& INNOVATION 2030 DREAM, VISION, REALITY

Digest Edition



& INNOVATION 2030



Introduction

The world is today experiencing a major paradigm shift.

People's behavior has changed dramatically with the trend toward digitization in the wake of the COVID-19 pandemic. By the same token, rapid advances in AI are transforming society and is likely to prove a game changer.

The large swell of free trade and globalization that followed the fall of the Berlin Wall in 1989 has emerged as an era of division amid rising geopolitical risks.

The pace of global monetary easing triggered by the collapse of Lehman Brothers in 2008 has accelerated as a result of the pandemic, causing rapid inflation in many parts of the world and the shift away from the era of low interest rates.

At the same time, climate change is occurring on an increasingly worldwide scale, making it even more important for companies to contribute to the preservation of the global environment.

These trends are significantly impacting the direction that society takes. And I believe this will serve as a tailwind for Japan to reenergize its economy, impacted over a period often referred to as "the lost 30 years." For example, the supply chain is returning to Japan, and there is a growing trend toward the fair evaluation of legitimate added value and wage increases.

We, at the Mitsui Fudosan Group also see these changes as an opportunity to achieve further growth.

We have in fact worked diligently to address the social issues of each era through value creation.

In 2018, we formulated our long-term vision "VISION 2025" while successfully establishing a sustainable society through the creation of neighborhoods, harnessing technology to innovate the real estate business, and evolving into a global company. I am confident that the Group's business has expanded on a global scale and has evolved into the form that we have outlined in VISION 2025.

In order to promote value creation in this new era, we must transform and evolve ourselves. With this in mind, we reexamined our raison d'étre and redefined Our Philosophy.

Guided by this Philosophy, we formulated a long-term vision under the "& INNOVATION 2030" banner. This VISION aims to bring the Group's DREAM for 2030 to a *REALITY* by conceptualizing specific strategies.

We see ourselves as an industry developer or platformer that goes beyond the boundaries of a real estate developer. By providing a platform for open innovation, we take pride in contributing to the creation of both added value for society and new industries by helping bring together the wisdom of companies, society, and the people who live there.

The Mitsui Fudosan Group will continue to contribute to the creation of new industries and new demand.

In the value creation which we aim for, we view "creation of social value" and "creation of economic value" as two wheels of a cart. Creating social value leads to the creation of economic value, which in turn leads to the creation of even greater social value.

As far as creating economic value is concerned, we will accelerate asset turnover and realize added value while taking into consideration the balance between leasing income and sales profit. Furthermore, we will work to increasingly meet the expectations of shareholders and investors by steadily growing our earnings per share (EPS), improving efficiency, raising the total payout return ratio, and continuing to pay progressive dividends in order to maximize shareholder value.

Moving forward, we will continue to work together with our various stakeholders to achieve further growth and welcome your expectations toward the Mitsui Fudosan Group. April 2024

> President and Chief Executive Officer Mitsui Fudosan Co., Ltd.

Takashi Ubda

Formulating & INNOVATION 2030

Our Philosophy

[GROUP DNA] \sim The spirit that has been passed down to us \sim

The meaning of "&"

To generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating.

[GROUP MISSION] \sim The MISSION that we wish to fulfill \sim

- & EARTH With nature, sharing the future
- **& INNOVATION** With creativity, sharing the brilliance
- & **PEOPLE** With people, sharing the inspiration

The Mitsui Fudosan Group's new Philosophy

Our GROUP DNA is the spirit that has been passed down to us, and GROUP MISSION is what we wish to fulfill.

Corporate Message

Transforming the city **Transforming the future**

* The message summarizes Our Philosophy and indicates the direction in which the Group is moving.

Priority Issues

[GROUP MATERIALITY]

- Contribute to industrial competitiveness
- Safety and security

Diversity and inclusion

Compliance and governance

- Health and vitality
- Coexist with the environment

Based on Our Philosophy, we have identified GROUP MATERIALITY as a priority issue.

Long-Term Vision

& INNOVATION 2030 DREAM, VISION, REALITY

& INNOVATION 2030, the Group's long-term vision to FY2030. The name, & INNOVATION 2030, encapsulates our desire to cultivate the future through tireless value creation. Bringing & INNOVATION 2030 to a *REALITY* by clarifying our **DREAM** and **VISION**.



