

Cutting-Edge Community Development

Innovative community development tailored to the era of globalism



Basic Concept and Approach

When it comes to urban development, we believe the key to international competitiveness is creating as much value as possible. To help keep Japanese cities the world's preferred destination in Asia, the Mitsubishi Estate Group enthusiastically offers business development support to companies overseas that are planning to enter Japan and small and medium-sized Japanese venture companies looking to expand overseas. For that reason, the company strives to create sustainably-developed cities where a diverse group of people will gather. These cities will serve as venues for interaction which support the growth of venture companies and the development of new intellectual value. We want to actively help to create a space for verification tests in the Otemachi, Marunouchi and Yurakucho areas and contribute to the pleasant and efficient running of the city.

Objectives

- We will provide offices, housing and commercial facilities suited to a new work style utilizing information and communications technology.
- We will develop a forum for interaction and support venture companies and the creation of a new intellectual property.
- We will strengthen the appeal of Tokyo's Marunouchi area and enhance its competitive strengths compared to cities in Asia in cooperation with national and city governments and Chiyoda-ku.

Management System

The various departments of the Group, along with the Group companies that are engaged in a range of businesses relevant to community development, work hard to devise and implement diverse mechanisms to develop innovative communities designed to thrive in the era of globalism. The CSR Committee and CSR & Environmental Sustainability Subcommittee, which discuss CSR issues overall, each meet twice a year. They discuss and exchange information on the efforts of organizations within the Group to develop innovative communities.

The Globalization of Marunouchi

Bringing Marunouchi to the World and the World to Marunouchi—
Creating Future Markets by Providing Business Support



FINOLAB—Support for Developing Fintech Ventures

Fintech, new financial services that use IT, is a sector expected to expand rapidly in the coming years. There are a growing number of fintech companies in New York and London with an accompanying increase in support facilities and other infrastructure. On February 1, 2016, in collaboration with Dentsu and Information Services International-Dentsu (ISID), Mitsubishi Estate opened FINOLAB, the FinTech Center of Tokyo, in Otemachi's Tokyo Ginko Kyokai Building to serve as a central point for fintech ventures and support their development. In the first year of its establishment, 35 promising start-up companies (of which five were foreign companies) and three corporate members participated in FINOLAB, growing steadily. On February 2, 2017, one year after it opened, FINOLAB moved to a larger space in the Otemachi Building. As of July 2018, it counts 46 start-up companies (eight foreign) and ten corporate members as participants.

FINOLAB
THE FINTECH CENTER OF TOKYO



Open Lounge: A lounge exclusively for members that can be used for events and networking in addition to work

FINOLAB aims to serve as a hub for fintech venture companies and industry activities. With this in mind, FINOLAB has event space with capacity for 80 people, meeting rooms, and cubicles where individuals can concentrate, in addition to regular office space. ISID, which runs the facility management office, and "FINOVATORS*" hold events and get-togethers for residents, and also offer

company matching events and business consulting programs designed to facilitate collaborative projects with major companies and encourage the creation of innovative services.

*General Incorporated Association FINOVATORS, a group established by professionals aspiring to create a business ecosystem that will revolutionize Japan's financial sector.



Reception (Open Booth): Free space for meetings

EGG JAPAN—Helping New Businesses Set Up and Expand

Housed in the Shin-Marunouchi Building, Entrepreneur Group for Growing Japan (EGG JAPAN) is run by Mitsubishi Estate to assist growing companies from overseas and innovative Japanese venture companies as they create and expand new businesses. Providing such support helps to keep Marunouchi the world's business center of choice. EGG JAPAN is made up of the Business Development Office and the Tokyo 21c Club. The Business Development Office provides resident companies with a range of business support options such as introductions to experts and prospective clients and assistance with organizing events. The Tokyo 21c Club provides a platform for entrepreneurs, company managers in charge of new business and experts in various fields to build networks through events and seminars.

EGG JAPAN



Lounge area

Global Business Hub Tokyo, a Shared Workspace Linking Otemachi to the World

Mitsubishi Estate has put several measures in place to position the Marunouchi region as an attractive city on par with the other metropolises of the world. In July 2016, the company opened the Global Business Hub Tokyo* as a business support facility for growing foreign companies and leading-edge domestic venture companies in the Otemachi Financial City Grand Cube, an office building directly connected to the Otemachi Station.

Global Business Hub Tokyo has 2,500 m² of space. It has 51 small furnished offices as well as an event space, conference room and shared lounge. Through an alliance with EGG JAPAN, it also provides high-quality business networking opportunities for tenants. It is a highly convenient facility that provides both social and infrastructural support for business expansion in Otemachi.

