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New Urban Functions Sustain Hibiya's Starring Role in Japan's March Toward the Future



Hibiya has a long history, dating to the Meiji era, as a setting for social gatherings and relaxation. It also played a key role in Japan's modernization. The famed Rokumeikan, a Western-style guest house for foreign visitors, stood in Hibiya, as well as the storied Imperial Hotel, said to be the first of its kind in Japan. Tokyo Midtown Hibiya, which opened on March 29, 2018, inherits Hibiya's living history and traditions, and aims to realize a vision of creating future-oriented experiences and values.

This large-scale multifaceted facility is equipped to serve in diverse capacities with commercial, office, gathering and event space, and more. To realize the Mitsui Fudosan Group's concept of neighborhoods whose attractiveness increases as they mature and age, the complex utilizes new-generation HIDAX-R seismic-energy damping systems, which have gained worldwide attention for their damping efficiency. Tokyo Midtown Hibiya also boasts top-class safety and business continuity infrastructure. Moreover, it is equipped to contribute to the security of the surrounding neighborhood in the event of a disaster. For example, it can serve as a shelter for up to 3,000 persons if public transportation is disabled.



Innovative gathering spaces attract diverse individuals and give rise to new industries

Hibiya has a long history as a gathering place for domestic and foreign individuals of distinction. To leverage Hibiya's potential as a birthplace for new industries, we designed Tokyo Midtown Hibiya to serve as a place where people from around the globe with diverse culture, styles, and talents can gather and interact.



► **Hibiya Step Plaza**

A stairway leads to a circular plaza roughly 30 meters across, suitable for various events and activities



► **BASE Q**

With its Hall, Kitchen, Studio, Lounge, and Café, BASE Q is an ideal springboard for business collaboration.

Bringing a new nexus for arts and culture to a district famous since the Showa era for its cinemas and theaters

Hibiya acquired its reputation as a center for entertainment in the Showa era, with numerous cinemas and theaters, including the renowned Tokyo Metropolitan Hibiya Public Hall and the Tokyo Takarazuka Theater. Tokyo Midtown Hibiya will continue this tradition, coordinating with the district to promote Hibiya as an arts, culture, and entertainment center.



► **TOHO Cinemas Hibiya**

This cinema complex is the largest in central Tokyo, with 13 screens and approximately 2,800 seats.



► **Atrium**

A three-story atrium has the feel of a theatrical space and makes for a suitable entrance to an entertainment complex.

Urban Settings with Greenery and Open Spaces Make Fulfilling Places to Live, Work, and Visit

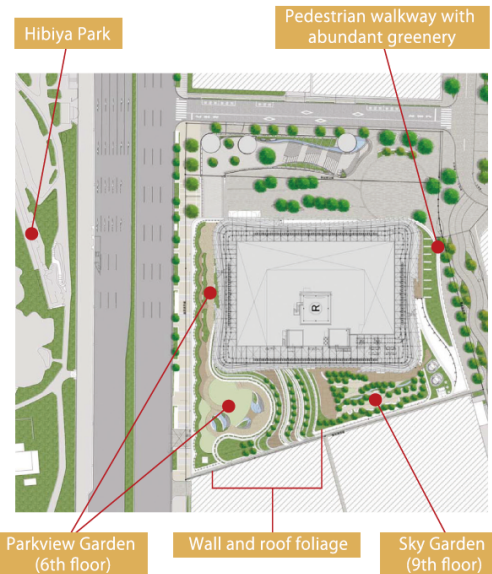


Hibiya is more than a center of commerce, business, and culture. It is adjacent to Hibiya Park, a precious environmental resource in central Tokyo, and a place where visitors can enjoy a lush natural setting.

Mindful of its relationship with the adjoining Hibiya Park, the designers of Tokyo Midtown Hibiya were careful to augment the existing greenery on the site by selecting from tree species present in the park, to create a unified feel with the park foliage.

