

Housing (Homes and Living)

Market Environment

Risks

- Decline in housing-related demand due to rising interest rates and worsening business sentiment
- Contraction of domestic housing-related market due to population decline

Opportunities

- Heightened awareness concerning housing associated with diversification of customers' lifestyles
- Increased use of online business negotiations and electronic contracts by customers

Competitive Advantages

- Condominium unit sales: **approx. 230,000**
- Mitsui Housing Loop members: **approx. 280,000**
- Brand power as No. 1** in brokered deals for **35 consecutive years**
- A lineup of varied products and services related to housing (Leasing/sales, new/used, condominiums/detached houses, management/operation/brokerage, etc.)
- Planning and development capabilities for realizing a product lineup of city center, large-scale, and redevelopment

Business Strategy

- Enhancing the ability to capture business opportunities through strengthening of cooperation among Group companies and mutual customer referrals, etc.
- Provision of proposals and solutions for optimal "Homes and Living" for every life stage of diverse customers
- Deepening and expansion of loyal customers through the one-stop provision of diverse products and services

Group Collective Capabilities That Offer One-Stop Accommodation of Varied "Homes and Living" Needs



Property Sales (Property Sales Segment)

Representative Products and Brands

Condominiums (to individuals)



Condominiums (to investors)



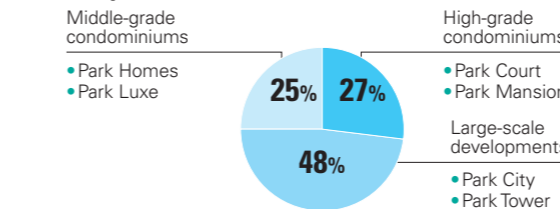
Detached Housing



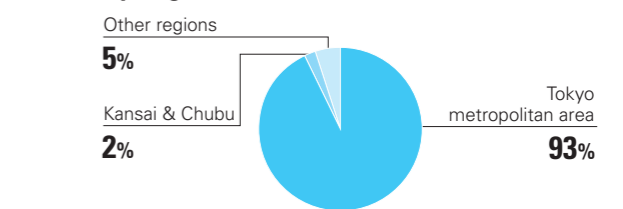
Condominiums (to individuals)

Maintenance of high profit margins and contract rates through a product lineup centered on central Tokyo, large-scale projects, and redevelopment

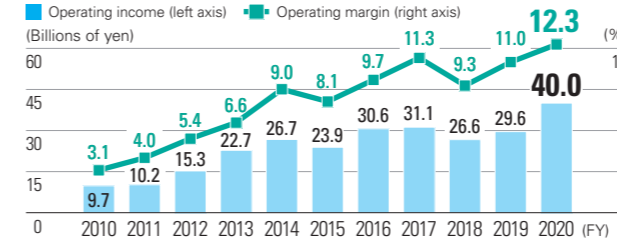
Sales by Brand (FY2020)



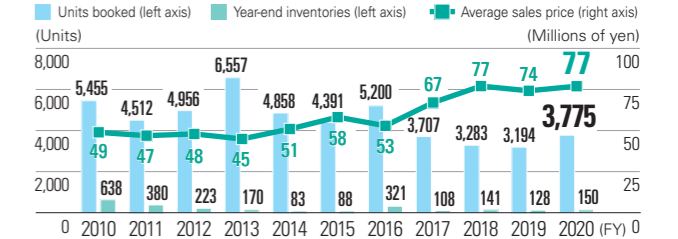
Sales by Region (FY2020)



Property Sales Operating Income and OP Margin



Condominiums Units Booked, Year-End Inventories, and Average Sales Price



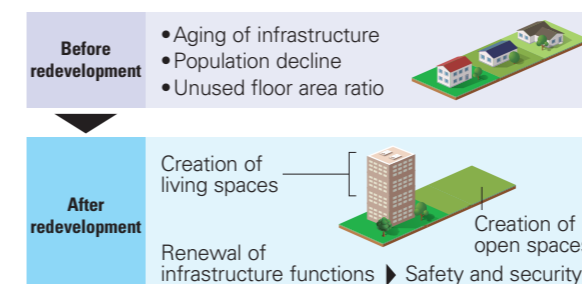
Future Development Pipeline

Large-Scale Projects **15 properties** Land Bank (Condominiums) **Approx. 26,000 units**

(Based on information disclosed by the Company as of November 5, 2021.) See our investor presentations for details. <https://www.mitsui-fudosan.co.jp/english/corporate/ir/presentation/pdf/investorpresentation2111e.pdf>

TOPICS Value Created by Large-Scale Redevelopment Projects in Urban Centers

Using redevelopment techniques for high-level utilization of low-utilization land and development of blocks creates new living spaces in urban centers, as well as new value that greatly enhances the appeal of neighborhoods, by creating prosperity, safety, security, and open spaces for people to relax.



