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## The Mitsui Fudosan Group: A History of Value Creation



Since the beginning, the Mitsui Fudosan Group has been dedicated to creating value through the creation of neighborhoods. Our efforts support healthy lifestyles, and value a balance between society and the environment. Our history is a story of value creation, and our vision for the future promises to add exciting new chapters to that story. Let's take a closer look.

&History <b>01</b>	<b>1673 — 1986</b>	&History <b>02</b>	<b>1995 — 2007</b>	&History <b>03</b>	<b>2012 — 2018</b>
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## Neighborhood Creation to Meet Future Needs

The Mitsui Fudosan Group has continued to create new lifestyles with forward-looking neighborhood creation.

**1673**



Echigo-ya clothing emporium in Edo Japan

### Enterprising Spirit and Dedication to Customers

Takatoshi Mitsui Finds Echigo-ya

Roughly 340 years ago, Takatoshi Mitsui founded the Echigo-ya clothing emporium in the Nihonbashi area of Edo, now Tokyo. Takatoshi revolutionized the business with fair and affordable cash transactions. Echigo-ya eventually grew to become Mitsui Company, and the Mitsui Fudosan Group inherited his enterprising spirit and dedication to customers.

1929



The new Mitsui Main Building (Chuo-ku, Tokyo)

## Built to Withstand the Strongest Earthquakes

### Mitsui's Symbol of Recovery

Approximately six years after the Great Kanto Earthquake, builders put the finishing touches on the Mitsui Main Building. This modern office building, famously built to withstand an earthquake twice as powerful as the 1923 temblor, rose from the rubble as a symbol of recovery, bringing hope and energy to the people of Tokyo. It is also where the roots of our commitment to safety and security can be found.

1941



## Mitsui Fudosan is Established

The Real Estate Department of Mitsui Company, which was founded in 1909, was responsible for managing Mitsui's real estate. In 1941 the department was split off as Mitsui Fudosan ("Mitsui Real Estate"). Since then, our mission has been to contribute to Japan's development, and through neighborhood creation, we continue making contributions to society.



The interior of Mitsui Fudosan at the time of its establishment

1950~



Keiyo Rinkai District

## Reclaiming Land from the Sea

### The Keiyo Rinkai District Land Reclamation Project

To meet the growing need for residential development and space for manufacturing facilities in the late 1950s, Mitsui Fudosan began work to reclaim Tokyo Bayfront land in the Rinkai District of Chiba Prefecture. This new concept of creating space instead of searching for it contributed to the formation of large-scale manufacturing complexes and industrial parks. Eventually, new residential developments and office buildings were established in this area, and today it is a place where numerous people live, work, and visit.

1960



Tokyo Disneyland under construction  
\*Business entity: Oriental Land Company Co., Ltd.  
©Disney

## Support for the Opening of Tokyo Disneyland \*

In 1960, Mitsui Fudosan participated in the founding of Oriental Land Co., Ltd. which today manages Tokyo Disneyland. After negotiations with Disney, Oriental Land finally opened the park in 1983. It was the first Disneyland to be located outside the US, and its opening after an extended period of gestation raised the curtain on a new era of entertainment in Japan.

1968



The newly-completed Kasumigaseki Building (Chiyoda-ku, Tokyo)

## Skyscrapers Make Urban Plazas a Reality

### The Kasumigaseki Building

The growth of buildings into skyscrapers was balanced by the creation of broad green spaces at their feet. The Kasumigaseki Building pioneered the era of ultra-high rise buildings in Japan, and was an epochal step forward in an urban renewal movement incorporating a vision of human and social potential.



