

[For Reference]

**Review of the Nihonbashi Revitalization Plan to its
2nd Stage**

History of Nihonbashi

Edo Period



*Nihonbashi

Nihonbashi was an important point along a water transport network that was used to rapidly convey large volumes of cargo, and it developed as an Edo township.

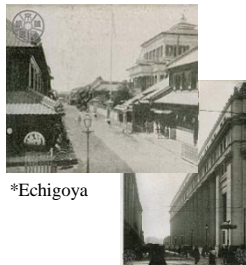
As the economic, financial, commercial, logistic and cultural heart of Edo, it was a gathering place for people and goods from all over Japan and gave rise to new industries and cultures. Edo at the time, which included Nihonbashi, was at the heart of everything and its vitality was unlike anywhere in the world.

Nihonbashi attracted people who liked challenges, like today's venture firms, and it produced a succession of new industries and cultural forms.

From Prosperity to Decline



*Bank of Japan



*Echigoya

*Mitsui Main Building

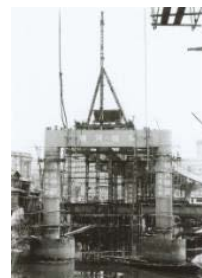
The Bank of Japan relocated to Nihonbashi and Mitsukoshi opened its doors as the district prospered as a financial and commercial center starting in the Meiji period.



*Area around Mitsukoshi at the time of the Great Kanto Earthquake



*Chuo Dori at the time of the Great Kanto Earthquake



*Shuto Expressway under construction

The riverside fish market was relocated from Nihonbashi due to the Great Kanto Earthquake that occurred in 1923. After that, in 1945, the district burned down completely in the bombing of Tokyo and became open field land, but soon after, when the war ended, its vitality was restored.

In 1963, the Shuto Expressway was built over the top of Nihonbashi and as Japan went through a period of rapid economic growth it maintained its position as a financial and commercial district. Thereafter, however, Yamaichi Securities went bankrupt, the Tokyu department store closed its doors, and the district lost its momentum both financially and commercially.

Nihonbashi has gone through a cycle of prosperity and decline and lost its centrality in the latter 1990's.

Toward Nihonbashi's Revitalization

To break free of these doldrums, the Nihonbashi Chiiki Renaissance Hyakunen Keikaku Inkai (Committee for the 100 Year Renaissance Plan of Nihonbashi and Environs) was established in 1999 to revitalize the Nihonbashi area. Mitsui Fudosan, which has its headquarters in Nihonbashi, launched **the Nihonbashi Revitalization Plan**, a public-private and community initiative.

The Nihonbashi Revitalization Plan commences.



Flow of Nihonbashi's Revitalization

Nihonbashi Revitalization Plan

The Nihonbashi Revitalization Plan is special to Mitsui Fudosan because it consists of neighborhood renaissance in the place where the Company was founded.

It can also be said to be a model project indicating the future of the city.

Mitsui Fudosan is promoting the Nihonbashi Revitalization Plan, a public-private-community initiative in the Nihonbashi area. The Nihonbashi Revitalization Plan, which began with the opening of COREDO Nihonbashi in 2004, involves the development of mixed-use facilities that combine commercial, office and other functions, as represented by COREDO Muromachi and other projects. In addition, in the 2nd Stage of the Nihonbashi Revitalization Plan, which commenced with the opening of COREDO Muromachi 2 and 3 in 2014, neighborhood renaissance is being promoted through a fusion of tangible and intangible aspects based on the four keywords of creating business clusters, neighborhood renaissance, in harmony with the community and reviving the aquapolis.

