

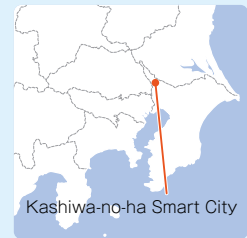


Mitsui Fudosan Group's "Value Creation"

Creating a Future That Encourages People to Live Healthily

In Collaboration with Local Residents, Companies, Academia and Government, Aiming for "a City of Health and Longevity"

Having declared "cities of health and longevity" as one theme in creating neighborhoods, at "Kashiwa-no-ha Smart City" (Kashiwa City, Chiba Prefecture), we promote the creation of neighborhoods that encourage people, from unborn babies to the elderly, to lead fun lives healthily and happily.



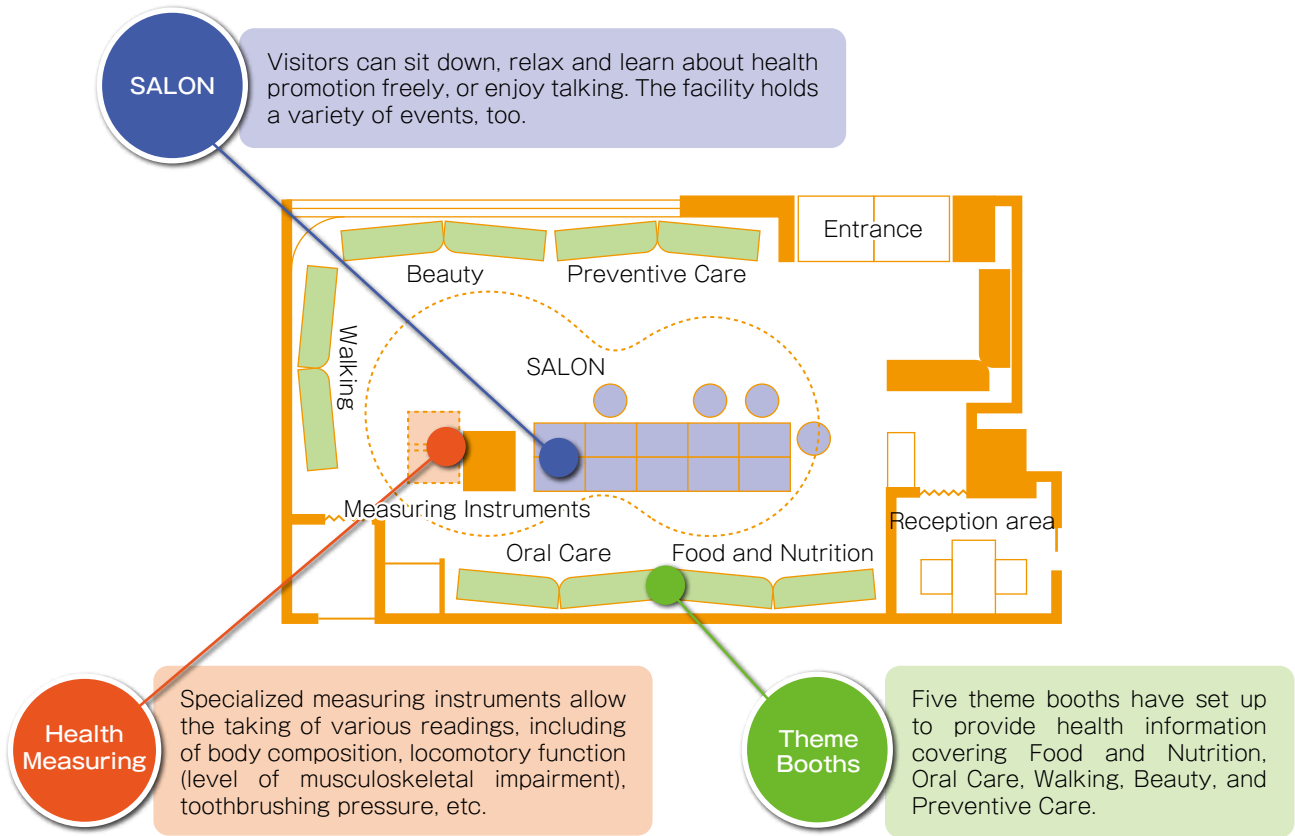
A-Shi-Ta Community Health Promotion Laboratory

Under its guiding principle of "Walk, Talk, and Eat smartly," which encompasses exercise, social participation as well as food and nutrition, the A-Shi-Ta* Community Health Promotion Laboratory is a facility in which everyone can participate to create a healthier tomorrow. With an eye to the healthy 100-year-old, the center supports the health of all, from unborn babies to the elderly, by giving hints and tips on health promotion.