1971

1980



Mita Tsunamachi Park Mansion (Minato-ku, Tokyo)



Sun City today, surrounded by trees (Itabashi-ku, Tokyo)

## New Japanese Residential Concepts

### Mita Tsunamachi Park Mansion and Sun City

On the heels of the Kasumigaseki Building, Mitsui Fudosan pursued the creation of new value in residential environments with the construction of Mita Tsunamachi Park Mansion, Japan's first high-rise apartment complex. Our built-for-sale Sun City condominium pioneered the concept of neighborhoods whose attractiveness increases as they mature and age. To help create a neighborhood where, like a growing forest, people would gather to live and form a growing web of connections with others, the residents and others joined in the planting of around 50,000 trees. Today, Sun City is an oasis of green in a highly urbanized setting. Mitsui Fudosan continues to apply this concept of neighborhoods whose attractiveness increases as they mature and age in its neighborhood creation today.

1981



The newly-opened LaLaport TOKYO-BAY (Funabashi City, Chiba)

## Creating New Lifestyles

### Mitsui Shopping Park LaLaport TOKYO-BAY

LaLaport TOKYO-BAY gave rise to a new lifestyle concept-weekend shopping excursions. LaLaport is more than a commercial facility; as a hub for the local community, it plays an important role in neighborhood creation.

1984



The Halekulani Hotel today (Oahu, Hawaii)

## Expanding Globally

### The Halekulani Hotel

Halekulani Corporation, a subsidiary of Mitsui Fudosan America, was established in 1984 as part of the Group's international expansion. The corporation thoroughly rebuilt and refurbished Hawaii's flagship Halekulani Hotel, and has managed it since then.

1986



Okawabata River City 21 (Chuo-ku, Tokyo)

## Solving the Challenges Facing Cities

### Okawabata River City 21

Okawabata River City 21, a major collaboration between the public and private sectors, was designed to address challenges faced by cities, including spiraling land prices and shrinking resident populations. With a full mix of residential, commercial, and office space as well as other urban amenities, the development is surrounded by abundant greenery and represents a futuristic waterfront development model.

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## Creating New Value in Harmony with History and Culture

The Mitsui Fudosan Group has revitalized neighborhoods, centralizing advanced functions while retaining the region's natural environment and culture.

1995



MITSUI OUTLET PARK OSAKA TSURUMI (Tsurumi-ku, Osaka)

### Developing Japan's First Outlet Mall

MITSUI OUTLET PARK OSAKA TSURUMI

This was Japan's first outlet mall, following a trend that began in the US in the 1980s. Mitsui Outlet Parks feature daring new approaches and offer new value to society. These commercial facilities typify the Mitsui Fudosan Group's basic stance.



2001



## Japan's First Real Estate Securitization

After the collapse of Japan's speculative bubble, the real estate industry faced a pressing need to rethink their business model. To promote real estate securitization, Mitsui Fudosan created Nippon Building Fund Inc. and listed it on the Tokyo Stock Exchange Real Estate Investment Trust Securities Market (J-REIT). This move opened new avenues to procure funds to support neighborhood creation.

2004



COREDO Muromachi 1 and 3 (Chuo-ku, Tokyo)

## Retaining, Revitalizing, and Creating

### Nihonbashi Revitalization Plan

The Nihonbashi bridge, in the Tokyo district that shares its name, was the starting point of the five major highways that led to other parts of Japan from Edo. The district still boasts numerous historic structures and traditional neighborhoods featuring commercial establishments founded generations ago. Nihonbashi is the birthplace of the Mitsui Group and Mitsui Fudosan's home ground. The Nihonbashi Revitalization Plan brings together the public and private sectors with local residents to stimulate the neighborhood and generate new appeal. With a core concept of retaining, revitalizing, and creating, we are combining a "making things" hardware approach (city block redevelopment) with a "making experiences" software approach (community activities, events, and more). The plan began in earnest with the 2004 launch of the COREDO Nihonbashi shopping center. The transformation of Fukutoku Shrine into a new "regional community core" in the fall of 2014 marked the start of the plan's second stage. Going forward, we will aim to further enhance the energy level in Nihonbashi and do our part to reinforce Tokyo's international competitiveness through imaginative, distinctive neighborhood creation.