Vision Contribute to the creation of added value for society as an industry developer Create social value Create economic value

& INNOVATION 2030 DREAM, VISION, REALITY

Business Strategies

Achieve growth through three paths

- 1. Promote further core business growth (develop and evolve)
- 2. Expand into new asset classes
- 3. Explore new business domains and capture business opportunities



Financial Strategies

Manage with an equal focus on the three key objectives: enhance growth, efficiency and shareholder

returns

- 1. Achieve stable and continuous profit growth and enhance cash-generating capabilities
- 2. Improve efficiency and maintain financial soundness by managing the Company's balance sheet
- 3. Expand shareholder returns based on growth and efficiency

Infrastructure That Supports the Strategy

Human resources

DX ESG



Vision

Contribute to the creation of added value for society as an industry developer.

"Create social value" and "create economic value " as two wheels of a cart.

"Creating social value" leads to differentiation and competitiveness, which in turn helps "create economic value." Employ the economic value created to then create even greater social value.

Create social value

Contribute to global innovation and industrial development

• Accelerate efforts to generate innovation and develop new industries by bringing together the wisdom of various people and companies through the provision of places and communities.

Create exciting experiences

• Create attractive neighborhoods to help realize a vibrant society where people's hearts are overflowing with excitement.

Help address social issues

- Create wide-ranging added value through innovation and the creation of neighborhoods where people can work, live, enjoy, and visit.
- Help build a sustainable society on a global scale by coexisting with the environment and contributing to such efforts as addressing climate change.

Create economic value

Achieve sustainable growth and efficiency in excess of the cost of capital

- Achieve stable and continuous profit and cash growth over the long term through the efficient use of invested capital.
- Further develop the "Holding & Leasing, Development & Sales, and Management"* business model. In addition to stable leasing income from property holdings, accelerate efforts to realize added value by ramping up the sale of properties and promote management that enhance both growth and efficiency.

Ensure the stable and continuous redistribution of profits among shareholders and increase value per share

- Increase shareholder value over the medium to long term by reinvesting earnings.
- Redistribute profits among shareholders, taking into consideration such factors as the business environment, performance, and financial position.
- In addition to the stable payment of dividends, increase value per share through the flexible and continuous repurchase own shares.

* Holding & Leasing, Development & Sales, and Management activities

Holding & Leasing: Generate stable leasing income and facility operating income through the ownership of operating assets. Development & Sales: Realize added value through the sale of assets and development profit (gain on sale). Management: Generate continuous management profit through assets under management, etc.



Vision

Quantitative Targets: Around FY2030

Growth Indicator	EPS ^{⁵1} growth +8% or higher rate	2 Efficiency Indicator	ROE 10% or higher		
Quantitative Targets: FY2026 *1: Earnings Per Share *2: FY2023 (forecast) – FY2030 (forecast) CAGR					
Growth Indicator	EPS growth rate +8% or higher *3	Efficiency Indicator	ROE 8.5 % or higher		
PL	Business income ¥440 billion or higher Net income* ¥270 billion or higher * Net income = Profit attributable to owners of parent		Total payout return ratio50% or higher each periodDividend payout ratioAround 35% each period		
BS	Total assetsAround ¥9 trillionInterest- bearing debtAround ¥4.5 trillion	Shareholder Returns (FY2024-FY2026)	Stable dividend increases linked to sustainable profit growth (continuous and progressive dividends) Flexible and continuous repurchase of own		
Efficiency Indicator	ROA5% or higher**	*3: FY2023 (forecast) – FY2026 (forecast) CAGR	shares		

*3: FY2U23 (torecast) – FY2U2b (torecast) CAGK *4: Operating income + Equily in earning/slosses of affiliates (including Gain/loss on sales of shares of subsidiaries and affiliates for the purpose of real estate sales) + Gain/loss on sales of fixed assets *5: Business income / Average total assets over period