*Run by the General Incorporated Association Global Business Hub Tokyo and staffed by Mitsubishi Estate

Global Business Hub Tokyo



Entrance

3X3 Lab Future—An Activity Hub that Cuts Across Industry and Sector Boundaries

Through 3X3 Lab Future, Mitsubishi Estate provides an activity hub that gathers business workers from all industries and sectors for high-quality interactions with a view to creating new value that will lead to a sustainable society. In November 2017, it worked with startup companies to run the Corporate Accelerator Program business plan contest for the development of new businesses. Six companies were selected for the top award.



The reception counter and communication lounge

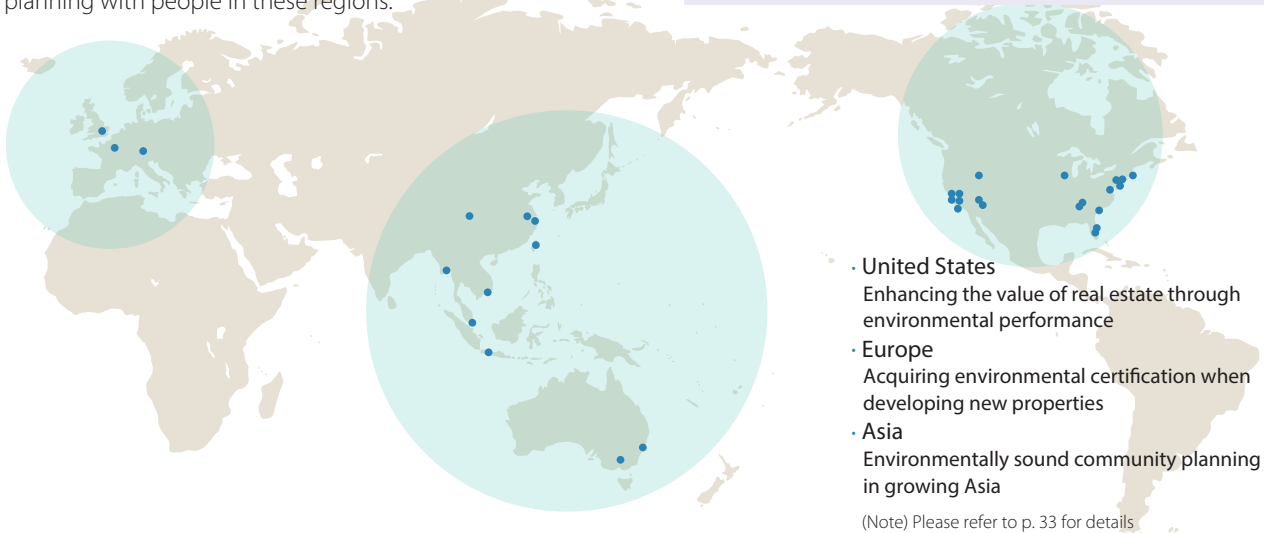
Sharing Mitsubishi Estate Group's Urban Development with the World

The Mitsubishi Estate Group operates globally. Since Mitsubishi Estate New York was established in 1972, we have expanded our real estate development and rental business in the U.S., the UK and Asia, making the most of our track record and wide-ranging network. We are engaged in socially and environmentally conscious urban planning with people in these regions.

Locations of major Mitsubishi Estate Group projects

Overseas Group companies: 13
 Number of buildings owned: 15
 Development projects: 50

(As of March 2018)



Progressive Initiatives in Marunouchi

Promoting Urban Development Initiatives that Use the Latest Technology to Create Safer, More Secure and More Liveable Cities

KPI 1,2

Mitsubishi Estate actively carries out experimental trials involving advanced technology and engineering aimed at further improving the features of the Marunouchi area.

Field Testing a Security System with a Vehicle-Based Monitoring Station

In November 2017, in collaboration with Secom, a field test of a security system featuring wearable cameras and a mobile monitoring station was carried out at the Marunouchi Fashion Week 2017 organized by Mitsubishi Estate. Images taken by wearable cameras fitted on security officers were studied and analyzed at the On Site Center vehicular mobile monitoring system. Information was collected, situations were checked and directions were handed out on the scene. It was the first such experiment

performed at an urban event in Japan.

The On Site Center was developed by Secom for use as a security command station for locations such as events, international conferences and disaster zones. Its vehicular form allows it to provide optimum security, taking advantage of its mobility to situate itself at the most suitable location at all times.