### Retaining

At Mitsui Fudosan, we see coexisting with traditional culture, historic structures, and regional communities, and preserving them for future generations, as our mission.



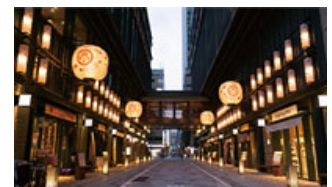
Buildings surrounding the Mitsui Main Building, an Important Cultural Property, were designed to harmonize with this historic structure



The Mitsui Memorial Museum houses a diverse collection of artworks

### Revitalizing

By studying history and adopting the knowledge of our forebears, we are working to restore lost aspects of neighborhoods and restore their vitality.



2007

We helped restore the main building of Fukutoku Shrine, whose history goes back more than a millennium

ECO EDO Nihonbashi is a summer event that revives the way Edo-era people kept cool, with a modern touch

Creating

With our eyes on the future, the Mitsui Fudosan Group creates value needed in every era, with respect for history and culture. Our goals range from revitalization of Nihonbashi to the revitalization of Japan as a whole.



A wide range of events to vitalize neighborhoods



Nihonbashi Information Center is staffed with foreign concierges



Tokyo Midtown (Minato-ku, Tokyo)

### Diversity and On the Green Are Neighborhoods Where the Natural Environment and the Local Community Coexist

Tokyo Midtown

Tokyo Midtown, which opened in 2007, exemplifies the Mitsui Fudosan Group's efforts to create neighborhoods. Situated on a large site that retains the greenery of the former Japan Defense Agency (JDA) facility, the mixed-use urban complex includes office, commercial, residential, and hotel space. It is a place where the new is coming into being continuously as people gather: design and art that convey Japanese values and sensibilities, seasonal events that stimulate the surrounding community, and more.



Greenery from the original site was relocated and retained



Approximately 40% of the developed area was reserved for open space with abundant foliage



21\_21 DESIGN SIGHT, a source for advanced design



Extensive green space provides a stage for a wide variety of events





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## Creating New Futures to Realize a Sustainable Society

Guided by its new vision, the Mitsui Fudosan Group, will endeavor to create smart neighborhoods to leverage human potential in new ways.

2012



Kashiwa-no-ha Smart City (Kashiwa City, Chiba)

### Building Smart Cities to Address National Challenges

#### Kashiwa-no-ha Smart City

Kashiwa-no-ha Smart City (Kashiwa City, Chiba) is a collaboration between the public, private, and academic sectors for advanced neighborhood creation. It is Japan's first mixed-use smart city development, with residential, office, commercial, hotel, meeting hall, and international exchange space. The development aims to actualize future concepts, and is designed to promote next-generation lifestyles and society under three themes: environmental harmony, health and



longevity, and new industry creation. The Mitsui Fudosan Group aims to create such advanced neighborhoods in Japan and abroad to serve as model solutions for global challenges.

### Environmental Harmony Cities

Optimizing energy use throughout a neighborhood can resolve environmental and energy challenges and ensure secure lifelines when disasters occur. Using the most advanced technologies available, the Mitsui Fudosan Group is working to create neighborhoods that exist in harmony with the environment.



Kashiwa-no-ha Smart Center monitors regional energy supply and demand



Rooftop solar panels at LaLaport KASHIWANOHA

### Health and Longevity Cities

Our goal is to create neighborhoods where everyone from children to the elderly can lead healthy lives. To this end, we are collaborating with the public sector in such efforts as health businesses and model towns where these concepts can be field tested.



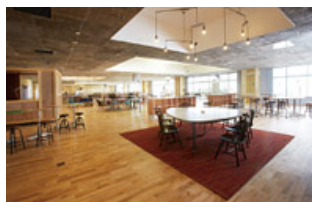
A-Shi-Ta health research stations promote wellness



A-Shi-Ta also offers unique health promotion programs

### New Industry Creation Cities

New industry creation cities are home to incubation facilities to support new businesses and entrepreneurs, as well as knowledge institutions such as universities and research institutes. They nurture and support new industries that will bring new vitality to Japan.