Approximately 2,000 m² of greenery was deployed on site, not only around the structures but in the Parkview Garden (sixth floor) and the Sky Garden (ninth floor), as well as on the roof and walls of the structure. At the same time, pedestrian-only walkways were derived from the surrounding road network, and numerous installations of foliage and benches were placed along the way, creating relaxing green spaces.

By taking into account the proximity of the foliage in Hibiya Park, carrying out planting based on existing species, and taking other measures to create new green spaces, we formed a network of foliage in the Hibiya area, helping to create spaces where birds and other wildlife can coexist with people.



► **Parkview Garden**

Greenery and water features on the terrace give visitors the sense that they are part of Hibiya Park with its stunning foliage spread out below.



► **Wall and roof foliage**

Wall and roof foliage extends from Parkview Garden (6th floor) to Sky Garden (9th floor)



► **Sky Garden**

This aerial oasis of greenery is located near ninth floor office space and adjacent to the Sky Lobby.



► **Pedestrian walkway with abundant greenery**

Route 136 in Chiyoda was converted to a pedestrian walkway with abundant foliage selected from the species in the park, creating a feeling of unity with the park.

Voice



An Exciting Hibiya, Where You Never Know What You Will Encounter

Hibiya offers something for everyone—from theaters, cinemas, and the park to eateries under the railroad tracks, all in one compact area. With Tokyo Midtown Hibiya in the mix, we expect new vitality and the cultivation of even more new culture. The opening of the complex marks the launch of full-scale neighborhood creation. In collaboration with local communities, we want to lure a stream of visitors and create an exciting Hibiya, where you never know what you will encounter.

Koichi Ota Hibiya Urban Planning and Development Department (now in Kashiwanoha Urban Planning and Development Department) Mitsui Fudosan Co., Ltd.

&Smart Kashiwa-no-ha Smart City >>

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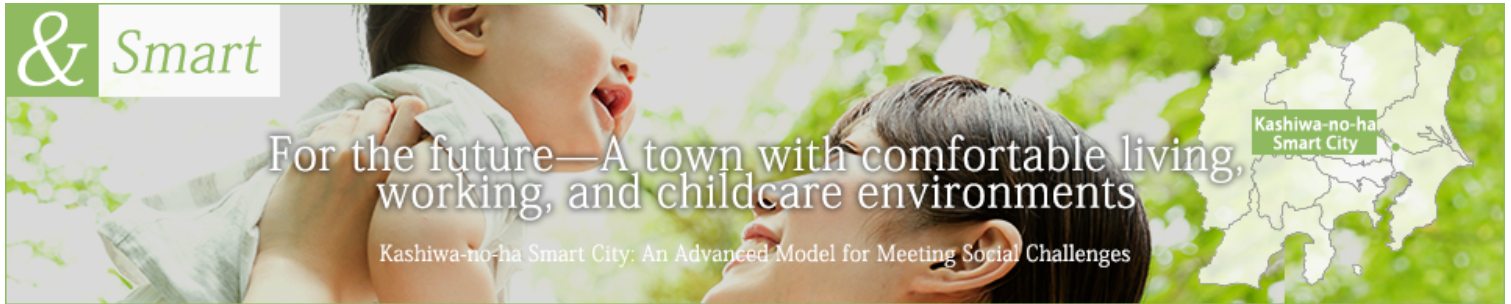
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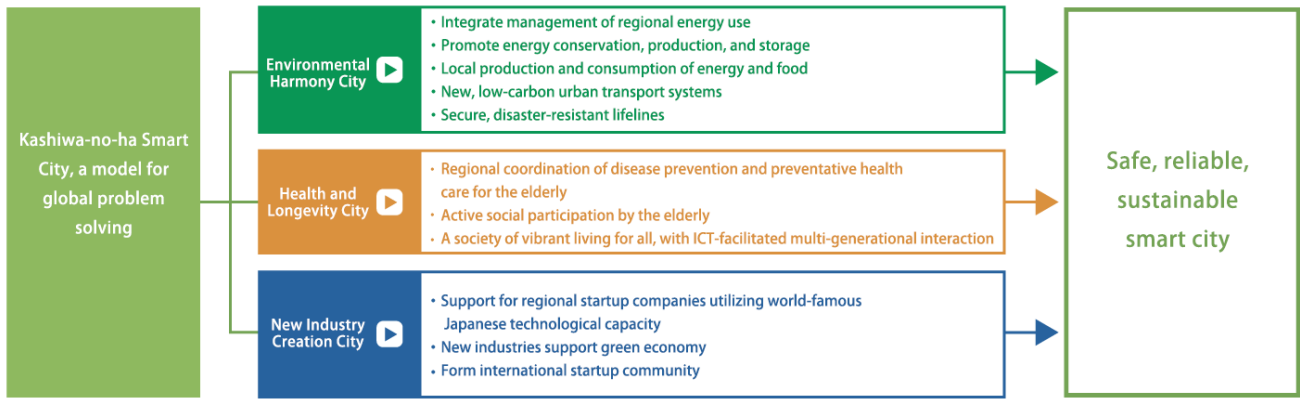
A Neighborhood Suitable as a Model For a Sustainable Global Future, Structured Through Collaboration Between the Public, Private, and Academic Sectors