Balance Sheet Control

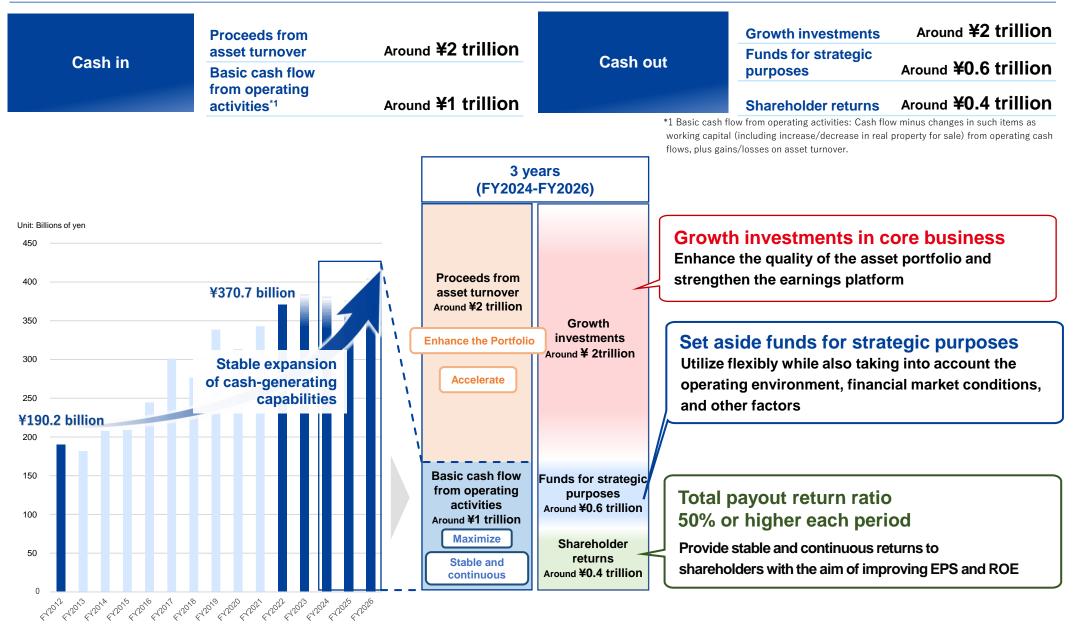
Fixed Assets/ Real Property for Sale	Asset turnover with no exceptions (Scope not limited to only real property for sale; fixed assets to also be considered) (FY2024-FY2026)	Around ¥2 trillion	D/E Ratio	Maintain financial soundness while conscious of ratings	Around 1.2-1.5 times	
Marketable Securities	Strategic shareholdings (FY2024-FY2026) Rec	Juction of 50%	Accelerate efforts to reduce strategic shareholdings; reduce current holdings by 50% over the three-year period to FY2026. Continue to actively reduce strategic shareholdings from FY2026 onward.			
	Stocks held purely for investment	Sell at the right time	Reflecting our track record to date, we time, allocating proceeds to invest for f	will continue to take a flexible and s future growth while also taking the s	sustainable approach to selling over share price into account.	

* U.S. dollar-yen exchange rate: ¥120/US\$ to ¥140/US\$ range Interest rates, inflation, etc. are factored after calculating and estimating based on the forecasts of various research institutions.

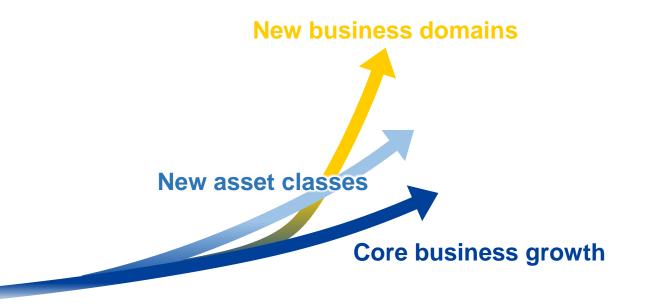


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Cash Allocation Assumptions (FY2024-FY2026 cumulative total)



Three business strategy paths



1. Promote further core business growth (develop and evolve)

Work to further grow (develop and evolve) the core businesses that have supported the Group's efforts to create value to date.

- (1) Decouple from the market*
- (2) Strengthen development profitability \sim Realize added value
- (3) Further develop and evolve overseas business

* Achieve high profitability regardless of the external environment through differentiation and efforts to create new markets.

2. Expand into new asset classes

Accelerate expansion into new asset classes by leveraging the strengths and know-how cultivated in core businesses.

- (1) Create neighborhoods harnessing the power of sports and entertainment
- (2) Expand the Mitsui Lab & Office business
- (3) Further expand business domains by strengthening the data center business, etc.

3. Explore new business domains and capture business opportunities

Explore new business domains and capture business opportunities to realize the Group's continued growth in the future.

- (1) Further develop and evolve as a platformer
- (2) Invest in mainstay fields
- (3) Establish a new division

Pursue a customer-centered approach.

Decouple from the market by differentiating each business and efforts to develop neighborhoods while creating new demand.

Increase the quality and quantity of core business value provided through real and digital measures

- Offices: Develop offices you want to work in in cities you want to visit. Enhance the level of services to provide optimal work styles for each customer.
- Retail Build a one-of-a-kind omni-channel platform that combines various services. Diversify revenue sources and innovate business models.
- Housing: Integrate the management of customer data and strengthen collaboration among Group companies.Provide one-stop service for all needs.
- Hotels and Utilize customer data and propose a personalized stay experience.
 resorts: Improve customer service through DX and provide high-quality stay value.
- Logistics: Utilize digital technology and further strengthen various service functions. Help address customer issues throughout the supply chain, not just in the warehouse.

