

Mitsubishi Estate Launches “Strategic Growth Center Project” in Full Scale

*With Four New International Companies Entering EGG Japan and
Investment Into U.S. Venture Capital Fund*

Mitsubishi Estate Co., Ltd. has fully launched the Strategic Growth Center Project, a platform supporting international ventures/companies aiming to penetrate the Japanese market, as well as domestic ventures/companies seeking opportunities to expand operations abroad. Four international companies have already decided to move into EGG Japan (the Entrepreneur Group for Growing Japan), which houses the location for implementation of the project. Mitsubishi Estate is also pleased to announce capital investment in the Sozo Ventures TrueBridge Fund I, a venture capital fund that invests in major U.S. ventures concentrated in Silicon Valley and planning to undertake business overseas.

Through an urban redevelopment plan centering in the Marunouchi area and slated for implementation over the coming decade, Mitsubishi Estate’s strategic goals include city globalization, expansion of facilities to improve business efficiency and the construction of platforms for innovation.

Progress was initiated in 2000 with the launch of Marunouchi Frontier, which supports venture businesses with the creation of a stage for innovation. EGG Japan was established in 2007, consisting of the Business Development Office and the Tokyo 21c Club (a membership business club). A new section of Mitsubishi Estate, the Tokyo Client Business Development Office, was established in October 2012, tasked under the Strategic Growth Center Project to support efforts to acquire new clients and create value in Tokyo’s Marunouchi area.

With the aim of acquiring new clients and developing value in the Marunouchi area, the Strategic Growth Center Project provides business development support and generates global networking to assist overseas companies’ entry into Japan, as well as small to medium-sized Japanese firms aiming to implement business on the world stage. In so doing, the project’s overall objective is to stimulate fresh demand for office space in the Marunouchi area.

Among the four overseas companies that have located their offices at EGG Japan since the inception of the Tokyo Client Business Development Office, is LinkedIn Japan. With more than 225 million users, LinkedIn is the world’s largest social networking service specializing in business networking. The other companies include: the cloud-based big-data platform development and service firm Treasure Data, the Palo Alto Research Center (PARC), an institute for research into products and services innovation known for its foundational vision for personal computers, ubiquitous computing and the modern information society, and shecco Japan, a subsidiary of the environmental technology market development company shecco.

Moving forward, Mitsubishi Estate will take advantage of the concentration of 4,200 businesses in the Marunouchi area, its accumulated know-how in tailored business matching, and the domestic and international personal networks available through the Tokyo 21c Club to support business development of firms with potential for growth. In order to help move the work of the Strategic Growth Center Project forward, the company will be participating in the Sozo Ventures TrueBridge Fund I, a venture capital fund that links Japan and the United States.

The fund was formed by firms in growth industries on the U.S. west coast with the purpose of forging links between top-tier Japanese firms in a range of industries and rapidly growing U.S. companies, in order to facilitate business advances into Japan, and into Asian markets through Japan.

By investing in the fund, Mitsubishi Estate aims to help the Marunouchi area further evolve as a center for leading-edge companies, by collaborating with Sozo Ventures to compile information on the most advanced Silicon Valley firms with prospects for implementing business in Japan.

In addition, Mitsubishi Estate is planning to expand EGG Japan in the early autumn of 2013, and further promote Tokyo's international competitiveness by establishing the "International Business Support Center (tentative name)" as part of the third phase of the Otemachi Chain Redevelopment Project, scheduled for completion in fiscal 2016. The new support center will provide a one-stop source for services to attract and assist overseas companies.

Over the next decade, Mitsubishi Estate aims to create up to 10,000 tsubo (approx. 33,000 square meters) of office space dedicated to business support services for domestic and foreign businesses in Marunouchi, and continue to further solidify Marunouchi's position as a global business hub in the heart of Tokyo.

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About Strategic Growth Center Project:

The Strategic Growth Center Project is the platform by Mitsubishi Estate to support foreign ventures/companies aiming to penetrate the Japanese market, as well as domestic ventures /companies seeking opportunities to expand operations abroad. The project aims to increase demand for office space by assisting these ventures/ companies to meet their business needs by encouraging global interaction and stimulating domestic industries, and further establish Marunouchi as a leading international business hub in Asia.

About EGG Japan:

EGG Japan (Entrepreneur Group for Growing Japan) houses the location for the implementation of Strategic Growth Center Project. EGG Japan, located in the Shin-Marunouchi Building adjacent to Tokyo Station, is formed by the Business Development Office and the Tokyo 21c Club (a membership business club). Through the Tokyo 21c Club and its established professional network, Mitsubishi Estate offers support for market entry, including for the introduction to potential business partners, as well as advice on financing and capitalization strategies. Five of its member companies have completed an initial public offering.

URL: www.egg-japan.com

About Tokyo Client Business Development Office:

The "Tokyo Client Business Development Office" was established as a new division of Mitsubishi Estate under the Strategic Growth Center Project, to support for foreign ventures/ companies aiming for penetrate the Japanese markets, and domestic venture enterprises seeking opportunities to expand operations abroad.

Overview of EGG Japan's newest overseas tenant companies:

- *Palo Alto Research Center* (U.S.) – Makio Sasa, Japan Representative
Research and consulting operations related to the innovation of product and service utilizing ethnography and new technologies.

- *LinkedIn Japan* (U.S.) – Ryuichiro Sugimoto, Acting Representative of Japan Office
LinkedIn operates the world's largest professional network on the Internet with more than 225 million members in over 200 countries..

- *Treasure Data* (U.S.) – Hironobu Yoshikawa, CEO
Treasure Data, founded by three Japanese technologists in Silicon Valley in December 2011, provides a cloud-based big data service called "Treasure Data Platform".

- *shecco Japan* (Belgium) – Jan Dusek , Business Development Officer
shecco is a market development company that supports the introduction of climate friendly technologies. For more than a decade shecco has worked with partners worldwide to drive the market introduction of sustainable refrigeration, heating & cooling solutions, and more recently electric vehicles.

About *Sozo Ventures TrueBridge Fund I*

The Sozo Ventures TrueBridge Fund I was formed in November 2012 with the support of the Kauffman Fellows Program² for global leadership innovation training as a partnership between Sozo Ventures¹ and TrueBridge Capital Partners³, an investor in top venture capital funds.

1. Sozo Ventures
Headquarters: California, U.S.
Established: August 2012
Representative: Phillip Wickham

2. Kauffman Fellows Program
Headquarters: California, U.S.
Established: 1997
Activities: A next-generation venture business leadership training program of Kauffman Fellows (U.S.) with sponsorship by Stanford University, the University of California Berkeley and Babson College

3. TrueBridge Capital Partners
Headquarters: North Carolina, U.S.
Established: 2007
Activities: Leveraging special brand networks within industry, TrueBridge Capital Partners is a fund of funds that invests in top venture capital funds to achieve high-performance results.

About *International Business Support Center* (tentative name)

Scheduled to be launched within the third phase of the Otemachi Chain Redevelopment Project, scheduled for completion in fiscal 2016, the new business support center will provide a one-stop access location for services to attract and assist overseas firms. An expert staff with specialized high-level knowledge and know-how will provide individualized consultation for a diverse range of businesses. The office will offer comprehensive support to overseas firms to implement business in Japan and establish collaborative relationships with domestic firms.