The aim of the facility is to show all participants how, if they are doing fun things, they will become healthier and without even realizing.

*A-Shi-Ta is an epithet that draws on the first syllable of the key Japanese words "aruku" (to walk), "shaberu" (to talk), and "taberu" (to eat).





Events are also held

Fiscal 2015 Achievements

- Walking**
 - Classes to experience walking with poles
 - Mini exercise courses
- Talking**
 - Origami workshops
 - Japanese wrapping-cloth workshops
- Eating**
 - Mini courses on food
- Other**
 - Shoulder/hip/knee consulting rooms
 - One-point beauty advice



A class to experience walking with poles



Origami workshop

Through Using the Power of Local Residents and Participation of Companies/Academia

■ Using the Power of Local Residents

As members of the local NPO Village Support, the A-Shi-Ta operational staff undertake support duties that range from reception to taking people's health readings. Having staff who are not only specialists but who also live in the same area enables health promotion in a fun and friendly atmosphere and rates highly among users.

While encouraging health promotion through their fellow residents, the staff are broadening the community. This is a major feature of A-Shi-Ta.



The giving of exercise guidance

■ Through the Participation of Companies/Academia


Launched through the participation of The University of Tokyo, Mitsui Fudosan and other companies, Mitsui Fudosan took over the management at A-Shi-Ta from May 2016. From now on, the participating companies undertake the provision of the latest knowledge from their specialist fields as well as product and service information via the theme booths, and academia undertakes the supervision of health cards.



Booths arranged by theme

Overview of A-Shi-Ta

North Wing, Lalaport Kashiwa-no-Ha

	Location	: North Wing 3F, Lalaport Kashiwa-no-Ha (Kashiwa City, Chiba Prefecture)	
	Managing organization	: Mitsui Fudosan Co., Ltd.	
	Opening hours	: 10:00-18:00 daily (closed only on year-end and New Year holidays)	
	Fees	: Basic use is free of charge	



Makoto Chikazawa

Kashiwanoha Urban Planning and Development Department* Mitsui Fudosan Co., Ltd.

Working to Increase Utilization of A-Shi-Ta



A-Shi-Ta is the one facility that embodies the belief in added value from health in creating a neighborhood in which "there is the environment to become healthier naturally just by living there."

Although the facility is currently used by many seniors, looking ahead I would like to work on increasing its utilization among a wider age range, for example people in their child-rearing years. Also, I would like to promote the tie-up of such initiatives as Sukoyaka Links, where users can collect points as they walk with health projects that have been conducted separately at Kashiwa-no-Ha Smart City.

*As at September 30, 2016



Mitsui Fudosan Group's "Value Creation"

Creating Lively Communities

Carrying on Nihonbashi's History and Culture, We Are Creating and Conveying Nihonbashi's Global Attractiveness.

The Nihonbashi Revitalization Plan is unifying the public sector, private sector, and locals. By integrating tangible and intangible aspects as well as by creating lively communities, we aim to improve the international attractiveness of Tokyo and, naturally, of the Nihonbashi area.



"Omotenashi" That Attracts Foreign Visitors with Charms of Traditional Culture

The "Nihonbashi Omotenashi Project" plays a part in giving foreign visitors a chance to experience the culture and history of Nihonbashi. The guided tours given by non-Japanese concierges dressed in kimonos and workshops are highly acclaimed.

Examples of Services

- Guided tours** Traditional culture experiences, such as Japanese food culture, kimonos, tea ceremony
- Shopping support** Judicious recommendations of the good things to buy from Nihonbashi and Japan
- Workshops** Experience of origami and the creating of original seals

■ Best of Japan Gourmet Tour



Depart Nihonbashi Tourist Information Center



Worship at Fukutoku Shrine



Experience long-established techniques



Lunch including selected Japanese foods

Having already gained popularity for the services provided, the Best of Japan Gourmet Tour (a guided tour to experience first-hand Japanese food culture) and the handing out of the Nihonbashi Guide Map were started in September 2015. These are offering a wider range of *omotenashi* (hospitality).



Targeting tourists visiting Japan, the Best of Japan Gourmet Tour runs every day from the Nihonbashi Tourist Information Center. With non-Japanese concierge guides conducting the tour in English, visitors on the tour pass stop by 10 COREDO Muromachi establishments to sample the food. They are provided with information as they are introduced primarily to Japanese food culture. The commentary is full of episodes of which even Japanese know nothing. Why don't you give it a try?