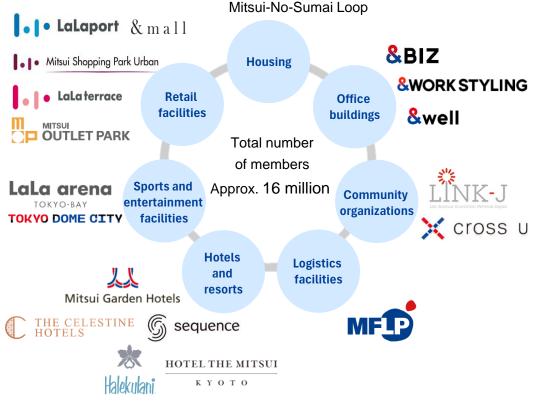
Create mixed-use neighborhoods

Provide value that meets the various working, living, enjoying, and relaxing needs of people.



Strengthen the Mitsui Fudosan Group Network

• Work to strengthen the Mitsui Fudosan Group network and expand membership organizations.



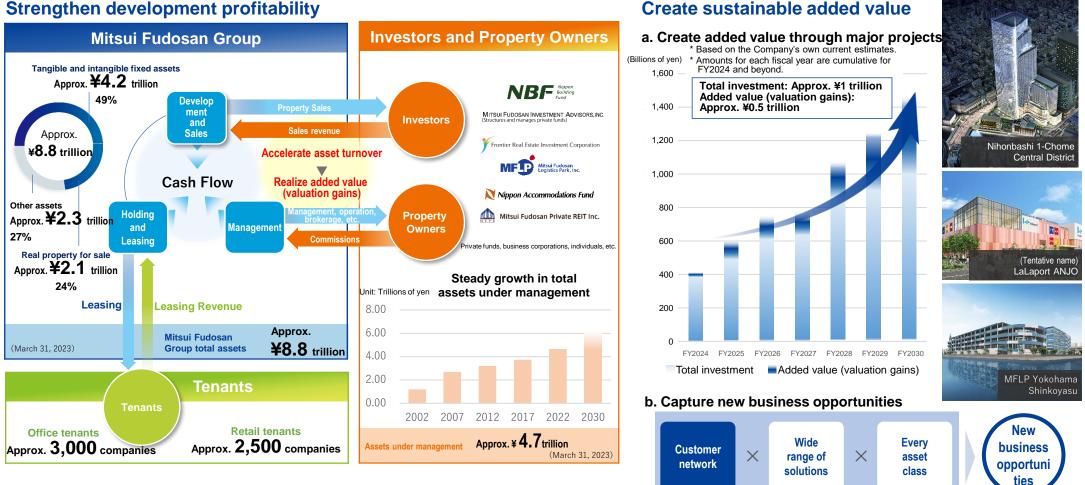
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Business Strategy



- Engage in long-term management of assets under management after sale.
- Also consider the proactive use*1 of third-party funding from the kick-off stage of large-scale developments.

*1 Proactively call for third-party funding from various entities, including institutional investors from the business kick-off stage; in addition to the Company's share of revenues, improve business efficiency by acquiring management fees.



Strengthen development profitability

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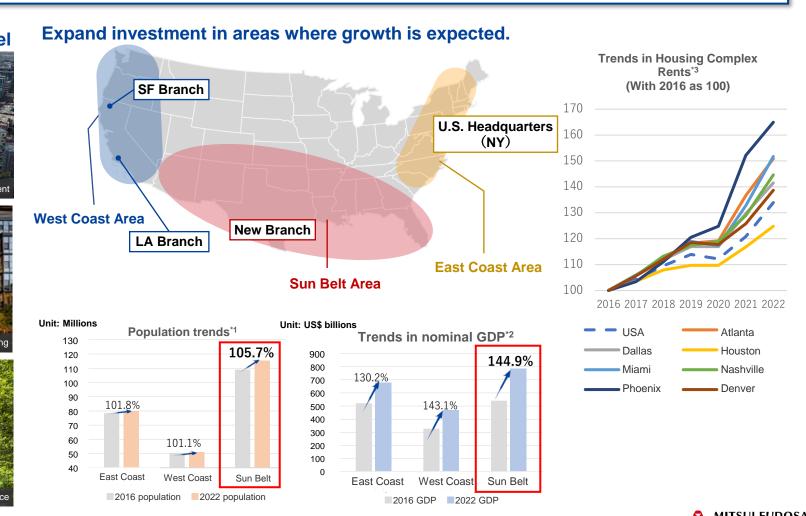
- Accelerate new acquisitions focusing on merchant development purchases while carefully selecting products and areas. Generate added value and realize profits at an early stage. Strengthen BS control endeavors.
- Expand investment in areas with growth potential (U.S. Sun Belt Area, Australia, India, etc.) and new asset classes.
- Target further overseas business growth.











