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For immediate release

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan Network Innovation Co., Ltd.

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## **New Company Mitsui Fudosan Network Innovation Co., Ltd. Established to Create the Future by Enhancing Communication Networks** —Business Starts with Infrastructure Sharing with Approximately 2,000 Buildings in Urban Areas—

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### **Key Points of this Release**

- The new company Mitsui Fudosan Network Innovation Co., Ltd. was established in a new business area based on “Contribute to the creation of added value for society as an industry developer” in the Group’s long-term management policy, & INNOVATION 2030.
- Following pilot testing at a large-scale visitor facility and large, mixed-use office building, Mitsui Fudosan Network Innovation will begin business on a full-fledged basis in July 2025 starting with infrastructure sharing. In collaboration with asset holders that own and manage some 2,000 buildings in urban areas and through partnerships with communication carriers, the company will work to solve issues facing high-speed, comprehensive communication networks.
- Mitsui Fudosan positions the creation of new real estate value linked to enhancing communication networks as the network innovation business and will provide attractive solutions created by realizing an enriched, meticulous communication environment for social issues in Japan, which is pressed with a declining population and super-aging society.

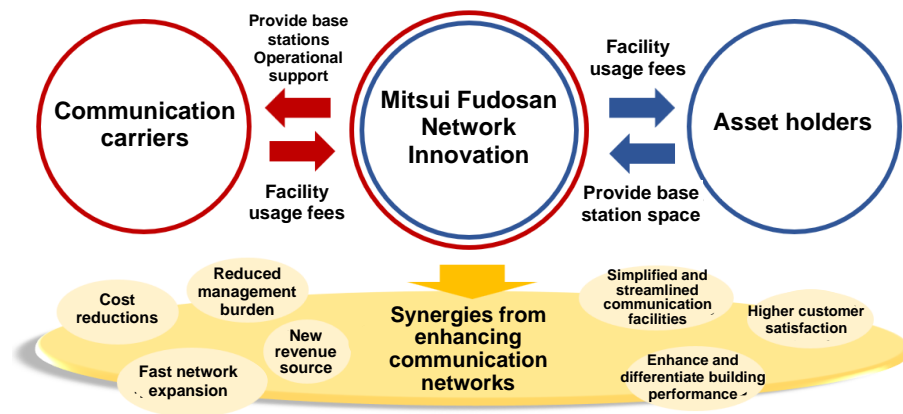
Tokyo, Japan, July 1, 2025 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has established the new company Mitsui Fudosan Network Innovation Co., Ltd. to create the future by enhancing communication networks.

Mitsui Fudosan thus far has aimed to enhance the urban environment and conduct appealing urban development and has built trusting relationships with diverse partners, including asset owners (facility owners and managers), general contractors, operators, and other developers (real estate developers). By linking this robust network with the communications industry, it becomes possible to more smoothly promote improvements to the slowdown in network expansion speed caused by coordination with landowners, a major issue facing communication carriers to date, and lower the burden on communication carriers by adopting infrastructure sharing to enhance urban communication networks.

In addition, Mitsui Fudosan Network Innovation positions the establishment of high-performance communication networks that are generated through working to collaborate with these communication carriers and asset owners, etc. as the network innovation business and will work to create new industry to produce new value. Strengthening collaboration through working to coordinate across sectors will contribute to efficient, low-cost business promotion and a more highly advanced overall communication network in Japan.

Going forward, to address the sharp rise in communication traffic in urban areas, Mitsui Fudosan Network Innovation will collaborate with asset holders that own and manage approximately 2,000 facilities in urban areas and partner with communication carriers to start the infrastructure sharing business<sup>\*1</sup>, and from the standpoint of an industry developer will begin moving in a full-fledged manner to solving issues directly faced by the communications industry.

