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**Promoting Workplace Environments That Enable Diverse Human Resources to  
Fully Demonstrate Their Individual Abilities**

**Mitsui Fudosan Residential Acquires Eruboshi Certification  
and 2025 Outstanding Organizations of KENKO Investment  
for Health (White 500) Recognition**

**Acquisition of Eruboshi Certification for the First Time Ever and White 500 Recognition  
for a Fourth Consecutive Year**

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Tokyo, Japan, March 28, 2025 - Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, announced today that for the first time ever it has acquired Eruboshi Certification (two stars) granted by the Minister of Health, Labour and Welfare under the Act on the Promotion of Women's Active Engagement in Professional Life, and that it has also acquired 2025 Outstanding Organizations of KENKO Investment for Health (White 500) recognition, thereby marking the fourth consecutive year it has gained such recognition under the program jointly administered by the Ministry of Economy, Trade and Industry (METI) and NIPPON KENKO KAIGI. In 2021, Mitsui Fudosan Residential also acquired Platinum Kurumin Certification granted by the Ministry of Health, Labour and Welfare (MHLW) in recognition of its efforts in providing a high standard of childcare support based on the Act on Advancement of Measures to Support Raising Next-Generation Children. With this acquisition of Eruboshi Certification, Mitsui Fudosan Residential has gained recognition across the three pillars of employee health, childcare support, and promotion of women's empowerment, which we deem as critical for developing workplace environments that enable diverse human resources to fully demonstrate their individual abilities.

We will persist with our efforts that involve actively establishing workplace environments and facilitating career development in a manner that enables each and every employee to fully demonstrate their abilities taking into account their diverse values, talents, and lifestyles.



【Respective program logos: Two-star Eruboshi Certification (left), White 500 (center), Platinum Kurumin (right)】

## Key Points of this Press Release

- 1. Recognition acquired across the three pillars of employee health, childcare support, and promotion of women's empowerment, which are critical for empowering diverse human resources**
- 2. Acquisition of Outstanding Organizations of KENKO Investment for Health (White 500) recognition for the fourth consecutive year**
- 3. Acquisition for the first time of Eruboshi Certification (two stars) based on the Act on the Promotion of Women's Active Engagement in Professional Life**

### **1. Recognition acquired across the three pillars of employee health, childcare support, and promotion of women's empowerment, which are critical for empowering diverse human resources**

Mitsui Fudosan Residential regards the promotion of diversity and inclusion (D&I promotion) as one of its key management strategies and accordingly engages in initiatives that enable each and every one of its employees to fully demonstrate their abilities while harnessing their diversity. As such, we deem that employee health, childcare support, and promotion of women's empowerment serve as essential pillars in carrying out such efforts.

With respect to childcare support, Mitsui Fudosan Residential acquired Platinum Kurumin Certification from the MHLW in 2021 (refer to "Reference: Platinum Kurumin," below) as an enterprise that ensures a high standard of childcare support based on the Act on Advancement of Measures to Support Raising Next-Generation Children.

With respect to employee health, Mitsui Fudosan Residential has also consistently gained Outstanding Organizations of KENKO Investment for Health (White 500) recognition, administered jointly by METI and NIPPON KENKO KAIGI, since 2022.

With respect to promotion of women's empowerment, the Minister of Health, Labour and Welfare has for the first time ever granted Mitsui Fudosan Residential the Eruboshi Certification (two stars), which is based on the Act on the Promotion of Women's Active Engagement in Professional Life.

As such, Mitsui Fudosan Residential has managed to gain recognition across the three pillars of employee health, childcare support, and promotion of women's empowerment, which we deem as critical for developing workplace environments that enable diverse human resources to fully demonstrate their individual abilities.

#### **\* Reference: Platinum Kurumin**

The MHLW granted Platinum Kurumin Certification to companies in recognition of its commitment to childcare support based on the Act on Advancement of Measures to Support Raising Next-Generation Children. Platinum Kurumin serves as a special certification awarded by the MHLW to companies that meet certain criteria and have furthermore implemented initiatives at even higher standards than those set for Kurumin Certification.

### **【Examples of Mitsui Fudosan Residential's childcare support initiatives】**

- Babysitter assistance and holiday daycare support program
- In-office nurseries
- Interviews tailored to employees returning to work from childcare leave
- Childcare/care assistance points granted for use in accessing employee benefit services

## **2. Acquisition of 2025 Outstanding Organizations of KENKO Investment for Health (White 500) recognition for the fourth consecutive year**

Mitsui Fudosan Residential has acquired recognition under the 2025 Outstanding Organizations of KENKO Investment for Health (White 500) program, jointly administered by the METI and NIPPON KENKO KAIGI, in acknowledgment of its various initiatives related to health and productivity management. This marks the fourth consecutive year that Mitsui Fudosan Residential has gained such recognition as a particularly outstanding enterprise with respect to health and productivity management.