Making Words Barrier-Free, Too

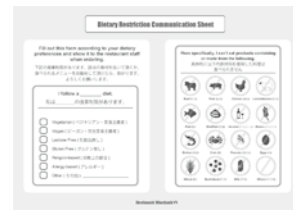
Communication is essential to providing non-Japanese with *omotenashi*. In addition to having non-Japanese concierges permanently based at the Nihonbashi Tourist Information Center, we are addressing making words "barrier-free" in a number of ways.



Introducing of suggested walking routes in a free English-language guide map



Installation of 15-language "QR Translator" equipment at nine locations, including at Fukutoku Shrine



Food request sheet can provide explanations on matters such as eating habits and allergies

Events for Every Season That Add Color to City Bustle

Major Events in Fiscal 2015

Nihonbashi Cherry Blossom Festival, where *sakura* can be enjoyed to your heart's content



Japanese cherry blossom-style city road

Food stalls

Enjoy refreshing Edo "ECO EDO Nihonbashi" with all five senses

Art aquarium exhibition



A representative view of ECO EDO Nihonbashi



Mitsui headquarters seemingly dyed cherry-blossom pink



flowers by NAKED

Nihonbashi illuminations that adopted flowers as their motif

Spring

Summer

Autumn



TOKYO KIMONO WEEK



Nihonbashi Muromachi Marche

Living up Japan from Nihonbashi

In addition to events rich in the sense of the four seasons and based on Japanese traditional culture, such as cherry blossoms of spring and the coolness of summer, we held Nihonbashi Muromachi Marche to support Tohoku reconstruction.

Fukutoku Forest Completed

In September 2016, the Fukutoku Forest, which covers approximately 1,000m², was completed adjacent to Fukutoku Shrine. The trees and flowers create a year-round place to relax from the bustle of the city.



Takuro Nagata

Brand Management Group
Corporate Communications
Department
Mitsui Fudosan Co., Ltd.

We Want to Enliven "TOKYO 2020" with a "Nihonbashi Makeover"

 Employee Comment

As the Tokyo 2020 Gold Partner for Real Estate Development, Mitsui Fudosan is supporting the Tokyo 2020 Olympics and Paralympics. Therefore, in October 2015, we implemented Nihonbashi Makeover (a city-dressing operation held in collaboration with The Tokyo Organising Committee of the Tokyo Olympic and Paralympic Games), for which all the city's streets were decorated with, for example, portraits of Olympians and Paralympians to give added impetus to TOKYO 2020 from Nihonbashi, which was the starting point of the five roads in the Edo period. Taking full advantage of the facilities under the Company's management, we will boost both the city and the Olympics and Paralympics.

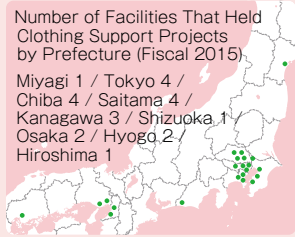


Mitsui Fudosan Group's "Value Creation"

Putting Smiles on Many Peoples' Faces

Engaging in Eco Activities and Social Contribution Activities in Conjunction with Retail Facility Customers

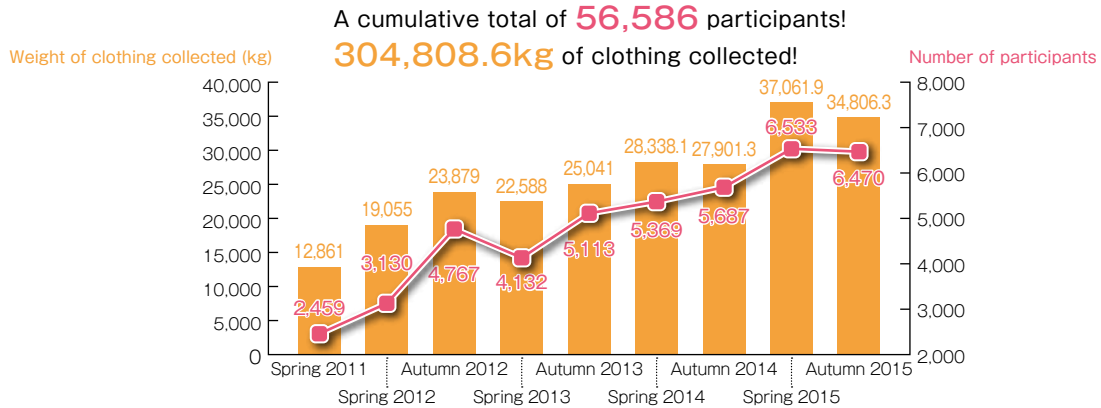
"&EARTH" activities provide customers with the places and opportunities to experience the fun of social contribution and eco activities. One example of these activities is the "Clothing Support Project," which is held every year at retail facilities across Japan.