Major Development Properties in Nihonbashi Area

2004	Nihonbashi 1-chome Mitsui Building (COREDO Nihonbashi)	The Nihonbashi Revitalization Plan	The 1st Stage
2005	Nihonbashi Mitsui Tower		
2010	Muromachi Higashi Mitsui Building (COREDO Muromachi 1)		The 2nd Stage
2014	Muromachi Furukawa Mitsui Building (COREDO Muromachi 2) Muromachi Chibagin Mitsui Building (COREDO Muromachi 3) Fukutoku Shrine Nihonbashi Life Science Building		
2015	Nihonbashi Life Science Hub		
2016	Nihonbashi Life Science Building 2 Fukutoku Garden		
2018	OVOL Nihonbashi Building Nihonbashi Takashimaya Mitsui Building		The 3rd Stage
2019	Nihonbashi Muromachi Mitsui Tower (COREDO Muromachi Terrace)		
2022	Yaesu 2-Chome North Block District		
2025	Nihonbashi 1-Chome Central Block District		

*Including property management and master lease properties, etc.

【Development Concept】

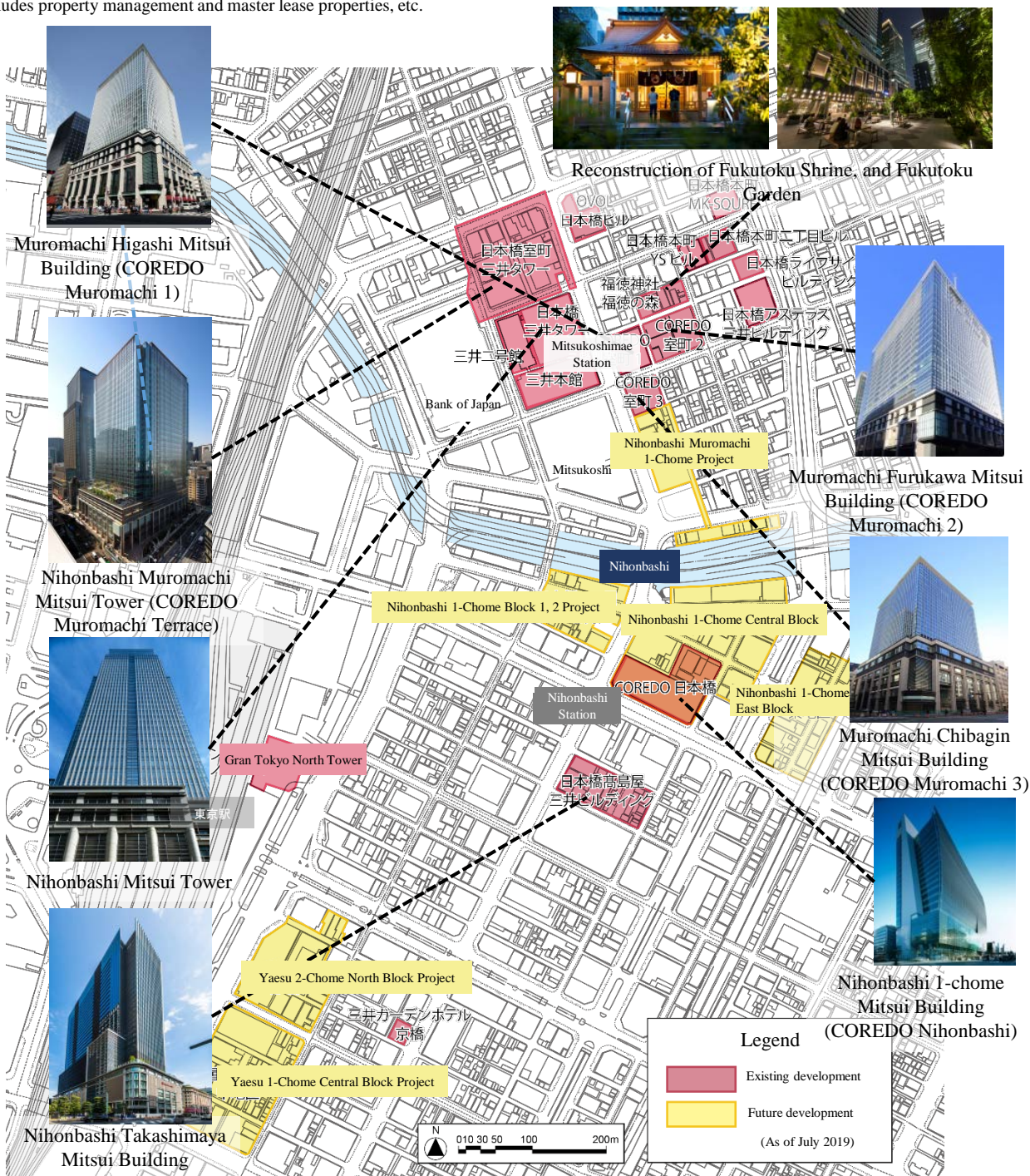
“Preserving and Revitalizing the Heritage while Creating the Future”