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- Leverage the Group's strengths and expertise, expand into various asset classes, and create value for customers.
- Establish a new division to maximize synergies between retail facilities, sports and entertainment.

(1) Create neighborhoods harnessing the power of sports and entertainment

Expand on the back of TOKYO DOME CORPORATION's strengths



Promote the arena business



Create exciting experiences through sports and entertainment



(2) Expand the Mitsui Lab & Office business

Project development in Japan and overseas





Putting in place an environment for various research scenarios



(3) Further expand business domains by strengthening the data center business, etc.

Data center initiatives

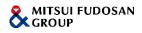


Developments that leverage the Group's strengths









Business Strategy

- Leverage the Group's established network and upgrade expansion areas (menus) that provide places and communities. Accelerate contributions to the innovation and creation of new industries through increased involvement as a platformer.
- Search for business seeds that contribute to the creation of new industries by drawing on the places and communities we provide.
- Identify and invest in mainstay areas where the Group can leverage its strengths, including its diverse network, vast points of customer contact, and planning know-how, and nurture into a new source of revenue.

Extensive networks and communities

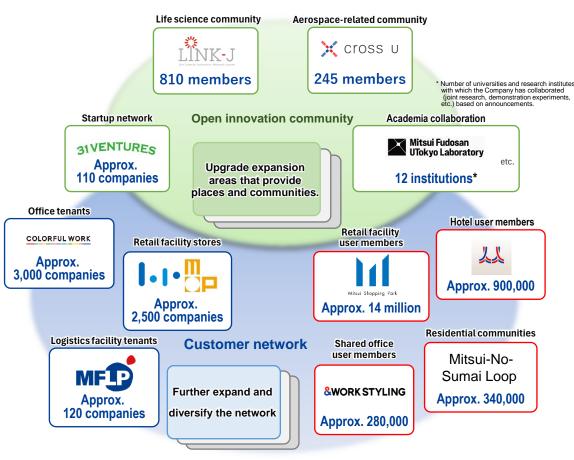


Image of investment consideration areas

Life science field



Aerospace-related field



Create new industries identified as mainstay areas





Newly establish the Innovation Promotion Division

M&A investment budget^{*} Over **¥400** billion

Startup equity investment limit* Over ¥100 billion



Manage with an equal focus on the three key objectives: enhance growth, efficiency and shareholder returns

Achieve stable and continuous profit growth and enhance cash-generating capabilities

- Achieve stable and continuous leasing income growth through various measures, including the development of new properties and existing property top-line growth.
- Realize development added value through the stable and continuous turnover of assets, while taking into consideration the balance between leasing income and sales profit.
- Enhance cash-generating capabilities through business planning, property development, and management capabilities that are the source of the Company's competitive advantage.

Improve efficiency and maintain financial soundness by managing the Company's balance sheet

- Further enhance the quality of the asset portfolio by considering and executing asset turnover, reviewing not only real property for sale but fixed assets and investment securities.
- Maintain an "A" rating as a measure of financial soundness and appropriately control financial leverage.
- Steadily and sustainably improve ROE to a level that exceeds the cost of capital.

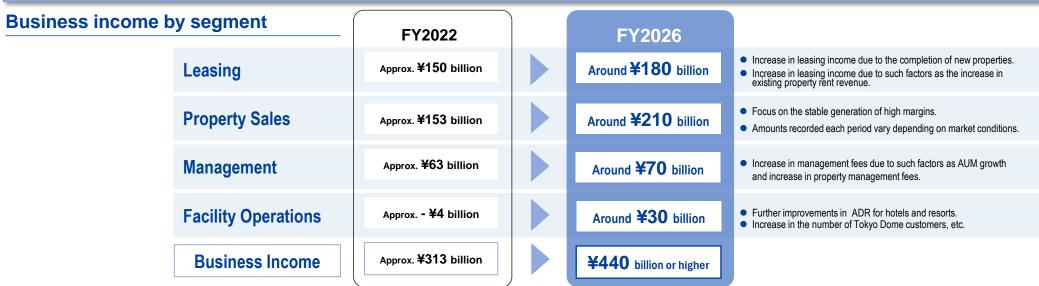
Expand shareholder returns based on growth and efficiency

- Improve the dividend payout ratio and achieve stable dividend increase linked to profit growth (continuous and progressive dividends).
- Undertake the flexible and continuous repurchase of own shares.
- Implement measures to increase the proportion of long-term shareholders.