Bring a Smile to the World with Your Clothes!

Conducted at our retail facilities, the &EARTH Clothing Support Project is an initiative that takes in items of clothing that are no longer needed in homes and donates them to people in need of relief clothing through the NPO Japan Relief Clothing Center (JRCC). Mitsui Fudosan Group employees and volunteer staff cooperate in running the project. In fiscal 2015, 13,003 people in all took part in the project, which was implemented at a total of 22 facilities in both May and November, and 71,868.2kg of clothing collected.

Initiative Achievements up to Fiscal 2015



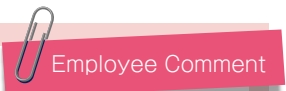
Views from Activity Venues



Takeshi Hamano

Retail Properties
Management Department
Retail Properties Division
Mitsui Fudosan Co., Ltd.

**We Will Steadily Foster
Our Long-Standing Clothing Support Activities**



We commenced these social-contribution activities known as clothing support in 2008, through eco-activities that re-use products that are no longer needed. The number of participants and the weight of clothing collected has increased with each passing year to become a pillar of the Mitsui Fudosan Group's CSR activities. Due to the conflicts, abnormal weather conditions and natural disasters that are occurring frequently all over the world, there is not likely to be any decrease in the numbers of people in need of relief aid. Aiming for a society in which people and the Earth live together in abundance and harmony, we would like to request that this activity be sustained in partnership with the retail facilities and customers long into the future.

From Hand to Hand, Connecting Thoughts

Item by item, pieces of clothing that people sincerely feel would be a waste to throw away or would help people in need are delivered from the hands of Mitsui Fudosan sales staff to JRCC and then donated to support destinations all over the world.



Previously, clothing that was no longer needed was put out in recyclable waste. When the time approaches, we invite friends so that we spread the word about this event.

I'm very pleased that the familiar shopping center is acting as a social contribution point of contact for us and making it easy for us to participate.

Since participating in this event, we can no longer simply throw clothing away. I bring along clothing that is no longer worn as my child has grown bigger or I don't wear as my tastes have changed. I want to save up clothes and take part with my child again.

I heard about this event through the LaLaport e-magazine. In our home, we make a conscious effort to put aside clothing that's no longer worn and participate as a social contribution that is easy to make. Next time I also want to bring along children's clothing.



There are large numbers of customers who take part every time and customers who look forward to our holding the event, so I feel that it is an important event that has significance every time they take part.

Haruna Ogawa, Mitsui Fudosan Co., Ltd.



It's great fun and gives a sense of fulfillment to accomplish something in cooperation with people from other Group companies and departments with whom we don't normally have a chance to speak.

Tomoko Miki, Mitsui Fudosan Retail Management Co., Ltd.



We try to respond with a smile for the large amount of clothing that can be used in support, even if it's just one item. Our motivation is fired up by the words of encouragement from customers.

Yuji Hayashi, Mitsui Fudosan Hotel Management Co., Ltd.



Yukinobu Oseki

Vice president Secretary General, NPO Japan Relief Clothing Center (JRCC)

People who have become refugees due to conflict or natural disasters and the poor who live on the equivalent of less than two U.S. dollars a day number more than 2.2 billion, or one in three of the world's population. These people maintain hygiene and fend off disease with clothing as well as set aside firewood for cooking for protection from the cold. Since starting its operations in 1982, JRCC has received cooperation and provided 14,111 tons of clothing assistance to 86 countries (as of the end of 2015). I gratefully request that you continue to support JRCC in its activities in the years to come.



Thank You!



Donation Achievements for 2015

21 countries, including:
Nepal, Laos, Mongolia, Iraq,
Uganda, Kenya



Mitsui Fudosan Group's "Value Creation"

Creating Venues for Challenges

Leveraging Group Strengths, Cultivating New Industries of the Future in Association with Venture Companies

Having inherited an enterprising spirit that has always stayed one step ahead of changes, the Mitsui Fudosan Group has engaged in venture co-creation to cultivate the new industries of the future since its establishment. The new challenge is in aiming for a society that enriches both people and the planet.



Supporting Venture Co-creation on Basis of Three Pillars

Leveraging the Group's wide-ranging business domains and commercial spheres, 31VENTURES (Three-One Ventures), Mitsui Fudosan's venture co-creation business, is an initiative that creates future new businesses from venture companies, large corporations that are Mitsui Fudosan clients and partners as well as from innovation arising from chemical reactions between the three elements that make up Mitsui Fudosan. Based on those three pillars—community, support, and finance—we are supporting growth in a comprehensive manner.