【2nd Stage Theme】

Promote neighborhood renaissance that fuses the tangible and intangible at a high level creating business clusters, neighborhood renaissance, in harmony with the community, reviving the aquapolis

Iconic Properties in the Nihonbashi Area

*Includes property management and master lease properties, etc.



Other Projects Are Moving Ahead to Create Street-level Vitality

Street-level development is also being promoted in the Murohon area adjacent to COREDO Muromachi, which centers on Muromachi 1-chome and Honcho 1-chome, and in the area that includes the Kodenmachi and Bakurocho districts.



Murohon Building 3



Murohon Building 5



CITAN



ANDON

The Nihonbashi Revitalization Plan

Development Concept

“Preserving and Revitalizing the Heritage while Creating the Future”



Maintain rules for aligning the heights of building fronts to maintain streetscape of Important Cultural Properties



Rebuild Fukutoku Shrine, a local community center



Create events that draw on Nihonbashi's culture and history through public-private collaboration

Preserving

Buildings
Traditional shops
District history and culture

Revitalizing

District scenery
Water and greenery
Vitality

Creating

For future generations
New district appeal
Broadcast Nihonbashi originals

Four keywords

Creating Business Clusters, Neighborhood Renaissance, In Harmony with the Community and Reviving the Aquapolis

In the 2nd Stage of the Nihonbashi Revitalization Plan, which started with the opening of COREDO Muromachi 2 and 3 in 2014, neighborhood renaissance that fuses tangible and intangible aspects was promoted under the four keywords of creating business clusters, neighborhood renaissance, in harmony with the community and reviving the aquapolis.



[Creating Business Clusters]

Promote open innovation in industries with a geographical advantage in Nihonbashi. Focus on life science through the 2nd Stage.



[Neighborhood Renaissance]

Promote neighborhood renaissance that generates street-level vitality. Maintain and develop alleyways and work to revitalize street-level shops and the like through building renovations, etc.



[In Harmony with the Community]

Promote neighborhood renaissance in collaboration with the friendly community supporting Nihonbashi. Work to raise the disaster preparedness level of the area and hold community-focused events.



[Reviving the Aquapolis]

Water transport underpinned Nihonbashi's prosperity in the Edo period. Work to revitalize water transport to restore the waterside's former vitality and redevelop park-like water areas, etc.

[2nd Stage] Neighborhood Renaissance Projects Based on Four Keywords

Creating Business Clusters

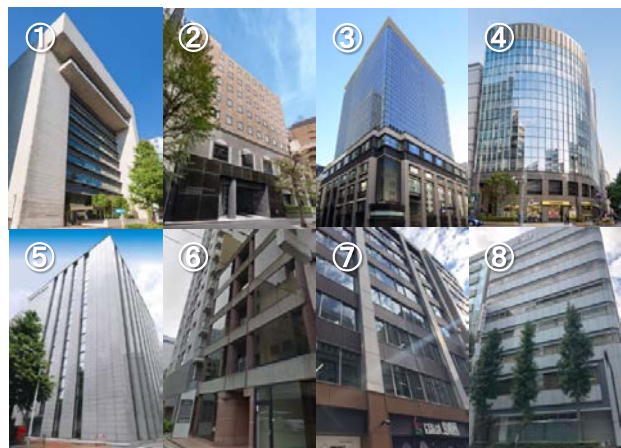
Support tradition and the drive to innovate and create new industries

Drawing on the characteristics of Nihonbashi, which is home to many pharmaceutical companies, promote creating business clusters in the field of life science innovation. Establish an ample office environment with not only multiple cutting-edge office buildings ahead of their time but also co-working space, etc. Hold various events, etc. through LINK-J and support the creation of open innovation opportunities.