Example of creation of value through large-scale redevelopment



Park Tower GranSky (Shinagawa Ward, Tokyo; completed in 2010)

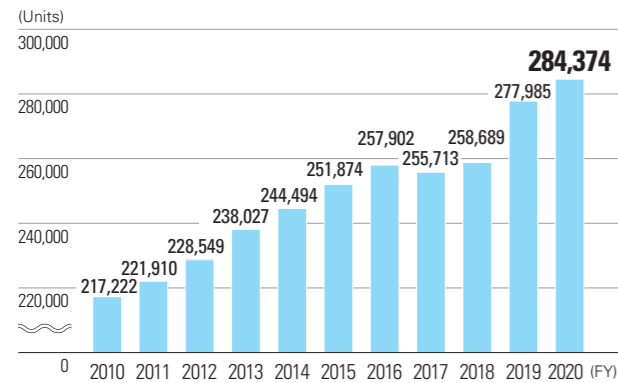
Property Management (Management Segment)

Condominium Units Under Management:

Approx. 280,000

We leverage the Group's collective capabilities, as well as expertise cultivated through a track record spanning many years, to provide condominium management services.

Number of Condominium Units Under Management

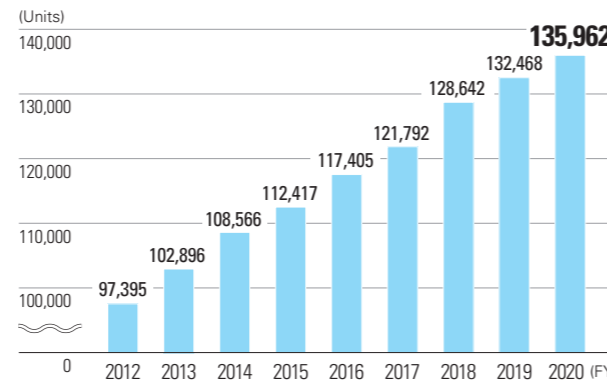


Number of Rental Housing Units for Lease Under Management:

Approx. 140,000 units

We provide rental condominium operation and brokerage-related services that benefit both property owners and tenants.

Rental Housing Units for Lease Under Management



Brokerage (Management Segment)

Number of Deals Brokered

Approx. 38,000

No.1 for 35* consecutive years

We are realizing safe and reliable deals that meet the needs of diverse customers in areas such as real estate sales, purchases, rental, and usage.

*From FY1986 to FY2020



Brokerage Market (FY2020)

Rank	Company	Fee/Revenue (Billions of yen)	Transactions (Units)	Transaction volume (Billions of yen)	Number of stores
1	Mitsui Fudosan Realty Co., Ltd.	76.7	38,507	1,563.8	286
2	Company A	62.3	35,122	1,241.0	269
3	Company B	57.8	25,635	1,226.4	193
4	Company C	34.7	9,322	893.4	94
5	Company D	17.4	7,202	412.4	72

Source: "Fudousan Keizai Tsushin (The Real Estate Business Daily)" May 26, 2021, Real Estate Economic Institute Co., Ltd.

Car Park and Car Sharing Businesses That Support Enriching Lifestyles

Vehicles Under Management

Approx. 270,000

Since it was launched in 1994, Mitsui Car Park Leasing has developed a business operating car parks all over Japan. It has contributed to dynamic neighborhood creation by providing car park management support services that enable land to be used effectively.



Members

Approx. 240,000

We are expanding the car sharing business, centered on Mitsui Repark locations in the Tokyo metropolitan and Kansai areas. Careco features a full line-up of vehicles, including minivans and Mercedes Benzes.



New Construction Under Consignment (Other Segment)

Using the 2x4 construction method, which excels in earthquake resistance, thermal insulation, and other areas of basic performance, Mitsui Home has delivered over 245,000 new buildings in 47 years, primarily made-to-order homes. In addition to homes, it is also actively taking on construction consignments for large-scale facilities and overseas projects.

Buildings Delivered

Over 245,000

(Cumulative total over the past 47 years)



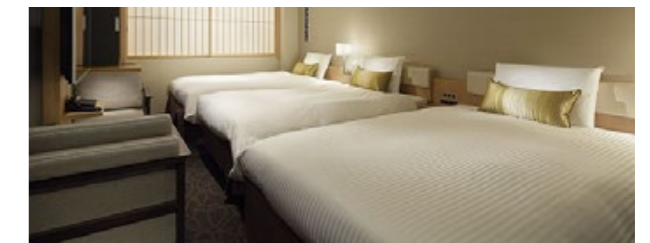
Large-Scale Facilities Delivered

Over 5,000



Other (Other Segment)

We offer space design, renovation, and renewal services for homes, offices, hotels, and more. Utilizing the design capabilities that are our strength, we provide wide-ranging support to all customers in every area, both individuals and corporations.



TOPICS

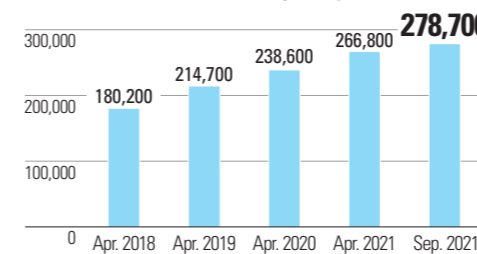
Mitsui Housing Loop — Providing One-Stop Solutions for Homes and Living

Members

Customer base of approximately 280,000 people*

*As of September 30, 2021 (266,805 as of April 30, 2021)

Number of Mitsui Housing Loop Members



Providing Comfortable and Economical Services for People Living in Mitsui Homes



TOPICS

Launch of Iechika BASE to Address Diversification of Lifestyles

As the need for workspaces has rapidly grown under the diversification of lifestyles, we have begun offering Iechika BASE, a "third place" offering workspaces and community spaces for individuals.