Community Collaboration Created from Exchanges

● 31VENTURES Club

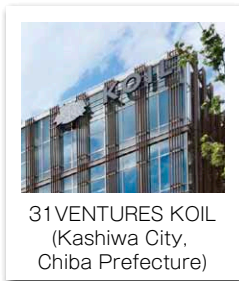
We will establish an environment to realize business match-ups and collaborations through exchanges between large corporations and consumers, centering on venture companies.



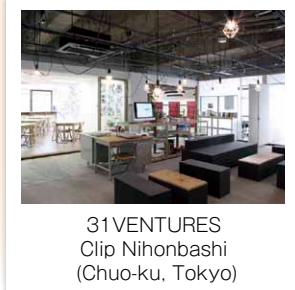
Providing a range of services and support menus

● 31VENTURES Offices

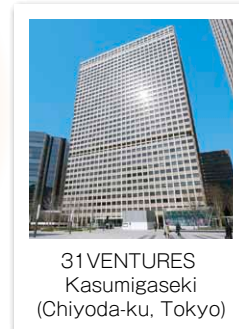
At six locations in Tokyo and Chiba Prefecture, we provide office spaces that match the growth of the venture, including co-working spaces that also serve as places for exchanges, all types of large or small individual offices and fully equipped offices ready for business immediately after moving in.



31VENTURES KOIL
(Kashiwa City,
Chiba Prefecture)



31VENTURES
Clip Nihonbashi
(Chuo-ku, Tokyo)



31VENTURES
Kasumigaseki
(Chiyoda-ku, Tokyo)

Support Management Support Across a Wide Area

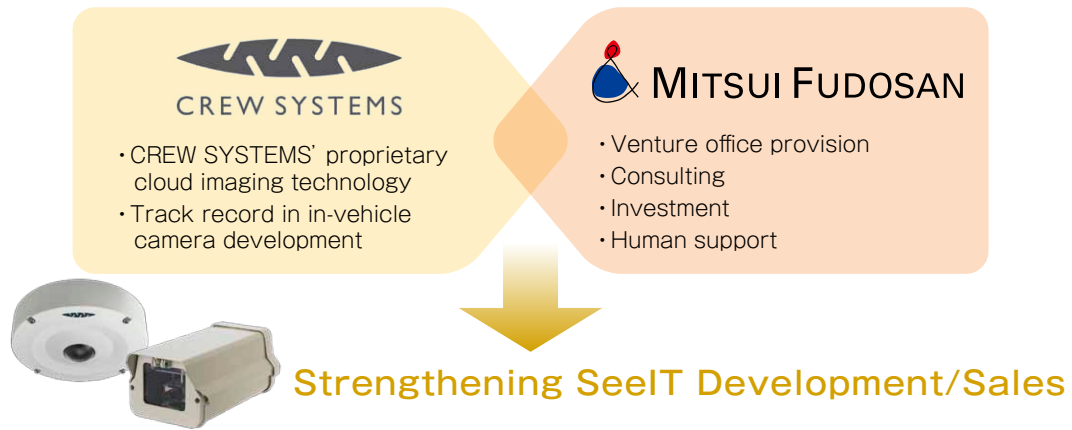
The Mitsui Fudosan Group provides its business expertise and client network in addition to support partners, such as various specialists with specialized knowledge and expertise as well as a variety of venture organizations, to fully support venture management.

Finance Prompt Investment in Companies with Potential

We are supporting venture company growth from a financial aspect in such ways as investments through the corporate venture "31VENTURES Global Innovation Fund I" or direct investment from Mitsui Fudosan with the intention of business collaboration.

A Breakthrough Video Surveillance Solution

SeeIT is a video surveillance solution and an example of a joint creative initiative among venture companies coming to fruition. Mitsui Fudosan focused on a cloud imaging technology held by CREW SYSTEMS, INC. that moved into 31 VENTURES Kasumigaseki in Tokyo. Collaboration by both companies resulted in the creation of a high-resolution, low-cost surveillance camera system. The Mitsui Fudosan Group contributes to the creation of safety and secure environments by using the SeeIT system, which easily realizes a high degree of security, in its office buildings, logistics facilities, the monitoring of rail company railroad crossings and other applications.



Installation in Mitsui Fudosan Facilities



Enhancing customers' safety and security, for example in office buildings and logistics facilities



Providing a sense of security to users and owners of Mitsui Repark parking lots as well as to local residents (from January 2016)



Norifumi Fukuda
Mitsui Fudosan Co., Ltd.
(temporarily assigned to CREW SYSTEMS, INC.)