<sup>\*1</sup> The business of establishing communication base stations inside and outside urban buildings and providing them to communication carriers in a sharing format to help enhance communication networks in buildings and surrounding areas



【Infrastructure Sharing Overview】

### ■About the network innovation business

The following are the main features of the network innovation business engaged in by Mitsui Fudosan Network Innovation.

#### (1) Introduction of infrastructure sharing

Mitsui Fudosan Network Innovation will establish communication base stations inside and outside urban buildings and provide them to communication carriers in a sharing format in an effort to enhance communication networks in buildings and surrounding areas.

#### (2) Integration of communication networks in buildings



Led by Mitsui Fudosan, an asset holder, and Mitsui Fudosan Network Innovation, the companies will work to integrate and optimize communication networks in urban buildings, both wireless (5G, Wi-Fi, etc.) and wired (optical fiber, etc.), and work to maintain them efficiently. The aim is to provide high-performance communication networks that are beneficial to building occupants and users.

#### (3) Enhance and expand urban communication networks

By joining with diverse partners, including asset holders, general contractors, operators, and developers, and actively utilizing existing facilities (optical fiber lines) and next-generation facilities (satellite communications), etc., Mitsui Fudosan Network Innovation will expand communication networks in urban areas comprehensively and speedily. In parallel with this expansion, the company will create DX services distinct to high-speed communications through collaboration with asset holders and communication carriers and work for growth into communication networks that are attractive to facility users and visitors.

## ■Pilot testing infrastructure sharing

Before the full-fledged launch of the business, pilot testing was conducted using Group properties.

Property	Large-scale visitor facility (stadium)	Large, mixed-use office building
Location	 Bunkyo-ku, Tokyo	 Chuo-ku, Tokyo
Main issues	When tens of thousands of visitors come for an event, communication speeds slow and connection failure occurs, and the situation was predicted to worsen further as traffic increased going forward	High-frequency radio waves (5G Sub6)*2 have trouble penetrating to the inside of buildings, so going forward communication networks inside buildings are expected to worsen
Main applications	Use of electronic tickets and cashless payment	Utilization of high-speed, large capacity communications
Measures/results	Establishing a new shared stand-type outdoor base station vastly improved the communication environment during events	A shared-type base station was established inside the building and a network of high-frequency radio waves (5G Sub6) was created inside

\*2 One of the bandwidths of the fifth-generation mobile communications system (5G), with a frequency range of 3.7–4.9 GHz

## ■Current state and issues related to communication networks in Japan

Currently, communication networks are one important form of infrastructure that is involved in the urban environment and urban development. Communication traffic has shot up in recent years due to the spread of smartphones and IoT devices. Last year, the Ministry of Internal Affairs and Communications also hammered out a policy for expanding the establishment of 5G (Sub6). Going forward, with the use of digital technologies that continue to evolve, including AI, sensors, cameras, mobility (autonomous driving), and robots, communication traffic is expected to rise sharply, so measures need to be taken for faster communication networks.

