

For immediate release

Mitsui Fudosan Co., Ltd.

---

---

## Grand Opening of Tokyo Midtown Yaesu in March 2023

**Among Approx. 60 Stores, 13 Stores on the First Basement Floor to Pre-Open on September 17  
Bringing Together Stores with a Strong Affinity to Bus Terminal Users and Nearby Workers**

---

---

Tokyo, Japan, March 15, 2022 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that among the approx. 60 stores that will comprise the retail facilities of Tokyo Midtown Yaesu (Location: Chuo-ku, Tokyo), 13 stores on the first basement floor, together with Bus Terminal Tokyo Yaesu on the second basement floor, will pre-open on September 17, 2022. Mitsui Fudosan has been developing Tokyo Midtown Yaesu as a member of the Yaesu 2-Chome North Zone Redevelopment Project Association. The grand opening of Tokyo Midtown Yaesu is planned for March 2023.

Tokyo Midtown Yaesu is the third Tokyo Midtown brand property, following on from Tokyo Midtown (Roppongi) (Location: Minato-ku, Tokyo) and Tokyo Midtown Hibiya (Location: Chiyoda-ku, Tokyo). Tokyo Midtown Yaesu will emerge in the Yaesu neighborhood, which is literally a gateway to Japan. As well as being a major Shinkansen terminal with services around the country, it is a diverse mobility hub for subways, buses, and other modes of transportation. Beginning with the opening of Tokyo Midtown Yaesu and Bus Terminal Tokyo Yaesu, Mitsui Fudosan will redouble its efforts to foster further vibrance in the Yaesu area, which will serve as a new gateway in Tokyo that Japan can boast of to the world, together with collaborations with facilities around Tokyo Station and redevelopment projects that are currently under way.



Computer-generated image of the retail facility area on the first basement floor of Tokyo Midtown Yaesu

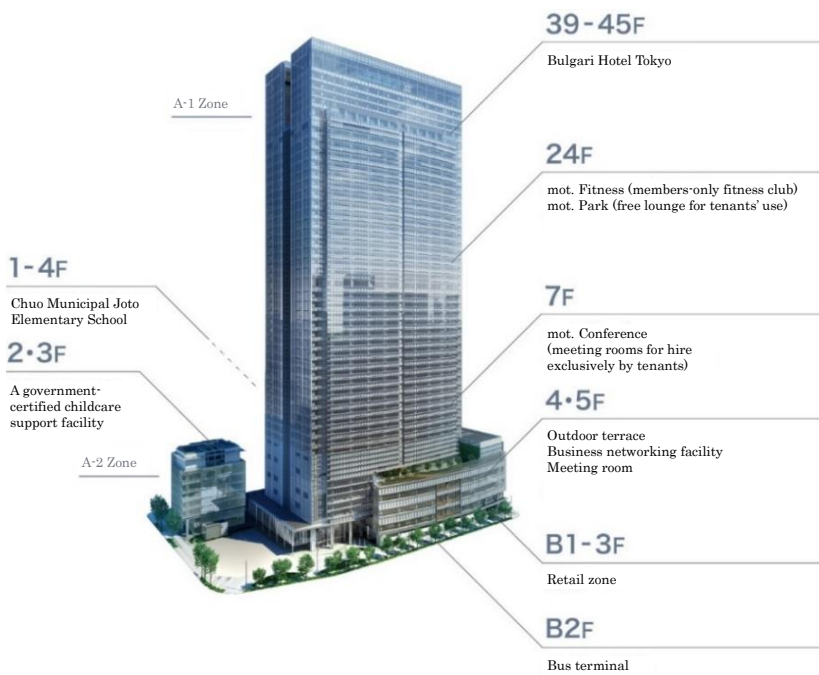


Computer-generated image of the departure concourse of Bus Terminal Tokyo Yaesu

Among the retail facilities on levels from the first basement floor to the third aboveground floor, 13 stores will be located on the first basement floor that is set to pre-open. These stores will be centered on convenient and diverse restaurants and cafes that have a strong affinity with visitors, domestic and foreign tourists, and bus terminal users, as well as nearby office workers.

Mitsui Fudosan will separately announce the names of the stores on levels from the first basement floor to the third aboveground floor, as well as other floor details, in the future. Please look forward to what lies ahead for Tokyo Midtown Yaesu.