<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
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The Mitsui Fudosan Group is positioning the concept of model smart cities as a response to a wide range of social challenges, including environmental challenges, a super-aging society, and economic stagnation. We are promoting the development of next-generation neighborhoods with participation from the public, private, and academic sectors. Kashiwa-no-ha Smart City, in Kashiwa City, Chiba prefecture, is adjacent to Kashiwanoha-campus Station on the Tsukuba Express line. The project saw its full-scale launch in 2011 and offers three models for social problem solution: Environmental Harmony City, Health and Longevity City, and New Industry Creation City. These models are structured as flat platforms open to anyone wishing to participate in neighborhood creation, including universities, enterprises, and citizens. Our goal is to achieve independent neighborhood creation to establish an image of a global future, sustainable in both tangible and intangible terms.





Children are the Power that Will Shape the Future. In a Society of Working Parents, We Create Neighborhoods Where Children Can Be Raised with Peace of Mind



In February 2018, tenants began occupying rental condominiums designed for those raising children, at the large-scale Park City Kashiwa-no-ha Campus The Gate Tower West. The goal was to create residences that help parents address such challenges as extended waiting periods for nursery school admission, and a lack of child-rearing environments designed to support working parents. Along with an on-site nursery school and after-school care facility for elementary school students, the complex features a pediatrics clinic and facilities for ill and convalescing children. The residence will provide an environment that is fully-equipped to enable even working parents to raise children with peace of mind.

Cicol Nursery School and Cicol After School support working parents

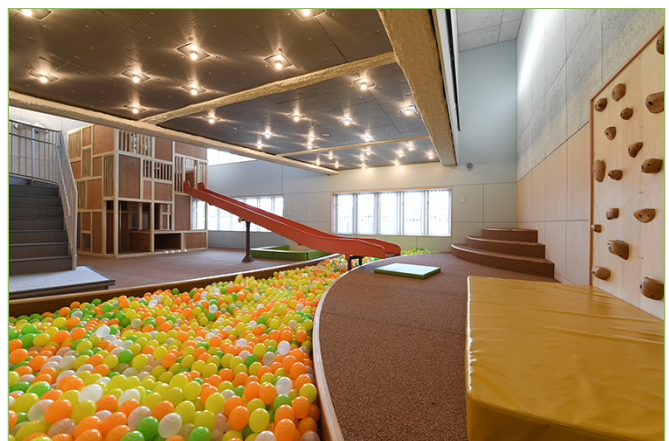
Cicol Nursery School is a non-registered entity offering child care services during regular operating hours as well as temporary care and night care until 22:00. Cicol After School is a facility designed for elementary school students and cultivates their capacity to be active in international society.



► Cicol Nursery School

Parents can work and keep an eye on their children at Cicol Park and Cicol Work

These facilities include Cicol Park, an indoor play land with a wide range of toys for children to enjoy, and Cicol Work, a space where parents can work while monitoring their children.



