

**Opening of Business Innovation Space "TechLab" (tentative name)**

~ Support for creation of new business by providing know-how of Mitsubishi Estate and SAP Japan ~

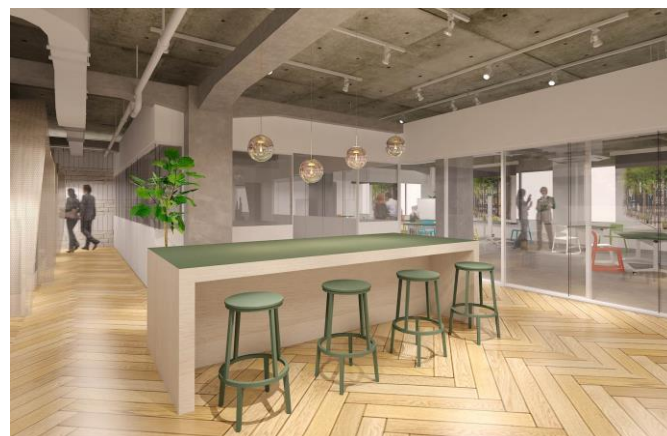
Mitsubishi Estate Co., Ltd. (head office: Chiyoda-ku, Tokyo; President & Chief Executive Officer: Junichi Yoshida; hereinafter Mitsubishi Estate) and SAP Japan Co., Ltd. (head office: Chiyoda-ku, Tokyo; President: Yuzuru Fukuda; hereinafter, SAP Japan) will open Japan's largest business innovation space, TechLab (tentative name) (hereinafter "TechLab") in the office building Otemachi Building in Chiyoda-ku, Tokyo (1-6-1, Otemachi, Chiyoda-ku, Tokyo).

TechLab is a collaborative space for business innovation to create new business. It will open in November 2018 on the sixth floor of Otemachi Building, the large-scale renovation of which is being conducted by Mitsubishi Estate. A community to realize innovation will be built through collaboration between Mitsubishi Estate and SAP Japan, which manage the facilities and provide programs for design thinking,<sup>\*1</sup> etc. TechLab will accept stakeholders that participate in an open community for various types of business to stimulate innovation called the Business Innovators Network, launched by SAP Japan on March 15, 2018. It will welcome large companies, start-up businesses, venture capitalists, researchers and design firms as tenants.

\*1) Design thinking is a formal method for the practical, creative resolution of problems. It can be applied to product development, management and various kinds of business. Specifically, in design thinking, the needs of people are observed and problems are identified; various ideas are invented to seek as many solutions as possible; based on those ideas, prototypes are made; the prototypes are then actually tested with customers and users; through repeated trial and error, new products and services are created and consequently the problems are solved.

With an area of approx. 2,000 square meters, TechLab will be equipped with office space for stakeholders, an area for design thinking, a workshop for business creation, a studio to shoot videos for promotion, a lounge to stimulate exchanges among tenants and space for events, among other facilities. In addition to these spaces, a community manager, design thinking facilitator and other staff of SAP Japan will be resident in TechLab at all times, tasked with stimulating this collaboration in the community to facilitate innovation. Both the facilities and human resources will bring together diverse stakeholders in one place to promptly construct and verify feasible new business, according to an innovation framework focusing on design thinking.

SAP introduced design thinking in software development and other business in 2004 and has also provided the service of design thinking as a means of joint innovation with customers since 2012. The achievements and know-how of SAP accumulated all around the world over as long as fifteen years will be combined with the facilities of Mitsubishi Estate to support creation of innovation that can only be realized in Japan.



"TechLab" (tentative name) Conceptual image

**SAP Japan Co., Ltd.**

SAP Japan, established in 1992, is a Japanese subsidiary of SAP SE, which is the market leader in enterprise application software, providing support to companies of any business type and scale. SAP provides various solutions for more efficient collaboration and more appropriate business decision-making by enterprises in any setting—back office, board meeting room, warehouse or store—and in any environment—either desktop or mobile—so that companies can maintain their advantages in the market. SAP’s applications and services which contribute to companies in realizing highly profitable, sustainable business are used by more than 388,000 client corporations around the world.

In Japan, SAP contributes to Japanese companies by advancing computerization and bolstering both global competitiveness and corporate value.

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**Mitsubishi Estate Co., Ltd.**

Mitsubishi Estate is a general real estate developer, handling many projects for the development, management, etc. of office buildings, commercial facilities, houses, hotels and other properties. Its iconic project is urban development in Tokyo’s Marunouchi district. Mitsubishi Estate is pushing forward with the project to turn the Marunouchi area into an “open innovation area,” creating the ideal town which advances through exchanges among the diverse people and enterprises that gather there.

**Inquiries regarding this matter****Contact for inquiry from customers**

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