## Overview of Tokyo Midtown Yaesu



Tokyo Midtown Yaesu floor structure

Tokyo Midtown Yaesu is the first of the large-scale, mixed-use redevelopment projects under way in the three areas around Tokyo Station.\*

Guided by the facility concept of “**JAPAN Presentation Field: Where Japan’s dreams come together and develop into the world’s dreams,**” Mitsui Fudosan’s objective is to create a neighborhood where people, information, goods, and experiences gather from all over Japan and the world, interact and produce new value, which is communicated around the world. Bulgari Hotel Tokyo is scheduled to open on the 39th to 45th floors (A-1 Zone). The 7th to 38th floors (A-1 Zone) will be office floors boasting one of the largest floorplates in the vicinity of Tokyo Station with a standard floor area of approx. 43,055 ft<sup>2</sup> (approx. 4,000 m<sup>2</sup>). Retail facilities on the first basement floor to the third aboveground floor will create a social experience and vibrance for workers, visitors, and domestic and foreign tourists

to become a facility with a capability to communicate, leveraging its location as Japan’s gateway. One of Japan’s largest bus terminals will be located on the second basement floor (A-1 Zone). Moreover, Tokyo Midtown Yaesu will house Chuo Municipal Joto Elementary School, a government-certified childcare support facility, and other such facilities, making it a mixed-use, neighborhood creation project.

Tokyo Station and the surrounding areas, including the Yaesu Underground Shopping Area, abound with a wide variety of restaurants. With the first basement floor of Tokyo Midtown Yaesu, Mitsui Fudosan has realized a floor that is differentiated from the surrounding areas by bringing together a mix of trendy, highly sophisticated stores that capture the essence of Tokyo Midtown, while offering convenience to bus terminal users and nearby workers.

\* Tokyo Station Yaesu 1-Chome East District, Yaesu 2-Chome North District (this project), and Yaesu 2-Chome Center District projects are the three indicated projects for the overall Category-I Urban Redevelopment Project.

13 vibrant stores, which can be easily enjoyed while on the move or on a break from work, will open for business

### Restaurants and food sellers

#### THE CITY BAKERY

THE CITY BAKERY opened its first location in the Union Square neighborhood of New York City in 1990. Popular items include its pretzel croissant, which faithfully recreates the taste of this local favorite, and hot chocolate.

THE CITY  
BAKERY



#### Starbucks Coffee

Starbucks is a chain of specialty coffee stores born in Seattle, USA. Customers can enjoy a rich variety of drinks based on espresso drawn from high-quality Arabica coffee beans, along with various pastries and sandwiches.



#### TASU+ (TASU PLUS)

First  
store

TASU+ is a café & bar that puts extra effort into Japanese sake and food, thereby adding more, so that guests can enjoy pairing sake and food in a relaxing and comfortable space. TASU+ will be opened by NIHON SHURUI HANBAI CO., LTD., a liquor wholesaler. It will make its debut in the area where NIHON SHURUI HANBAI was founded. The café & bar will also have an adjoining shop.