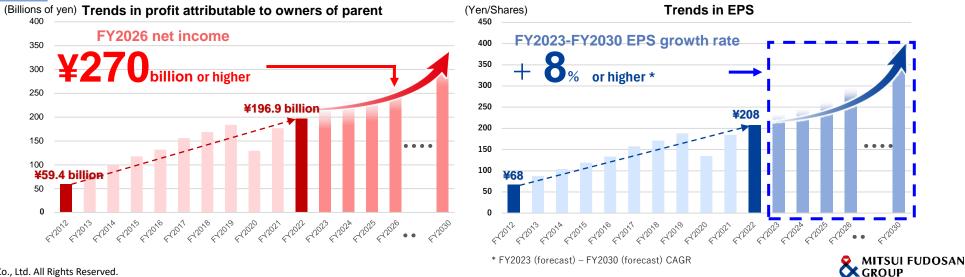
Increase profit with a view toward FY2030.

Set the EPS growth rate as a quantitative target and key indicator of increased shareholder value and target an EPS CAGR of +8% or higher from FY2023 to FY2030 together with the flexible and continuous repurchase of own shares.



* Business income = Operating income + Equity in earnings/losses of affiliates (including Gain/loss on sales of shares of subsidiaries and affiliates for the purpose of real estate sales) + Gain/loss on sales of fixed assets

High profit growth



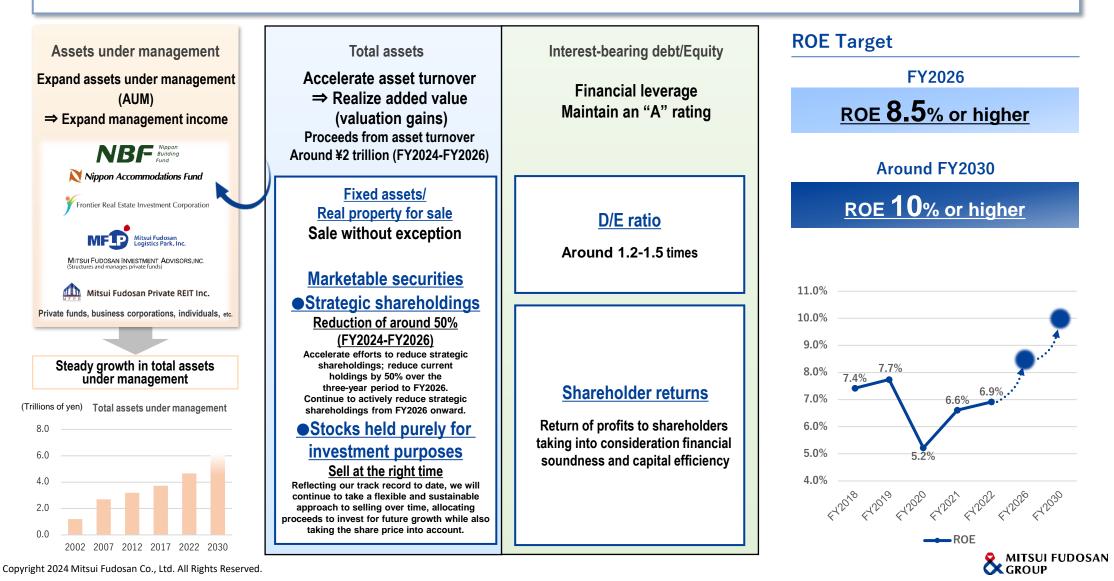
Financial Strategy Improve efficiency and maintain financial soundness

Accelerate asset turnover and realize added value (valuation gains), while taking into consideration the balance between leasing income and sales profit.

(Sale of fixed assets and real property for sale without exception; reduction of strategic shareholdings; sell at the right time stocks held purely for investment purposes)

Work to increase management revenue by expanding assets under management.

Maintain a highly efficient and sound financial structure while controlling the balance sheet (BS).