2nd Stage Priority Area: Life Science

<Establish bases of activity for major players in the field of life science>

1. Nihonbashi Life Science Base



1. Nihonbashi Life Science Building 2. Nihonbashi Life Science Building 2 3. Nihonbashi Life Science Hub
4. Tosho Building Life Science Floor 5. MFPR Nihonbashi Honcho Building 6. LAUNCH Nihonbashi Ningyocho
7. Fukushima Building 8. Ueno Building

2. Mitsui Lab & Office

Build a Japan-style eco system in the life science field



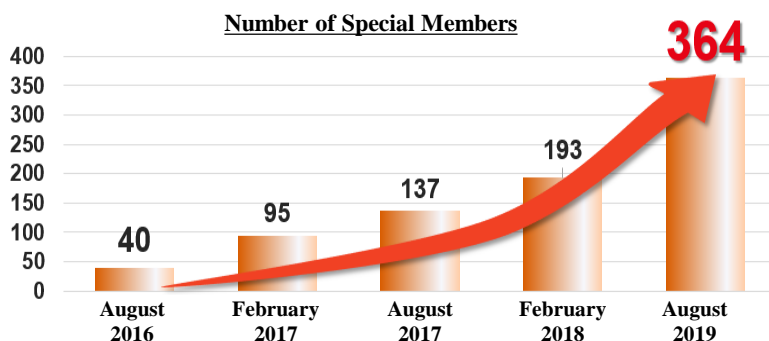
Approx. 90 tenants (as of August 2019)

<Community-building by LINK-J (Life Science Innovation Network Japan)>

Administers many events and programs



Number of Members



Open events and programs with 30 people or more: 443/year

*Number held at three Nihonbashi life science sites and Nihonbashi Mitsui Hall from January to December 2018