► Cicol Park

Pediatric care day and night, 365 days a year

Caps Clinic Kashiwanoha offers pediatric medical services day and night, 365 days a year. Ohana Kids Care, located next door, is equipped to care for ill and convalescing children.



▶ **Caps Clinic Kashiwanoha**

Kashiwa-no-ha Campus Clinic is a member of the Sesame Street Pediatric and Dental Education Program from Sesame Workshop, a US non-profit organization.

Voice



We Offer Rental Accommodations Designed to Fulfill Needs with Well-Equipped Common Space

The residential complex at Park City Kashiwa-no-ha Campus The Gate Tower West offers a range of support for child rearing, including a residents-only nursery school and 365 days a year pediatric care. It also features an attractive selection of common-use facilities, including a free natural hot spring bath, a fitness gym, and study rooms with full Wi-Fi. Safety and security are outstanding: the tower structure incorporates base-isolation technology to mitigate the effect of earthquakes, the premises are fully secure, and there is emergency electrical power supply. We hope you will visit Kashiwa-no-ha and experience the atmosphere of the community as well as the allure of The Gate Tower West.

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

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Harnessing the Power of Sports in Neighborhood Creation

Sports not only improves the mental and physical health of people through actions such as doing, watching, and supporting, it also creates new connections and has the power to revitalize communities. The Mitsui Fudosan Group Statement includes our aim "to bring affluence and comfort to urban living." In line with this, our goal is to create neighborhoods whose attractiveness increases as they mature and age, and we see sports as an important element in creating attractive neighborhoods. Consequently, we are promoting neighborhood creation that harnesses the power of sports.

BE THE CHANGE

さあ、街から世界を変えよう。

"BE THE CHANGE: Cities Start World Changes." With this slogan, and with Communicate, Connect, and Accept as themes, we aim to change ourselves and generate positive change in people, communities, and society with neighborhood creation as our point of departure.

Mitsui Fudosan Sports Academy for Tokyo 2020

Mitsui Fudosan Sports Academy invites world-class athletes to give talks on Olympic and Paralympic competition, and offer students a chance to experience these events themselves. These classes are held at elementary and junior high schools in areas where Mitsui Fudosan is creating neighborhoods, and commercial facilities including LaLaport locations and Mitsui Outlet Parks throughout Japan. Direct contact with accomplished athletes creates personal connections between many different people, including local children, and stimulates the neighborhood community. Our aim is for these effects to form an intangible legacy that is sustainable into the future.

Nihonbashi city dressing for Tokyo 2020

From October 28, 2017—exactly 1,000 days before the opening of Olympic Games Tokyo 2020—to the following November 29, Mitsui Fudosan carried out a city dressing campaign in Nihonbashi using the games logo and images of athletes. Nihonbashi supported the games with a project named WE MAKE 2020. It was an experiential event showing that everyone—that is, not just athletes but spectators and supporters— will have an important part to play in the Tokyo 2020 Games.



▶ Climbing Academy



▶ Mitsui Main Building Dressing



▶ Dressing concept



三井不動産



東京2020ゴールド街づくりパートナー

Mitsui Fudosan supports the Olympic and Paralympic Games Tokyo 2020 as a Gold Partner in the Real Estate Development category.

Beautification of Competition Venue Leaves a Legacy of Litter-free Neighborhood Culture for Future Generations



On August 18 and 19, 2017, as one part of our environmental conservation activities, we carried out a program dubbed KEEP THE STADIUM CLEAN at Chichibunomiya Rugby Stadium, in conjunction with the opening four matches of the Japan Rugby Top League. The program's aim was to cultivate a litter-free neighborhood culture in and around the competition venue, and to communicate this to the surrounding community to leave this culture as a legacy for future generations. Students and athletes volunteered to participate, and invited the approximately 19,000 spectators to join in picking up litter after the matches. Over two days, 13,500 trash bags were distributed. Many spectators accepted trash bags and helped tidy up the stadium. We plan to extend this beautification program to other sports events.