TASU+  
Shop · Cafe & Bar



<p><b>Tachigui Sushi (Standing Sushi Bar) Nemuro Hanamaru</b></p> <p>Casually enjoy sushi made on the spot by sushi chefs. In a lively atmosphere, Tachigui Sushi Nemuro Hanamaru serves sushi featuring carefully selected, fresh local seafood from Hokkaido, including scallops, summer-catch salmon, pacific saury, and cod milt.</p> 	<p><b>Chiiran Tantanmen</b></p> <p><b>New business type</b></p> <p>This is the first specialty tantanmen (Japanese-style Sichuan dandan noodles) restaurant to be opened by Chiiran in Tokyo. Chiiran is a specialty Sichuan cuisine restaurant headquartered in Kagurazaka. The restaurant will further evolve and serve its original soup-less tantanmen, which it was first in Japan to commercialize, and the tantan noodles that it has continued to serve for more than 30 years.</p> 	<p><b>TORIKAI SOUHONKE</b></p> <p>Customers can enjoy their fill of oyakodon (chicken and egg bowl) made using Nagoya Cochin, a special breed of chicken from Nagoya, where TORIKAI SOUHONKE was founded. This superb oyakodon has received the Gold Prize six times in the national Donburi Grand Prix. Apart from this, TORIKAI SOUHONKE serves excellent items befitting a specialist chicken restaurant, such as yakitori (skewered chicken), chicken wings, and karaage fried chicken. Enjoy authentic chicken dishes that TORIKAI SOUHONKE has been serving since its founding.</p> 
<p><b>PARIYA DELICATESSEN</b></p> <p>Founded in 1996, PARIYA has embraced the concept of being a delicatessen closely involved with customers' daily lives. Based on this concept, it has been supplying daily food to workers and residents close to its stores, with the aim of creating stores that communities admire. Since its founding, PARIYA has sought to be a delicatessen that offers boxed lunches for which a wide range of customers – men and women of all ages – can select their meals according to their preferences, as well as cakes and other items.</p> 	<p><b>FRIJOLES</b></p> <p>A specialty restaurant serving healthy and hearty Tex-Mex burritos</p> <p>Customers can enjoy salsa and guacamole made from fresh vegetables, chicken and beef marinated with original spices, and pork stewed until it is soft and tender.</p> 	<p><b>Potama</b></p> <p><b>First in Tokyo</b></p> <p>Pork Tamago Onigiri, a soul food from Okinawa, is a sandwich of grilled pork luncheon meat (SPAM) and tamagoyaki (Japanese-style omelet) put between layers of rice and seaweed.</p> <p>Potama is a Pork Tamago Onigiri specialty shop that makes each onigiri by hand upon order because it wants its customers to enjoy them at their best; fresh, hot, and made with love, just like in Okinawan homes.</p> 

Goods and service stores

<p><b>Anker Store</b></p> <p>A new Anker Store with the largest floor space in the Kanto area will open on the first basement floor of Tokyo Midtown Yaesu. In addition to a corner where customers can experience smart living with actual products, the store will provide an expansive lineup of the Anker Group's latest and freshest products.</p> 	<p><b>Welcia</b></p> <p>Please feel free to casually consult with Welcia staff on pharmaceuticals and cosmetics, or matters related to your health or beauty. Welcia is ready to supply new products and trending items and can fill prescriptions from any part of the country.</p> 	<p><b>Biople ORGANIC LIFE</b></p> <p>Biople ORGANIC LIFE is built on the concept of encouraging people to become more familiar with organic products. It is expanding the potential of an organic lifestyle through the concept of "Biople," which combines the ideas of "Bio" and "People."</p> 
---	--	--

\* 13 stores, comprising the stores described above and a convenience store, are scheduled to be opened.  
 \* Information is as of March 15, 2022. Please be aware that the information may change in some circumstances.

---

## About Bus Terminal Tokyo Yaesu

---

Bus Terminal Tokyo Yaesu, which will be located on the second basement floor, brings together all the highway bus stops currently spread out along the sidewalks near Tokyo Station through collaboration of the three Tokyo Station district urban redevelopment projects. Bus Terminal Tokyo Yaesu is the Phase 1 area of what will be one of Japan's largest bus terminals for highway bus services linking Tokyo with international airports and regional cities, with a total of 20 berths when combined with the adjoining two zones. This bus terminal is being developed by the Urban Renaissance Agency (Independent Administrative Agency) (hereinafter, "UR").



Computer-generated image of the information desk and ticket counter of Bus Terminal Tokyo Yaesu

Currently, in the Yaesu side of the area around Tokyo Station, which serves as the gateway to the international city that is Tokyo, there is not enough space in the transit plaza in front of the station for bus stops for highway passenger buses heading to various regions of Japan, airport shuttle buses and other types of buses, so bus stops are spread out along the streets near Tokyo Station. For this reason, various issues have arisen. For example, it can be inconvenient to change from rail and other modes of transportation to buses, and vice versa, and smooth vehicle traffic and pedestrian movement can be hindered by bus passengers boarding and alighting on the street. The development of Bus Terminal Tokyo Yaesu is expected to help alleviate and solve these sorts of issues.

Facilities such as a ticket counter, toilets, nursing rooms, and coin lockers are schedule to be installed within the terminal. Together with the retail facility section on the first basement floor announced in this news release, the bus terminal will have well-developed features that will allow people to use the terminal comfortably and safely.