I Want to Help Realize a Safe and More Secure Society



Seeing the Crew Systems Inc. in-car camera used in cloud imaging technology and thinking "I wonder if that technology could be utilized in a surveillance camera for buildings and other applications" was the impetus behind starting the SeeIT system. There is a firm need for a high-quality, easy to use security system in the real estate business and the system would also help realize a safer and more secure society. Anticipating such possibilities, in addition to investing in the company we also despatched employees and succeeded in strengthening development and sales in collaboration. In the years to come, I would like to collaborate with the Venture Co-creation Department, take on the challenges of creating new value, and cultivate the new businesses of the future.

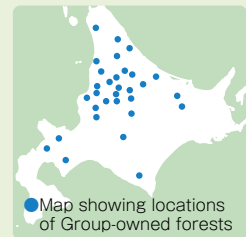


Mitsui Fudosan Group's "Value Creation"

Creating Never-Ending Forests

Creating "Never-Ending Forests" with Group-Owned Forests That Received Forestry Management Certification

The Mitsui Fudosan Group owns forests in Hokkaido that have received forestry management (FM) certification. The Group is creating "never-ending forests" by providing condominiums and offices in which the timber materials from these forests are utilized.



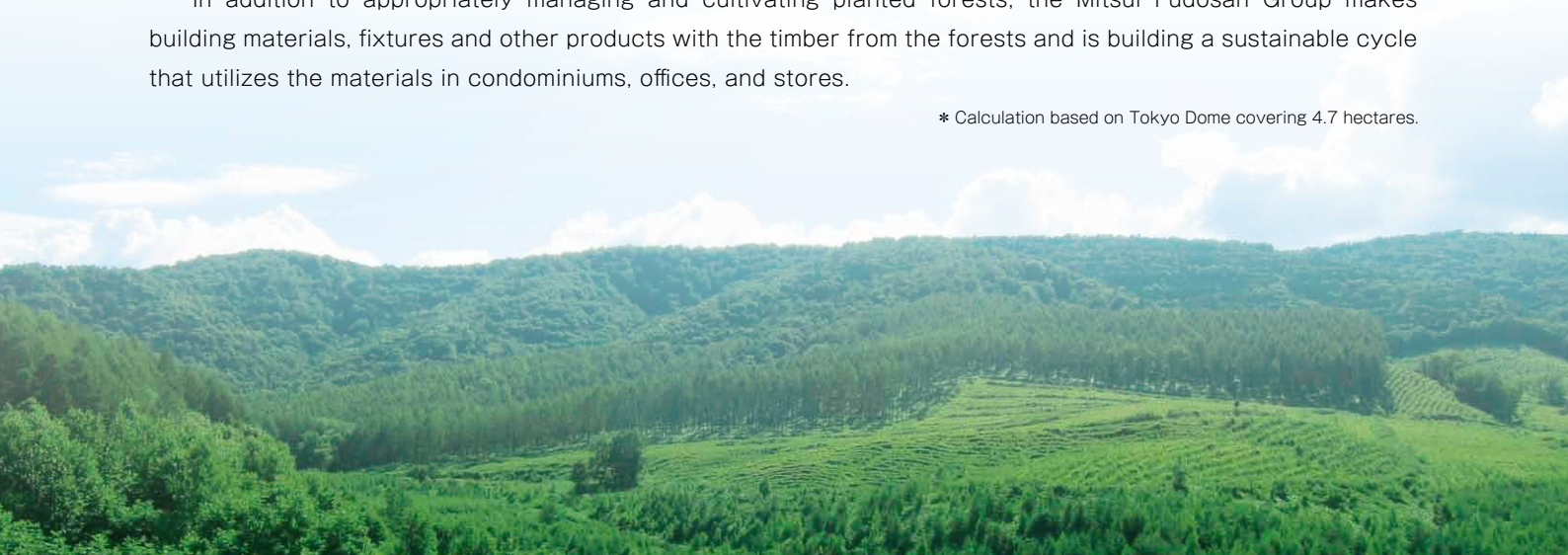
● Map showing locations of Group-owned forests