Intangible Legacy



Tokyo: A Platform for Communicating Japan's Allure



Sports and Health



Communicating the Allure of Rural Japan



Parasports Support



Next-generation Development Support from Tohoku



Creating a Comfortable Society for All



1. Gathering at venue



Participants are oriented to the day's activities.

2. Inviting volunteers to participate



Stadium visitors are invited to take a trash bag and participate. Athletes also took part.

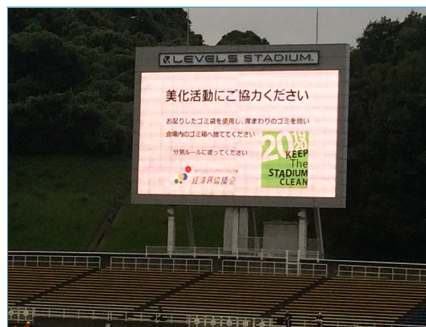


3. Trash bag distribution complete



These students and athletes volunteered to distribute trash bags.

4. Activity promotion using stadium monitor



During half time, as well as at other points during the matches, the stadium monitor displayed an appeal for volunteers to help pick up litter.

5. Post-competition



Spectators and other volunteers picked up every piece of litter.

Voice



Extending a Litter-free Culture from the Competition Venue to the Surrounding Community

In fiscal 2017, in addition to the opening matches of the Japan Rugby Top League, we engaged in beautification activities during a total of 18 rugby matches at eight venues, as well as at matches of The W League of the Japan Women's Basketball League, and the Takamadonomiya Cup of the U-18 Soccer League. In each instance, we distributed trash bags at the venue and volunteers called on fans to participate. I noticed many of the fans tidying up not only around their seats, but across a wide area. As the Olympic and Paralympic Games Tokyo 2020 approach, our goal is for activities like these to extend to beautification of neighborhoods, and for this culture to continue taking root after the games.

Chiemi Nagasaki Planning and Research Department Mitsui Fudosan Co., Ltd.

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Creating Never-Ending Forests in Hokkaido



The Mitsui Fudosan Group owns roughly 5,000 hectares of forest (equivalent to 1,063 Tokyo Domes*) in 31 cities, towns and villages in Hokkaido. Over 60% of these forests consist of planted Sakhalin fir, and we are conducting planned planting and appropriate management and cultivation. Thinned and regular timber from these forests is used as material for construction, furniture, and other purposes, encouraging forest renewal and "never-ending forests."

The remaining nearly 40% of trees are natural Mongolian oak and other species. These trees are managed minimally to preserve them as much as possible in their natural state.

*Calculation based on Tokyo Dome covering 4.7 hectares.



Planting (training)



Cultivating (clearing undergrowth)



Using (under-layer for flooring material)

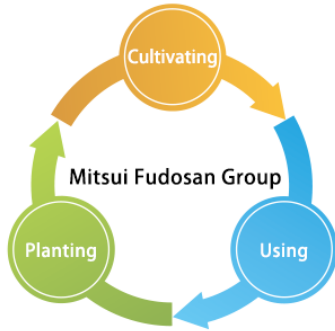


Using (& Earth Day fun forest study)

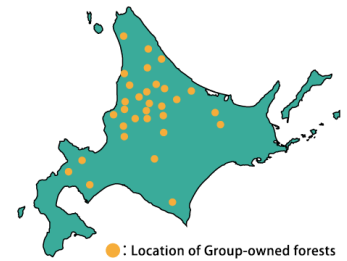


▶ Receipt of SGEC Forestry Management Certification

The forests owned by the Mitsui Fudosan Group in Hokkaido have all received forestry management (FM) certification from the Sustainable Green Ecosystem Council (SGEC).



Using (tables, chairs, etc.)



○ : Location of Group-owned forests



Planted forests 6 : 4 Natural forests



Creating a sustainable local society based on never-ending forests

In July 2017, Mitsui Fudosan and Minato Estate Co., Ltd., which cultivates and manages forest land, concluded an agreement with Shimokawa Town, Hokkaido, to engage in comprehensive coordination to create a sustainable regional society based on never-ending forests.