### <References>

- Mitsui Fudosan's website <https://www.mitsuifudosan.co.jp/>  
Urban Renaissance Agency's website <https://www.ur-net.go.jp/>

## (Attachment 1) List of stores to open

### Restaurants and food sellers

Name of store	Type of business
THE CITY BAKERY	Bakery
Starbucks Coffee	Specialty coffee store
TASU+ (TASU PLUS)	Japanese sake, shop, café & bar
Tachigui Sushi (Standing Sushi Bar) Nemuro Hanamaru	Standing sushi bar
Chiiran Tantanmen	Tantanmen
TORIKAI SOUHONKE	Yakitori and chicken dishes
PARIYA DELICATESSEN	Delicatessen, café
FRIJOLES	Burritos and tacos
Potama	Pork tamago onigiri

### Goods and service stores

Name of store	Type of business
Anker Store	Digital-related products
Welcia	Drug store
Biople ORAGANIC LIFE	Organic cosmetics

\* 13 stores, comprising the stores listed above and a convenience store, are scheduled to be opened.

\* The information in the above list is as of March 15, 2022. Please be aware that the information may change in some circumstances.

## (Attachment 2) What Is the Tokyo Midtown brand?

Tokyo Midtown is the brand name for Mitsui Fudosan's urban mixed-used neighborhood creation projects that harness the Company's total capability. Since its debut in 2007, the Tokyo Midtown brand has announced its vision as "a town that creates and brings together JAPAN VALUE (new value, sensibility and talent) and continues to disseminate such to the world." Tokyo Midtown delivers four common values of diversity, hospitality, creativity and sustainability in its neighborhood creation projects.

In March 2022, Tokyo Midtown (Roppongi), which opened in 2007 in Akasaka, Minato-ku, will mark its 15th anniversary. Tokyo Midtown (Roppongi) has realized the neighborhood vision by creating new value through the integration of a diverse spectrum of talent that has gathered in the neighborhood. It has also realized this vision by showing thoughtful consideration to those visiting the neighborhood and providing them with hospitality, holding seasonal events by making good use of lush, park-like settings, and conducting activities to foster intellectual creativity through design and art.

These principles have been carried on by Tokyo Midtown Hibiya, which opened in 2018 in Yurakucho, Chiyoda-ku. At Tokyo Midtown Hibiya, Mitsui Fudosan is promoting neighborhood creation activities that leverage the unique characteristics of the Hibiya area.

Tokyo Midtown Yaesu is the third Tokyo Midtown brand property. It is also carrying on the brand built up by Tokyo Midtown (Roppongi) and Tokyo Midtown Hibiya. While upholding the common values of the Tokyo Midtown brand, Tokyo Midtown Yaesu will seek to realize its vision for a facility "where Japan's dreams come together and develop into the world's dreams" in a manner unique to the Yaesu area.



## TOKYO MIDTOWN YAESU

Logo design of Tokyo Midtown Yaesu

For the logo design of Tokyo Midtown Yaesu, Mitsui Fudosan has adopted the "M" mark, which stands for the Tokyo Midtown brand, and the key color of green, as common elements shared with the logo designs of Tokyo Midtown (Roppongi) and Tokyo Midtown Hibiya. Moreover, Tokyo Midtown Yaesu's facility concept, "**JAPAN Presentation Field Where Japan's dreams come together and develop into the world's dreams,**" is expressed through the visual image of two spotlights illuminating a stage from two different directions.