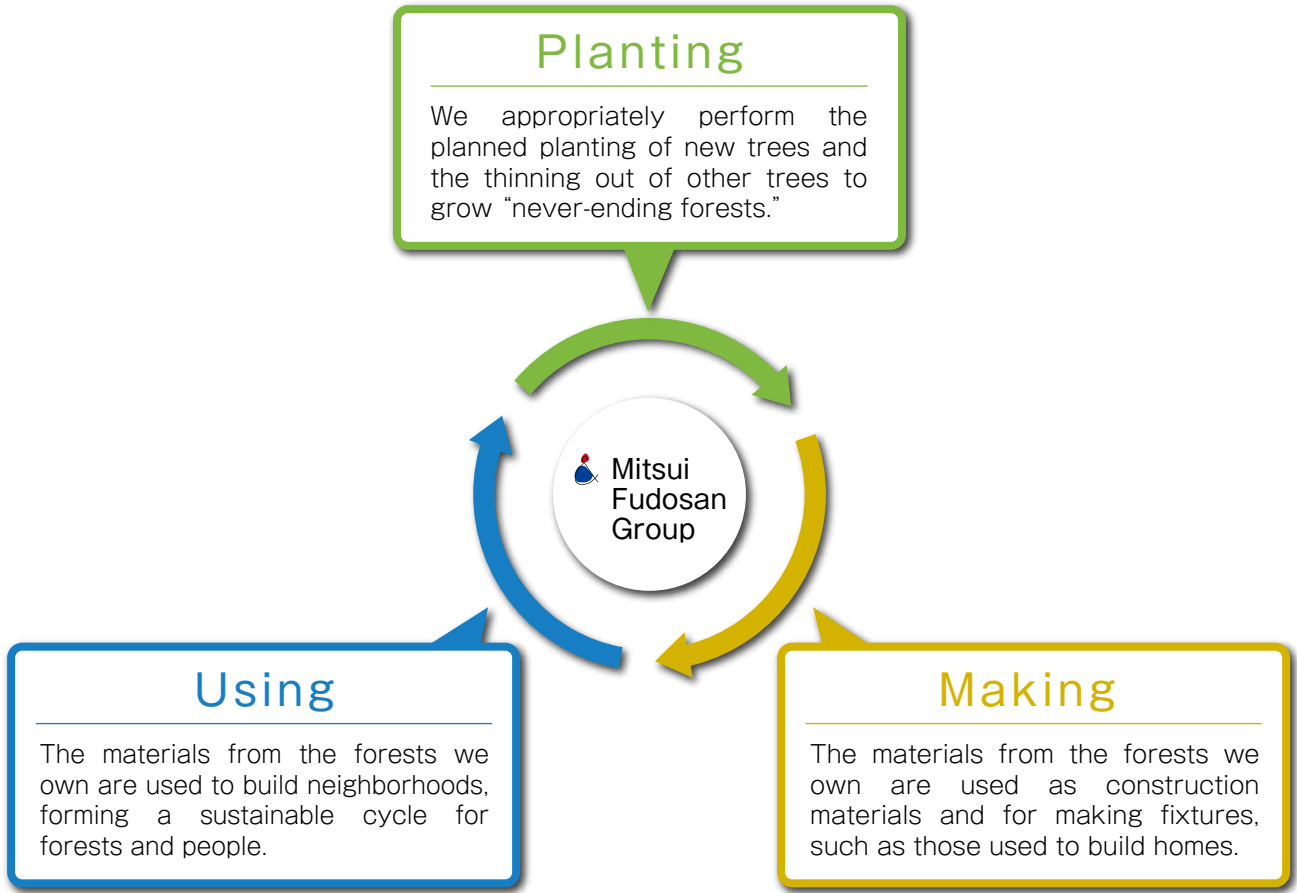
Mitsui Fudosan Group's Never-Ending Forests

The Mitsui Fudosan Group owns roughly 5,000 hectares of forest (equivalent to 1,063 Tokyo Domes*). More than 60% of this forest was planted by hand, and under 40% is natural.

In addition to appropriately managing and cultivating planted forests, the Mitsui Fudosan Group makes building materials, fixtures and other products with the timber from the forests and is building a sustainable cycle that utilizes the materials in condominiums, offices, and stores.

* Calculation based on Tokyo Dome covering 4.7 hectares.





Takashi Nakajima
Social Contribution and
Environment Promotion
Department
Mitsui Fudosan Co., Ltd.

Committed to Sustained Growth of Healthy Forests

 Employee Comment

With regard to environmental problems, such as global warming and loss of biological diversity, the focus has historically been on the CO₂ absorbed and oxygen supplied by forests and their function in the conservation of ecosystems. As fiscal 2016 begins, forest management and utilization that shows consideration to sustainability is growing in importance in Japan, with the promulgation of the Act on Promotion of Distribution and Use of Legally Logged Wood Products. In the years to come, in addition to advancing planned management in accordance with the Sustainable Green Ecosystem Council (SGEC) certification standards, Mitsui Fudosan will address the activation of the domestic forestry industry and the sustainable development of healthy forests through the active utilization of its business.

Cultivating Appropriately Managed Forests

Appropriate management by hand is essential in cultivating planted forests. We properly maintain the Mitsui Fudosan Group-owned forests by carrying out underbrush clearing, branch cutting, pruning and thinning, while aiming to rejuvenate the forests through periodic tree plantings.