- ◆ Sustainable forest management
- ◆ Sustainable consumption and production with appropriate utilization of forest resources
- ◆ Climate change response and energy security from multifaceted forest functions

The agreement seeks to achieve:



▶ Signing ceremony with Shimokawa Town, Hokkaido

Preserving the Tokyo Metropolitan Water Conservation Forest



Tokyo Waterworks: Enterprise Forest

To preserve the upper reaches of the Tama River for the future, the Tokyo Metropolitan Government Bureau of Waterworks has formulated a plan to involve average citizens in creating water conservation forests. Creating forests with citizens, enterprises, and many others promotes understanding of the importance of preserving water resources. Mitsui Fudosan agrees with the goals of this plan. In June 2017, it acquired naming rights for one part of Tokyo Waterworks: Enterprise Forest from the Bureau of Waterworks, and in collaboration with the bureau, implemented a forest preservation work experience program for Group employees. Through this and other program features, the Mitsui Fudosan Group is working to preserve water conservation forests.



Experiencing work in water conservation forests

In 2017 and 2018, at the Mitsui Fudosan & EARTH FOREST TOKYO in Koshu City, Yamanashi Prefecture, we gave Group employees first-hand experience in forest preservation.

As preparation for tree planting, six Group employees participated in ground clearing activities in November 2017, collecting fallen branches, underbrush and other forest detritus. In June 2018, 11 employees participated in planting seedlings in the same location.



▶ Ground clearing



▶ Ground clearing complete



▶ Tree planting

Working with personnel from the Tokyo Metropolitan Government Bureau of Waterworks, participants gathered fallen branches and timber.

Voice



Remembering the Importance of Preserving Water Resources

Healthy forests absorb and store water and help prevent flooding and landslides. They also have other benefits, such as mitigating global warming and preserving the biosphere. In collaboration with the Tokyo Metropolitan Government Bureau of Waterworks, we visited the forest and experienced work activities relating to water supply and the sense of mission that comes with such work. This experience reminded me of the importance of water resource-promoting forests. As a water user, I felt motivated personally to do more than simply use less water to protect water resources. I hope to continue my research and planning to share this outlook with as many employees as possible.

Miyuki Tateno Social Contribution and Environment Promotion Department Mitsui Fudosan Co., Ltd.

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A Diverse Menu of Events to Unite the Local Community and Communicate the Appeal of Edo Culture and the Nihonbashi Area

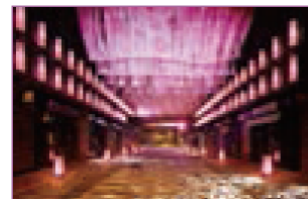


Along with the Nihonbashi Preservation Council, local organizations, and enterprises, Mitsui Fudosan is a participant in the ECO EDO Nihonbashi Steering Committee, supporting events aimed at stimulating the Nihonbashi district. These events convey to modern people the spirit of coexistence that was so important during the Edo era, and create new styles that truly reflect Nihonbashi. A diverse range of events is held on an ongoing basis throughout the year to communicate this allure, helping to bring visitors to the district, encouraging interchange, and contributing to economic knock-on effects.

The 2016 Nihonbashi Cherry Blossom Festival, held from March to April, was honored with the Minister of Economy, Trade and Industry's Prize for Excellence, awarded by the Japan Association for the Promotion of Creative Events (JACE) for the event's effectiveness in city-branding over a wide area. Furthermore, Mirai Kidai Shoran ("Nihonbashi Future"), an audiovisual work shown during the Nihonbashi Kidai Festival (September to October 2016) received the Prize for Excellence in an Audiovisual Work at the Golden Cube Awards, hosted by the Japan Institute of Architects (JIA). The video presented elementary school students' conception of what they would like to see in a future Nihonbashi, in the style of an Edo-era picture scroll.



Mirai Kidai Shoran Winner, JIA Golden Cube Awards



Nihonbashi Cherry Blossom Festival 2016 Recipient, 3rd JACE Event Award



▶ **Nihonbashi Cherry Blossom Festival 2017**

Nihonbashi is renowned for its many cherry tree viewing spots. This event invites visitors to enjoy artistic flower viewing courtesy of digital technology, eat different types of food along the way, search for hidden treasure, and more.