[2nd Stage] Neighborhood Renaissance Projects Based on Four Keywords

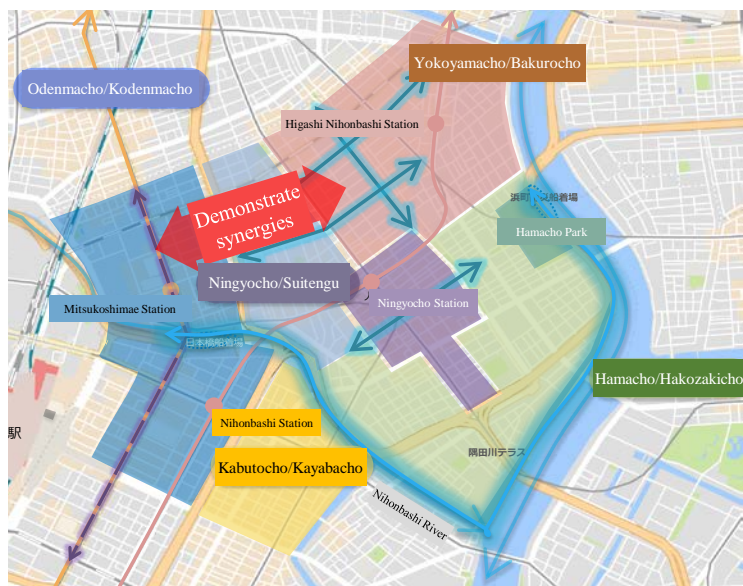
Neighborhood Renaissance

Neighborhood renaissance that draws on Nihonbashi's history and culture

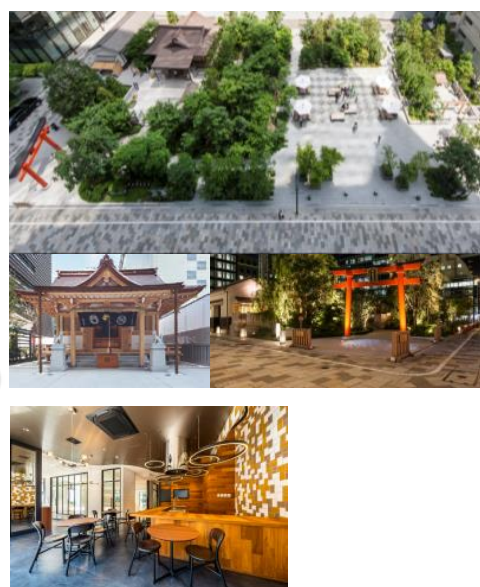
Create an original Nihonbashi entertainment zone with shop and street integration to restore the district's vitality. Leverage the appealing qualities of the district's alleyways, which are infused with history and culture, to create a neighborhood fun for walking around.



Create a highly walkable alleyway area to create consistent vitality



Identify the diverse appeals of the local area



Establish local community sites



Murohon building project in Nihonbashi West Area: Streetscape development in partnership with the community



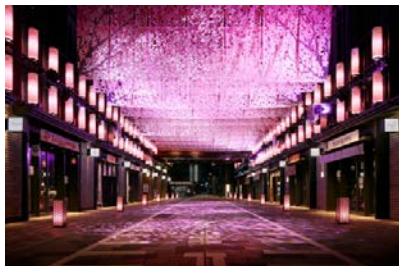
Model project in Nihonbashi East Area: Encourage openings of 1st-floor shops and create street-level vitality

[2nd Stage] Neighborhood Renaissance Projects Based on Four Keywords

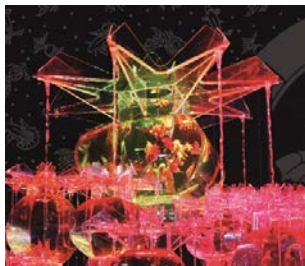
In Harmony with the Community

Challenge of recycling-oriented neighborhood renaissance that respects people and nature

Respect the communities and cultures inherited from the past and pass them on to future generations. Strive for a district that allows this type of involvement. Establish functions and mechanisms that enable visitors, residents and workers to be in the district with peace of mind even in emergency situations.



The Nihonbashi Cherry Blossom Festival, held with the involvement of the community, has become one of the area's major events



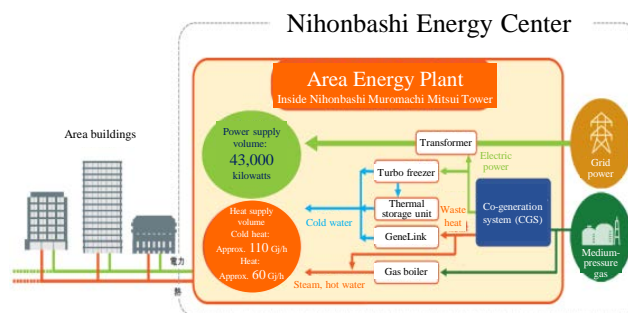
Art Aquarium brings the charms of summer to Nihonbashi



Fostering the worker community that became the origins of Fukutoku Shrine (Fukutoku Shrine Festival)



Edo Sakura Dori underground walkway, a temporary evacuation area for people unable to return home



Environmental performance and disaster preparedness level raised through stable supply of electricity and heat to surrounding areas

Reviving the Aquapolis

Restoration of Former Water Transport Function

Restore the status of Nihonbashi, which was formerly a water transport hub, as an important point in the aqua metropolis of Tokyo. World-leading cities are generating vitality by effectively leveraging their waterside scenery. Create a highly appealing water environment around Nihonbashi River.



Water transport tourism ramping up after establishment of the Nihonbashi boat landing in 2011



With the decision to move the Shuto Expressway underground, a bright light is shining on the future of Nihonbashi