KOIL innovation center (Kashiwa-no-ha Open Innovation Lab)



International business contests are also held

### The Three Core Concepts of Mitsui Fudosan Group Smart Cities

In addition to its Kashiwa-no-ha development, the Mitsui Fudosan Group is promoting smart city development in Nihonbashi (Chuo-ku, Tokyo); Hibiya (Chiyoda-ku, Tokyo), Yokohama (Yokohama City, Kanagawa Prefecture), and elsewhere, where we are undertaking to address the challenges facing humanity in the areas of smart energy, harmony with the environment, safety and security, health and longevity, and new industry creation. Our aim is to create people-centered, growing neighborhoods whose attractiveness increases as they mature and age.



2012



MFLP Ibaraki, completed 2017 (Ibaraki City, Osaka Prefecture)



MFLP Inazawa, completed 2017 (Inazawa City, Aichi Prefecture)

2015



1 Neighborhoods that respond to the challenges facing humanity

- Challenges requiring response: energy, harmony with the environment, safety and security, health and longevity, new industry creation, etc.

2 Challenges requiring response: energy, harmony with the environment, safety and security, health and longevity, new industry creation, etc.

- Goal: Green (energy-efficient, eco-aware) & Resilient
- Neighborhoods where customers can experience the value that technology creates

3 Growing neighborhoods through synergistic value and town management

- Create synergy through multiple use and enhance sustainable value-added through town management

## Advanced Logistics Facilities that Contribute to the Region and Enhance Working Environments

### Mitsui Fudosan Logistics Park (MFLP)

MFLPs are advanced logistics facilities meeting recently diversifying requirements as a result of the growth of third-party logistics and e-commerce. As of the end of August 2018, there were 33 MFLPs in operation across Japan. These facilities contribute to their local communities in numerous ways, not only with more efficient distribution, but also as locations for green space and certified nursery schools. Furthermore, tenant companies create employment opportunities, and local contractors are hired for construction projects. MFLPs are also working to improve working environments in order to secure human resources. This can be seen in their activities to enhance shared spaces such as cafeterias, collaborate with personnel service companies to offer employment support, and offer exclusive discounts for LaLaport employees.

ともに、つなぐ。  
ともに、うみだす。



## Mitsui Fudosan Co., Ltd. becomes a Olympic and Paralympic Games Tokyo 2020 Gold Partner

### Preparing for the Olympic and Paralympic Games Tokyo 2020

Mitsui Fudosan Co., Ltd. has signed a Tokyo 2020 Gold Partner agreement with The Tokyo Organizing Committee of the Olympic and Paralympic Games. As a Tokyo 2020 Gold Partner in the Real Estate Development, Mitsui Fudosan will engage in broad-based promotion of Japan's appeal, to contribute to the success of the Olympic and Paralympic Games Tokyo 2020.

2018



TOKYO MIDTOWN HIBIYA (Chiyoda-ku, Tokyo)



An urban landscape with abundant parks

## Creating Future-Oriented Experiences and Values While Leveraging Unique Neighborhood Characteristics

### TOKYO MIDTOWN HIBIYA

TOKYO MIDTOWN HIBIYA had its grand opening on March 29, 2018, in Tokyo's Hibiya district, which has a long history as an area for arts, culture, and entertainment. The new complex is a mixed-use city promoting synergy between a diverse spectrum of culture, styles, and talent from around the world. In addition to office and retail space, restaurants, and a cinema complex, it serves as a nexus of commercial collaboration to support the formation of new industries. TOKYO MIDTOWN HIBIYA preserves the character and history of its namesake district and offers visitors high-quality experiences. Its aim is to realize a vision of creating future-oriented experiences and values.



**TOKYO MIDTOWN  
HIBIYA**

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