▶ **ECO EDO Nihonbashi 2017 Edo Summer: An Appeal to the Senses**

This event featured goldfish scooping, paper lanterns, summer kimonos, and other ways people in the Edo era kept cool during a Nihonbashi summer. The event was held for the tenth time in 2017.



▶ **Nihonbashi Kidai Festival**

Visitors to this autumn festival can enjoy Nihonbashi's traditional culture and fascinating streets, thanks to collaboration between old established shops and local enterprises. The festival was held for the second time from October 20 to November 7, 2017.

Aiming to Make Nihonbashi Japan's Safest Neighborhood, Large-scale Disaster Preparedness Training Was Held with Local Residents



Nihonbashi Muromachi Area Management and Mitsui Fudosan hosted disaster preparedness training on March 7, 2017. Nihonbashi is an area with a diverse mix of people, including business proprietors, company employees, local residents, and visitors. Disaster preparedness training involving only facility and business proprietors may be unlikely to produce an adequate response in the event of a real disaster. To address this challenge, the joint drill involved the entire neighborhood and saw participation from approximately 1,200 people, including local school children, business proprietors in COREDO Muromachi, employees working in Nihonbashi Mitsui Tower, and local residents. To encourage greater disaster awareness, for the first time participants were able to experience a simulated large-scale earthquake in virtual reality, and other experiential disaster simulations. The effort contributed to greatly enhancing local disaster response capabilities, and to making Nihonbashi Japan's safest neighborhood.



▶ This "earthquake chair" simulates the effects of a temblor based on data from major quakes

This small simulator brings home the importance of disaster preparedness. Participants have a vivid, virtual-reality experience of the violent shaking of a major earthquake, based on actual data.



▶ **Rescue, relief, first aid, and moving drills**

Participants learned how to use crowbars, wood and other implements to free trapped people, how to move the injured using blue tarps, and other practical knowledge and techniques.



▶ **Food distribution courtesy of Ninben**

Ninben is a famed purveyor of dried bonito flakes, a key element of Japanese cuisine. The business dates to 1699, and today COREDO Muromachi features one of their shops. During the drill, Ninben distributed approximately 200 servings of miso soup flavored with seaweed.



▶ **Creating a disaster map of the Nihonbashi Muromachi area**

Participants walked the streets to confirm the locations of shelters, fire hydrants, and other relevant points. The resulting data, along with information concerning what actions to take during a disaster, and points to note when seeking shelter, were incorporated into a disaster response map.

Voice



I Want to Convey Nihonbashi's Appeal to Everyone through Events

To really understand what's great about Nihonbashi, you actually have to visit, walk its streets, check out its shops, and meet with its people. Once you experience what's great about Nihonbashi for yourself, I'm sure you'll discover places you want to visit and people you want to meet. That's why it's important for us to create opportunities for people to visit. We're planning the Nihonbashi Cherry Blossom Festival as an event to attract a wide range of visitors. I hope it will be an opportunity for them to directly experience Nihonbashi's appeal.

Aya Sakamoto Nihonbashi Urban Planning and Development Department Mitsui Fudosan Co., Ltd.

◀ &Forest Preserving Precious Forest Resources for the Future

&People Diverse Workstyles Utilizing Diverse Human Resources ▶

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The WORKSTYLING Project Explores the Future of Work and Receives Fiscal 2017's Good Design Award



Mitsui Fudosan's Multi-Site Shared Office WORKSTYLING Project, which was launched to help realize new ways of working, won the fiscal 2017 Good Design Award. As society ages and the working population continues to shrink, enterprises must enhance productivity and utilize a diverse range of human resources. Furthermore, excessive working hours represent a challenge. We have entered an era that calls for work that is unprecedentedly efficient as well as creative.

WORKSTYLING responds to these social trends and offers new solutions to a wide range of workspace challenges. The project's recognition with the Good Design Award reflects the high evaluation it has received as a service that enables employees of large enterprises to practice a diverse range of workstyles.