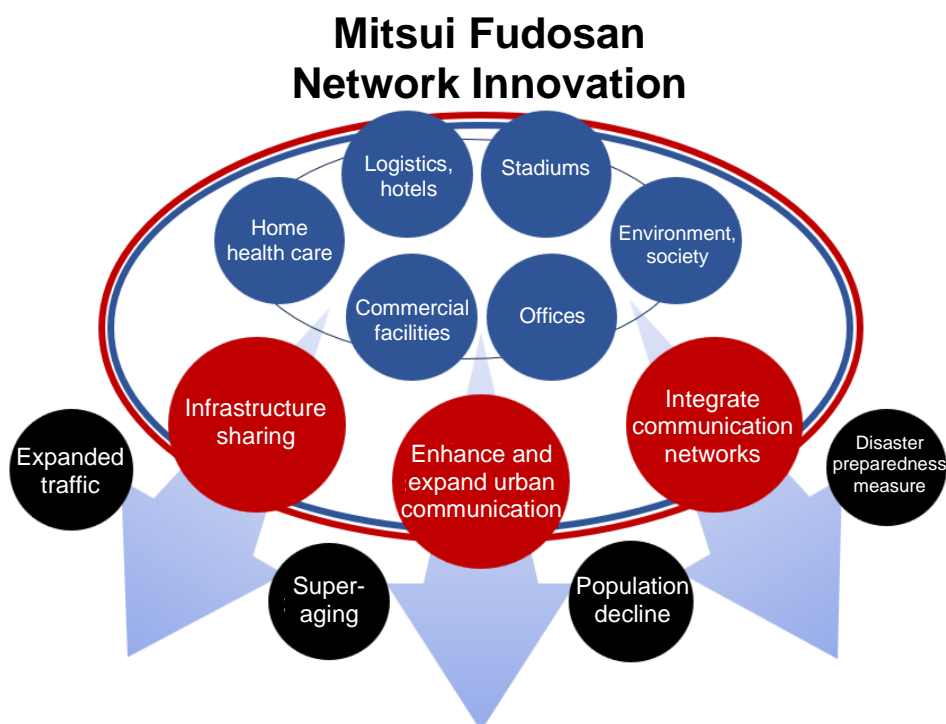
Even in the Mitsui Fudosan Group, which owns and manages facilities that welcome in large numbers of visitors and users, such as commercial facilities, offices, hotels, and arenas, rapidly enhancing communication networks is a major issue, and not only for the Group, it is an issue for Japanese society that needs to be solved.

## ■Future development of Mitsui Fudosan Network Innovation

First of all, the company will work to solve the issue of urban communication networks by collaborating with asset holders that own and manage some 2,000 facilities in urban areas and working to actively partner with communication carriers.

In addition, Mitsui Fudosan will engage in the network innovation business to generate new value for the real estate business through this enhancement of communication networks so that going forward it can not only address communication traffic expected to increase and take measures for communication failure during disasters, but also provide attractive solutions to social issues directly facing Japan, namely population decline and the super-aging society, by achieving an enriched and meticulous communications environment.

### 【Future Envisioned by Mitsui Fudosan Network Innovation】



## ■Company overview

Name	Mitsui Fudosan Network Innovation Co., Ltd.
Location	3-2-1 Nihonbashi-Muromachi, Chuo-ku, Tokyo
Established	May 30, 2025
Business	Planning, development, manufacture, sale, lease and contract maintenance of electrical communication systems and information processing systems
Main shareholders	Mitsui Fudosan Co., Ltd.
Capital	¥100 million
Representative director	Hideaki Takanami

## ■About MAG!C, the Mitsui Fudosan Group's business proposal program

Established in 2018, The purpose of the system is to transform the Mitsui Fudosan Group into an industry developer; a platformer that harnesses innovation to go beyond the scope of a real estate developer. This innovation begins with the ideas of Group employee and brings together other members of the company to shape those ideas into plans and make them a reality. In principle, those who propose a business are given responsibility for it and take the lead in moving the proposed business forward. The business reviewed here is a business that started with the MAG!C program.

## ■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/](https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/)

・“& EARTH for Nature”

<https://www.mitsuifudosan.co.jp/english/business/development/earth/for-nature/>

Furthermore, in April 2025, the Mitsui Fudosan Group formulated “& EARTH for Nature,” its declaration of coexistence with the environment in neighborhood creation. Seeing the environment as a “Holistic Environment” blending nature, people, and community into a cohesive whole, the Group is promoting neighborhood creation that expands prosperous “Holistic Environments” and passes them on to future generations. In the Declaration, five key issues to address have been established: Preserve and nurture greenery, Harness the allure of water, Enrich the ecosystem, Connect the aspirations of the community, and Promote the circulation of natural resources. The initiatives described in this news release contribute to one of the key issues to address in “& EARTH for Nature.”



Connect the aspirations  
of the community