### **【Examples of health and productivity management initiatives promoted by Mitsui Fudosan Residential】**

<Management philosophy and policy / managerial structure>

- Established a promotional system with the president and CEO to serve as the chief responsible officer for health management
- Heard from workers' representatives to reflect employees' opinions

<Implementation of systems and measures>

- Personnel Department staff conduct personal interviews with all employees once a year to assess their working situation and health status (both physical and mental)
- Aimed to lower the rate of smoking by subsidizing costs of smoking cessation outpatient treatment and establishing a smoke-free day, conducting in-house awareness-raising activities such as smoking cessation seminars, completely removing smoking areas within the headquarters
- Supported in-house club activities and held a Company-wide walking event to provide employees with opportunities to exercise and to stimulate communication
- Conducted e-learning programs for all employees on understanding women's health issues to create workplaces where it is easier for women to work
- Set up an external consultation hotline (mental health counseling) to prevent employees' mental illness

<Evaluation improvement>

- Set quantitative final goal indexes to promote comprehensive health maintenance and improvements for employees' physical and mental health, and disclosed progress thereof

### **\* Reference: Outstanding Organizations of KENKO Investment for Health**

The Recognition Program for Outstanding Organizations of KENKO Investment for Health is a program for commending large corporations, SMEs and other such enterprises that exhibit particular excellence in carrying out health and productivity management practices based on their efforts to address regional health issues and health promotion initiatives advocated by the NIPPON KENKO KAIGI. The program recognizes the top 500 large enterprises as the White 500, which are selected from among the corporations certified for the Large Enterprise Category based on the results of the Survey on Health and Productivity Management.

Source: "Health and Productivity Management" (in Japanese), METI

For more information on Mitsui Fudosan Residential's health and productivity management initiatives, click the link below (in Japanese).

<https://www.mfr.co.jp/company/kenkosengen/>

### **3. Acquisition for the first time of Eruboshi Certification (two stars) based on the Act on the Promotion of Women's Active Engagement in Professional Life**

On February 4, 2025, Mitsui Fudosan Residential acquired for its first time ever Eruboshi Certification, which serves as a certification program administered by the Minister of Health, Labour and Welfare based on the Act on the Promotion of Women's Active Engagement in Professional Life.

The Eruboshi Certification involves assigning a ranking of one to three stars determined on the basis of five evaluation items. Mitsui Fudosan Residential was granted a two-star ranking upon having met standards associated with four of the metrics: continuous employment, work styles including working hours, percentage of women in managerial positions, and diversity of career paths.

We believe that Mitsui Fudosan Residential's acquisition of the Eruboshi Certification is attributable to its efforts to promote D&I, which have involved positioning the aim of promoting women's empowerment as a key priority and accordingly strengthening such initiatives since fiscal 2022.

#### **[Examples of Mitsui Fudosan Residential's initiatives to promote women's empowerment]**

<Providing opportunities to women>

- Achieved and maintained quantitative targets for the ratio of female hires (targets set for respective companies of the Mitsui Fudosan Group)
- Created opportunities for interaction with in-house and external women's empowerment role models through Mitsui Fudosan Group joint training programs

<Establishment of employment conditions that help strike a balance between work, family, and personal lives>

- Arranged career and skill development training to facilitate employee retention and long-term empowerment
- Arranged training on sharing household responsibilities and roundtable discussions for employees raising children
- Promoted Company-wide understanding regarding D&I and work styles by arranging training and e-learning programs and raised awareness in-house by furnishing relevant articles and other such content
- Sales centers implemented regular Sunday closures at certain properties in the Tokyo metropolitan area

#### **\* Reference: Eruboshi Certification**

The Eruboshi Certification is a system under which companies that have formulated and submitted action plans in accordance with the Act on the Promotion of Women's Active Engagement in Professional Life can receive certification (Eruboshi Certification) from the Minister of Health, Labour and Welfare if they meet certain requirements in terms of the status of implementation of initiatives for the promotion of women's empowerment.

Eruboshi Certification consists of three levels assigned according to the number of evaluation criteria met by a company (recruitment, continuous employment, work styles including working hours, percentage of women in managerial positions, and diversity of career paths).

## ■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

### (References)

- Group Management Philosophy and Long-Term Vision  
<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>
- Group Materiality  
[https://www.mitsuifudosan.co.jp/english/esg\\_csr/approach/materiality/](https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/)

\* The initiatives outlined in this release are designed to help address the following two Sustainable Development Goals (SDGs).

