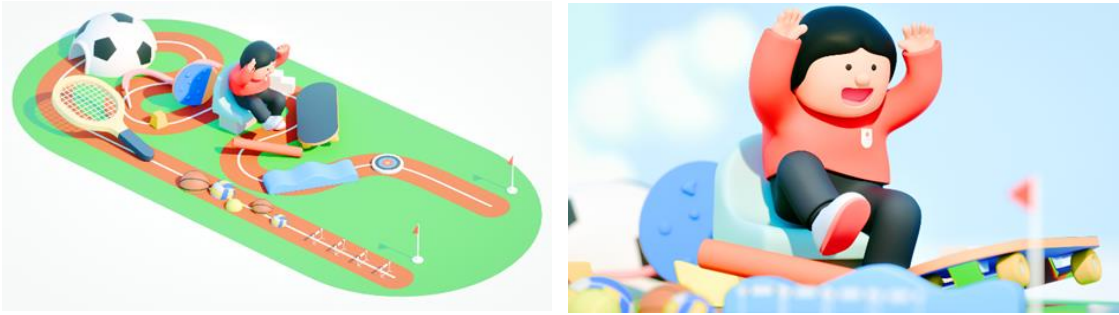
Location	2-5 Hamacho, Funabashi City, Chiba Prefecture
Nearest rail stations	Approx. 6-minute walk from Minami-Funabashi Station on the JR Keiyo Line and Musashino Line
Scale/structure	Steel structure, 4 floors above ground
Site area	Approx. 215,278 ft ² (approx. 20,000 m ²)
Total floor area	Approx. 333,681 ft ² (approx. 31,000 m ²)
Opening	May 2024
Sports-related initiatives	A facility used as a home arena of a pro basketball team as well as for various events such as concerts, sports events, and trade fairs. The facility was named LaLa arena TOKYO-BAY, with “LaLa” expressing the fun element of retail facilities managed and operated by Mitsu Fudosan and Mitsui Fudosan Retail Management Co., Ltd. such as Mitsui Shopping Park LaLaport.
Photos	 

Main initiatives related to Paris 2024 Games


(1) Nihonbashi City Dressing

Main organizer	Mitsui Fudosan
Years held	2015, 2016, 2017, 2019, 2021, 2024
Venue	Nihonbashi Muromachi area (mainly Chuo-dori Ave.)
Details	Large-scale graphic art of JOC emblems, portrait images of athletes, etc., decorating the whole area to support TEAM JAPAN in the Paris 2024 Games.
Photos	

(2) Ganbare! Stadium presented by Mitsui Fudosan

Main organizer	Mitsui Fudosan
Years held	2024
Venue	COREDO Muromachi Terrace
Details	A huge athletics play facility opens in Nihonbashi with 13 different play equipment based on real sports equipment used in Olympic competitions. The event encourages participants to form an exercise habit and improve their health from early childhood through play with the giant athletics equipment. It also presents an opportunity to take an interest in TEAM JAPAN and support them.
Photos	

(3) Mitsui Fudosan Sports Academy

Main organizer	Mitsui Fudosan
Years held	2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024
Venue	Tokyo Midtown, Mitsui Shopping Park Urban Dock LaLaport TOYOSU, Nihonbashi Mitsui Hall, other
Details	A one-day sports workshop held at retail facilities that Mitsui Fudosan operates around the country like Tokyo Midtown and LaLaport, with top-class athletes invited as instructors. The initiative brings many people together, including children from local areas, through the experience of meeting athletes in person, helping to revitalize neighborhood communities and pass on a legacy to the future.
Photos	

■ Neighborhood Creation Slogan that Utilizes the Power of Sports

**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."

■ 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.

(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).