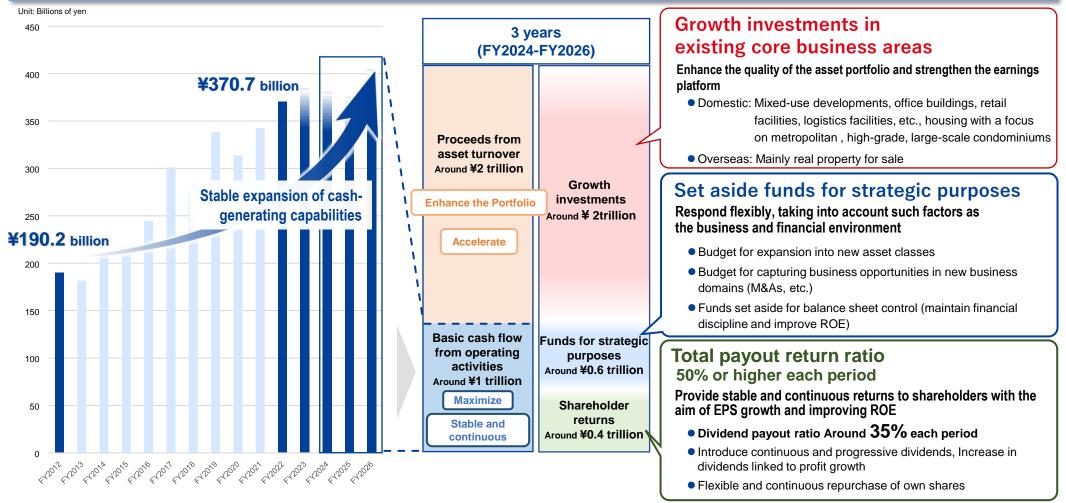
7 consecutive years Undertake the flexible and continuous repurchase of own shares



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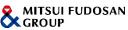
Financial Strategy Enhance cash-generating capabilities (FY2024-FY2026)

- Maximize core operating cashflow generated by mainstay businesses. Strengthen stable and continuous cash-generating capabilities.
- Enhance the quality of the asset portfolio, accelerate asset turnover, and realize added value.
- Appropriately allocate basic cash flow from operating activities and proceeds from asset turnover to growth investments, strategic funds and shareholder returns with a focus on growth and efficiency while controlling increases in outstanding debt.



* Basic cash flow from operating activities: Cash flow minus changes in such items as working capital (including increase/decrease in real

property for sale) from operating cash flows, plus gains/losses on asset turnover.



Become a more

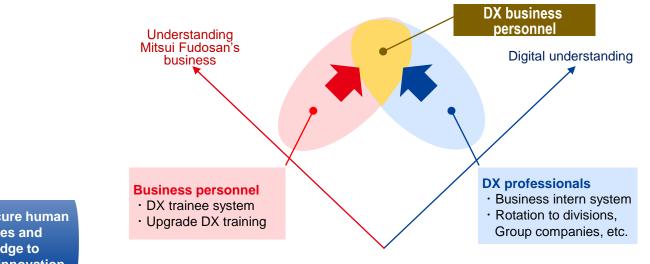
advanced industry

developer to realize the Group's vision

1. Group Personnel Strategies



(1) Personnel supported by AI and digital resources



DX business personnel development structure

Raise the level of human resource capabilities, the source of value creation

- Talent management
- Further strengthen engagement
- Strengthen investment in education

Actively secure human resources and knowledge to accelerate innovation

- Promote recruitment from various fields and industries
- Expand inclusion measures
- Strengthen training and education in new fields

Support the activities of diverse human resources and further develop the Group's One-Team organization that brings together the strengths of the Group

- Instill Group-wide the Group's values that encompass a thoroughgoing customercentered approach and team results over the individual
- Strengthen intergroup strategic human resource exchanges
- Expand Group-wide employee compensation and conditions
- Promote D&I on a Group-wide basis, including health management, the promotion of women's participation

(2) Indispensable platform for DX use = Strengthen the digital platform

- Build and renew an optimal Group-wide system
- Strengthen system development capabilities and expand high-speed development
- Increase the sophistication of system infrastructure and security
- Put in place infrastructure and engage in data management to ensure AI and digital support

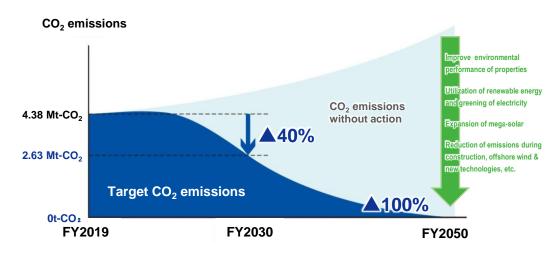


Corporate governance initiatives

Board of Directors	 Ongoing consideration of matters that help improve governance, including optimum composition of the Board of Directors, such as the ratio of outside directors and diversity. Directors' term of office amended from two years to one year* Increase in the number of outside directors (4→5)* Identify issues and continuously improve functions based on annual evaluations of the Board's effectiveness *To be proposed at the 112th Ordinary General Shareholders' Meeting scheduled to be held on June 27, 2024 			
Nomination Advisory Committee Compensation Advisory Committee	 The Nomination Advisory Committee and Compensation Advisory Committee each established with a majority of independent outside directors and chaired by an independent outside director. 			
Risk Management Special Committee Strategy Planning Special Committee	 Identify and understand risk issues and formulate countermeasures on an ongoing basis through the Risk Management Special Committee (managing operational risks) and the Strategy Planning Special Committee (managing business risks). 			
Governance of Overseas Operations	 Strengthen governance in overseas operations through the implementation of the Global Governance Guidelines. 			