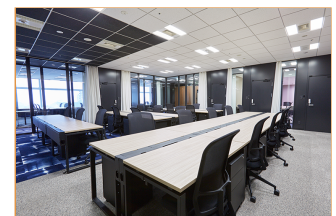


Spaces that allow free choice of workstyle

WORKSTYLING is a shared office system for employees from a wide range of enterprises. It enables employees to use teleconferencing and other advanced technologies without restriction by time or location. WORKSTYLING offices are also equipped with advanced security systems. As of June 2018, the network had grown to 32 locations in major cities throughout Japan. WORKSTYLING offers new ways of working that free



▶ WORKSTYLING FLEX



workers from long commutes, and enable them to combine work and family duties.

Moreover, in response to input from enterprises, in fiscal 2018 we launched two new services, WORKSTYLING FLEX and WORKSTYLING STAY. The former offers additional flexibility with respect to user numbers and contract term, while the latter features workspaces with access to overnight accommodations exclusively for corporate clients. The goal of WORKSTYLING is to drive the evolution of the workplace.



▶ WORKSTYLING STAY

Implementing the Telework Days Plan

In 2017 and 2018, to help accelerate acceptance of telecommuting, WORKSTYLING introduced "Telework Days" at selected locations for customers wishing to telecommute. This initiative is also intended to support the Olympic and Paralympic Games Tokyo 2020 through various working styles, and going forward, will be further enhanced.

Workplaces that Bring Smiles to Employees Are Good for Customers Too. Let's Be Sure to Work Happy



The Mitsui Fudosan Group believes that when our employees, as well as those of our valued partners working in customer contact positions in hotels and commercial facilities, are able to enjoy their jobs with a smile, the result is enhanced customer service. As such, working to devise systems, settings and other measures to enhance employee satisfaction (ES) leads to customer satisfaction (CS).

Enhanced ES means greater CS

Through events such as the All-Out CS Contest (for all hotels under management), the MGH Award, and numerous incentive and other systems, we are working to raise ES and thereby CS, with gratifying results.



▶ All-Out CS Contest (Mitsui Fudosan Hotel Management)

Mitsui Fudosan creates work environments with appeal

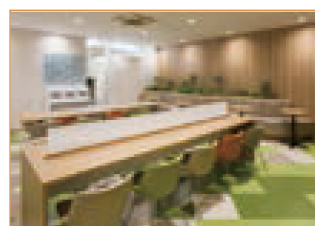


▶ Employee lounge, Urban Dock LaLaport TOYOSU

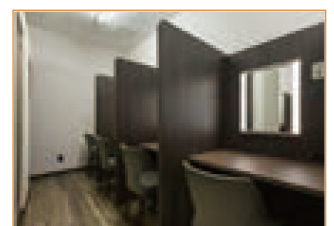
At Urban Dock LaLaport TOYOSU and other commercial facilities, we are renovating employee lounges with a relaxing café concept, to enhance their effectiveness as spaces for rest and rejuvenation. Going forward, we will continue our efforts to create work environments that raise employee motivation.



This Credo summarizes the policies followed by employees of The Celestine Hotels and Mitsui Garden Hotels (Mitsui Fudosan Hotel Management)



▶ Employee lounge, LaLaport SHIN MISATO



▶ Women's powder room for employees, LaLaport SHIN MISATO

Voice



Meticulous Service Supports Workstyle Innovation for a Diverse Workforce

The WORKSTYLING Project's meticulous attention to meeting the special requirements of large enterprises, including its outstanding security standards and advanced worker attendance management, led to it receiving the fiscal 2017 Good Design Award. The project was also recognized for its effectiveness in unlocking the potential of personnel for whom conventional commuting is challenging due to factors such as child or family member care responsibilities. This award is further encouragement for us to enhance and reinforce our services that make the utilization of diverse personnel and the creation of diverse workstyles possible.

Ryohei Takagi Workstyle Promotion Dept., Office Building Division Mitsui Fudosan Co., Ltd.