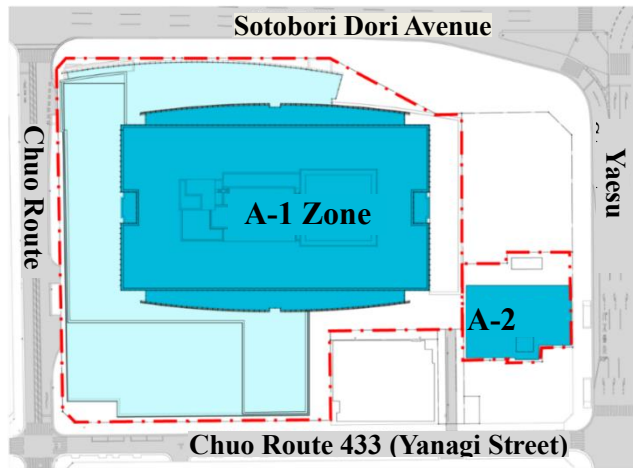
**(Attachment 3)**

Overview of TOKYO MIDTOWN YAESU

District name	TOKYO MIDTOWN YAESU
Project manager	Yaesu 2-Chome North Zone Redevelopment Project Association
Location	Yaesu 2-Chome, Chuo-ku, Tokyo, others
Purpose	(A-1 Zone) Offices, retail facilities, hotel, elementary school, bus terminal, parking spaces, etc. (A-2 Zone) Offices, retail facilities, childcare support facility, bicycle and car parking spaces, residential housing, etc.
Zone area	Approx. 3.7 acres (approx. 1.5 ha)
Site area	(A-1 Zone) Approx. 133,300 ft <sup>2</sup> (12,390 m <sup>2</sup> ) (A-2 Zone) Approx. 11,200 ft <sup>2</sup> (1,043 m <sup>2</sup> ) (Total) Approx. 144,500 ft <sup>2</sup> (13,433 m <sup>2</sup> )
Total floor area	(A-1 Zone) Approx. 3,055,900 ft <sup>2</sup> (Approx. 283,900 m <sup>2</sup> ) (A-2 Zone) Approx. 62,900 ft <sup>2</sup> (Approx. 5,850 m <sup>2</sup> ) (Total) Approx. 3,118,900 ft <sup>2</sup> (Approx. 289,750 m <sup>2</sup> )
Number of floors / max height	(A-1 Zone) 45 floors above ground, 4 floors below ground, 2 penthouse floors / approx. 787 ft (approx. 240 m) (A-2 Zone) 7 floors above ground, 2 floors below ground, 1 penthouse floor / approx. 134 ft. (approx. 41 m)
Architect / Builder	Basic design / execution / management: NIHON SEKKEI, INC. Architect / Builder: Takenaka Corporation Master Architect: Pickard Chilton
Access	JR Tokyo Station direct underground access via Yaesu Underground Shopping Area Tokyo Metro Marunouchi Line Tokyo Station direct underground access via Yaesu Underground Shopping Area 3 minutes on foot from Kyobashi Station on the Tokyo Metro Ginza Line 6 minutes on foot from Nihombashi Station on the Tokyo Metro Tozai Line, the Tokyo Metro Ginza Line, and the Toei Asakusa Line
Schedule	Completion in August 2022 (planned)
Website	<a href="https://www.yaesu-project-2022.jp">https://www.yaesu-project-2022.jp</a>



Perspective drawing of completed building



Map

【Tokyo Midtown Yaesu area map】



Eastside area of Tokyo Station  
 'EATS' (Eastside area of Tokyo Station)

## ■About the “Mitsui Fudosan 9BOX Infection Control Measure Standards”

The Mitsui Fudosan Group has so far carried out thorough measures against COVID-19 according to each facility. However, the Group considered the necessity for easily understood infection prevention measures based on medical and engineering knowledge so that its facilities could be used with peace of mind even if a new variant were to spread in the future, and formulated the “Mitsui Fudosan 9BOX Infection Control Measure Standards” to be shared across the Group. The Group has developed diverse facilities such as office buildings, retail properties, hotels, resorts, logistics centers, and homes. By presenting measures that are easy to share not only within the Group but with all of society, it hopes to help solve society-wide issues.

Mitsui Fudosan will continue working to achieve a sustainable society through safe and secure neighborhood creation.

三井不動産 感染対策基準



## ■Mitsui Fudosan Group’s Contribution to SDGs

[https://www.mitsuifudosan.co.jp/english/corporate/esg\\_csr/](https://www.mitsuifudosan.co.jp/english/corporate/esg_csr/)

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

### References:

Group Action Plan to Realize a Decarbonized Society

<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>

Diversity & Inclusion Promotion Declaration and Initiative Policy

[https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129\\_02/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

\* The initiatives covered in this press release are contributing to one of the UN’s SDGs

Goal 11 Sustainable Cities and Communities