Group Action Plan to Realize a Decarbonized Society

* Formulated in November 2021



Coexistence with the natural environment

Coexistence with the natural environment in the creation of neighborhoods



Creation of never-ending forests (utilizing 5,000ha of Group-owned forests in Hokkaido)



Safety and Security Initiatives

Strengthen disaster prevention functions for buildings and neighborhoods



Disaster countermeasures system 24 hours a day, 365 days a year



Community-wide disaster prevention efforts



Promote the creation of neighborhoods where each and every person can live safely and securely

Mitsui Fudosan Infection Control Measure Standards



GROUP MATERIALITY (Priority Issues) and Non-Financial KPIs

Materiality	Evaluation indicator	Period achieved	Numerical target	Materiality	Evaluation indicator	Period achieved	Numerical target
Contribute to industrial competitiveness	Strengthen industrial competitiveness Initiatives that contribute to the creation of added value for society by supporting people's daily lives and diverse corporate activities New area expansion Initiatives that contribute to the creation of new industries that doublesing the industry	Annual disclosure of initiatives ^{*2}		Health and vitality ^{*1}	Improvement in experiential value Initiatives to create neighborhoods that people want to visit by delivering exciting experiences Realize a society of wellbeing Initiatives to realize a society brimming with vitality where workers and visitors are in excellent health	Annual disclosure of initiatives*2	
	industries by further developing the industry creation platform				Number of paid leave days taken	Annual	14 days annually
Coexist with the environment	Progress of the Decarbonization Action Plan Expansion of green spaces, utilization of forests	Annual disclosure of initiatives ^{*2}			Health checkup and screening rate	Annual	100%
	Initiatives to increase greenery in the urban core through development and to regenerate Japan's forests			Safety and security	Safety and security Continuous efforts from both the hard (real estate) and soft (services) perspectives and initiatives to realize a		e of initiatives ^{*2}
	CO_2 and other emission reduction rate (1000 t- CO_2)	2030	compared to FY2019		safe and secure society Conduct disaster drills including tenant companies	Annual	2 times
		2050	Virtually zero		Realize an inclusive society Initiatives to realize a society in which all people can	Annual disclosure of initiatives*2	
	Proportion of electric power used in business activities derived from renewable energy (RE100)	FY2050 100%			maximize their abilities and play an active role		
	New building external environment certification acquisition rate * Limited to rental properties, including office buildings, retail facilities, logistics facilities, as well as hotel and resort facilities.	Annual	100%		Improvement of employee engagement	Annual	80% or higher
					Training time per employee	Annual	Last year's level
	Energy consumption per base unit (kℓ/m²/year)	Annual	1% reduction annually	Diversity and	Training expenses per employee	Annual	Last year's level
	Clean/industrial water use per base unit (m ³ /m ² per year)	Annual	Less than the previous fiscal year	inclusion ^{*1}	Women in management positions ratio	2025年	10%
						2030年	20%
		Annual	Less than the previous fiscal year		Ratio of female hires	Annual	40%
	General waste emissions per base unit (t/m ² per year)				Employment rate of people with disabilities	Annual	2.5% or higher ^{*3}
	Industrial waste emissions per base unit (t/m ² per year)	Annual	Less than the previous fiscal year		Percentage of male employees taking childcare leave	Annual	100%
					Return rate from childcare leave	Annual	100%
	Waste recycling ratio (at Mitsui Fudosan Co., Ltd.	FY2030	90%	Compliance and governance	Compliance training implementation participation rate	Annual	100%
	headquarters)				Implement and improve human rights DD	Annu	ual ^{*2}

*1: Quantitative KPIs on a stand-alone basis *2: Anticipated disclosure in the Sustainability and other reports. *3: Work toward exceeding the legal employment rate (2.5% as of April 2024, increased to 2.7% from July 2026).



& INNOVATION 2030

https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/pdf/innovation2030.pdf

(Time notation of posted data on the document.)

As of February 29, 2024 * Except as indicated in individual data.

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