On Site Center

Fiscal 2017 KPI results

Number of offices of foreign financial companies in Otemachi, Marunouchi and Yurakucho area

71 offices

KPI 1

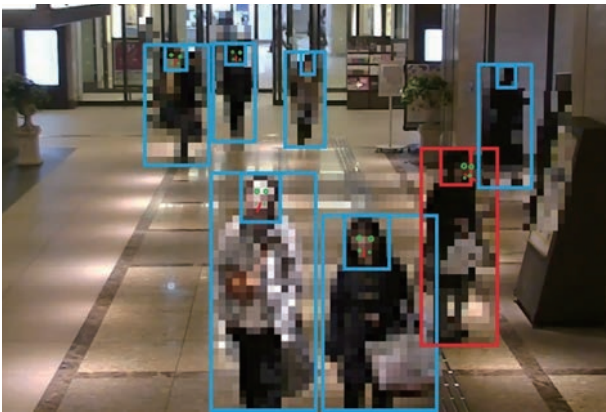
Number of companies participating in EGG JAPAN (Entrepreneur Group for Growing JAPAN), of which the number in parentheses indicates foreign companies

42 (26) companies (as of July 1, 2018)

KPI 2

Cutting-Edge New Hospitality Services

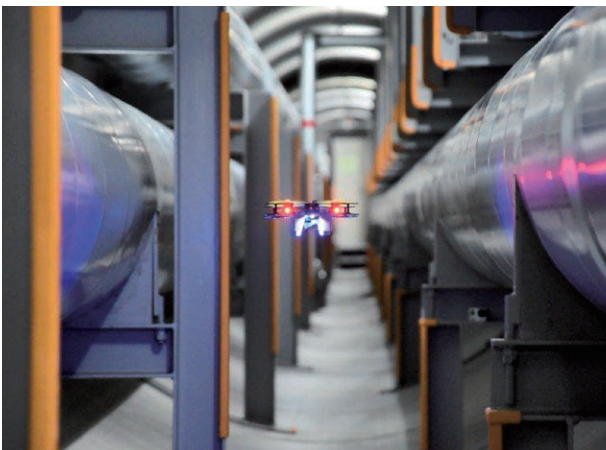
Mitsubishi Estate, Sohgo Security Services and PKSHA Technology carried out an experimental trial into new hospitality services using AI and deep learning engines to analyze footage from cameras placed around the city in order to detect people who were lost, feeling unwell or in any kind of trouble. The information on persons in distress is sent to the smartphones of security officers so they can provide timely and accurate support. The new service also makes it easier to understand the finer details of a situation by supplementing patrols normally done from a security officer's perspective with AI analysis. This initiative will not only increase the level of service provided to customers but will also improve security and help prevent all kinds of accidents in the area.



Red frame: Target behavior detected.
Blue frame: Human detected.

Trial Inspection of Underground Tunnels Using an Autonomous Flying Drone

Marunouchi Oazo is a building complex in front of Tokyo Station. Underneath the ground in the surrounding area is a heat supply plant for providing energy for air conditioning



Autonomous flying drone

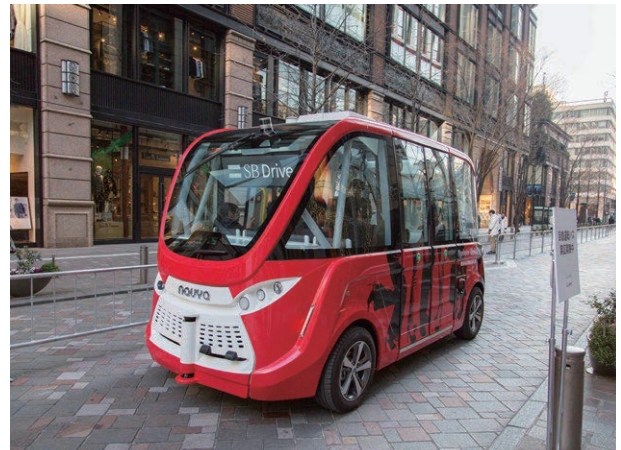
for nearby office buildings. There are also heat supply tunnels linking the plant to the buildings. To boost the efficiency of the daily inspections of such vital infrastructure, Mitsubishi Estate carried out a trial inspection using an autonomous flying drone.

Although drones normally fly outdoors using GPS positioning technology, the experiment took place in an underground location unreachable by GPS signals. It was a highly difficult experiment from a technological perspective since the drone was expected to sense its own location and fly autonomously without colliding with any of the surrounding pipes even in narrow spaces only 60 cm wide. Mitsubishi Estate will continue to actively explore the use of cutting-edge technology to improve the quality and efficiency of inspection work in the future.

Test Rides of Self-Driving Buses

Mitsubishi Estate has been working hard to make transportation in the Marunouchi area smoother and more comfortable. As part of our efforts, we have been working on the operation of self-driving buses with SB Drive, a member of the Softbank Group. In December 2017, we held test rides where general public were allowed to ride in a Navya Arma, a self-driving vehicle made by French company Navya and owned by SB Drive.

Self-driving buses are expected to address some of the issues faced by transport operators such as route maintenance and a shortage of drivers. They will also help vulnerable road users move around more easily. The experiment raised the awareness among both general users and transportation industry professionals. We hope that self-driving buses will make transportation infrastructure better and more comfortable once they are adopted.



Self-driving bus

•Number of buildings connected to optical fiber in Otemachi, Marunouchi and Yurakucho area



62 buildings

 Please visit the website for details.

<http://www.mec.co.jp/e/csr/advanced/index.html>