With regard to the natural forests, maintenance is kept to the absolute minimum to conserve its natural state as much as possible.



■ Receipt of Forestry Management Certification

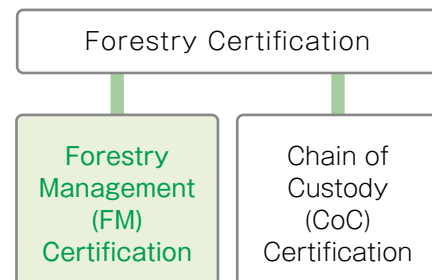
Through such appropriate management and conservation methods, all the forests owned by the Mitsui Fudosan Group have received forestry management (FM) certification from the Sustainable Green Ecosystem Council (SGEC).
(Certification November 2009, renewed 2014)



What Is SGEC Forestry Management Certification?

A single Forestry management (FM) certificate covers the certification of forests that are deemed to be managed in a socially, economically, and environmentally appropriate manner.

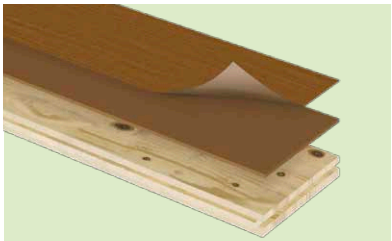
Including Japan and the United States but excluding European nations, 12 countries with temperate forests participate in SGEC FM certification. In conformity with the Montreal Process that summarizes the criteria and indicators for objectively ascertaining and evaluating the sustainability of forest management, it is a certification system that utilizes criteria tailored to the natural and social locations of Japan's forests.



Utilizing Timber from FMC-Certified, Group-Owned Forests

Appropriate management, including underbrush clearings and tree thinning as well as planting after tree felling, is essential for the cultivation of healthy forests. We utilize the timber materials from the FMC-certified forests that the Group owns in construction materials and for making fixtures, but repeating the forest sustainability cycle leads to the cultivation of healthy forests and contributes to CO₂ absorption fixation, the conservation of biological habitat, the fostering of water resources and the prevention of landslide damage. In addition, the utilization of domestically produced industrial materials supports a sustainable Japanese timber industry.

Made into construction materials



Used in bases for condominium flooring



In balcony roof and flooring materials



In plywood for detached housing structures

Made into office furniture and novelties, etc.



Used in office tables



In waiting room benches, etc.



In all kinds of novelty products

Made into the "Wood Cube" learning through wood facility

Set up at LaLaport Ebina (Ebina City, Kanagawa Prefecture), "Wood Cube" is an area where children play freely with wooden toys while feeling the warmth of the wood. Tree thinnings from the Group-owned forests were utilized in the making of the pillars and floor materials.

"Wood Cube" won the Excellence Award (Ministry of Agriculture, Forestry and Fisheries [MAFF] Subsidized Business category) at the First JAPAN WOOD DESIGN AWARD 2015.



To Convey the Importance of Never-Ending Forests

■ Employee Afforestation Training

Afforestation training geared toward Group employees is held at the Group-owned forests once every year. Twenty people took part in the fiscal 2015 training held in October.

By learning what appropriate management requires to create “never-ending forests” and by planting seedlings one by one by hand, participants experience the enormous amount of time and effort needed to cultivate trees. Doing so also gives them the opportunity to give some thought to the global environment.



Planting a tree with my own hands and feeling a connection with the forest of the future was an absolutely amazing experience. I want to go and see the tree after it has grown.



■ &EARTH DAY

To convey the importance of “never-ending forests” to children who will be responsible for their future, “&EARTH DAY” is held at Mitsui Fudosan Group retail facilities during the summer vacation period every year. In fiscal 2015, the event was again held in August.

We devise ways to cover topics, including the importance of the forests and biodiversity, so that the children have fun learning as they play.



Observing waterside creatures



Tackling a quiz



Everybody joins together in making wood shakers from tree thinnings.

It was fun, as I don't get the chance to touch trees. The children looked in wonder at the tree's age rings.



Mizue Tojo
Social Contribution and Environment Promotion Department
Mitsui Fudosan Co., Ltd.

Thoughts on Children and the Future of Forests

 Employee Comment

Having children get to know the status of Japan's forests today will change the appearance of Japan's forests in the future. What we can do to achieve this is to continue conveying to children what is needed as far as the forests are concerned. By having children touch, smell and utilize trees through “&EARTH DAY,” they gain an interest in and awareness of trees and forests. I am happy if they are able to use the time to give some thought to future forests that will support a variety of creatures. In the years to come, we will continue activities that convey the cycle of the “never-ending forest”—planting, making, using, planting—to even more children.