

Overview of “MOMO Terrace” Renovation Plan

◆Overview of renovation plan

Direction: A commercial facility that is indisputably number one in the community and that enriches the lives of people in the Rokujizo area

Targets:

- 1) Deepen reach in the neighborhood market
(3 km trade area = approx. 180,000 people)
- 2) Cultivate the regional market
(5 km trade area = approx. 380,000 people)
- 3) Expand customer base
(Cultivate families and young people in addition to housewives in their 50s)

Remodeling points

- 1) Improve environment inside/outside facility
 - Improve atmosphere at mall entrance
 - Clarify the main aisles of traffic flow
 - Revamp interior walls, ceilings, lightings, restrooms, etc.
 - Improve the outside of mall environment, including outer walls, signs, greenery, etc.
- 2) Bring in power tenants
 - Enhance food selection on offer by bringing in large supermarkets
 - Bring in appliance shops and other large specialty stores and change layout
 - Set up new fashion shops along traffic flow circuit
 - Expand food court

◆“MOMO Terrace” concept

- 1) Stores for daily living
Urban living service functions, enhanced food zone
- 2) Wide range of product lineup
Locally number one in number of stores and size of store area
- 3) Comfortable space
Smooth traffic flow lines, enhanced rest spaces
- 4) Creation of terrace space
Turn outdoor mall space into terrace

◆ Images of facility environment



Entrance area



Food area



Mall (shared space design)



Mall (shared space design)



Rest space



Rest space

* All images are artist depictions

◆ Sumitomo Corporation Group commercial facilities

Development philosophy: helping enhance the community environment

Our development philosophy of “helping enhance the community environment” considers lastingly and harmoniously developing an affluent living environment to support people’s day-to-day lives to be the essence of enhancing the community environment.

Direction of development: “urban development-style commercial development”

Regarding commercial facilities as bases for day-to-day living at the heart of urban development, the Sumitomo Corporation Group undertakes “urban development-style commercial development” open to the community that encompasses diverse industry sectors and urban living service functions and that serves as the center of the local community.

Development/operation approach: “community-made development”

The Sumitomo Corporation Group seeks to understand a community’s long history and the various values and characteristics that the community has fostered in order to carry out development order-made for that community, i.e., “community-made development.” Recognizing that this will strengthen its own business foundations, the Group contends that taking a long-term approach to area management and developing/operating facilities that employ the community’s characteristics will improve the community’s appeal and lead to revitalizing and promoting the community on a lasting basis.

◆ The “terrace concept”

The Sumitomo Corporation Group believes it important that commercial facilities offer “a comfortable feel” as symbolized by a terrace space that is enjoyable and welcoming and that makes people want to visit again and again. We call this “the terrace concept.”

◆ Principal entities in project implementation

Sumitomo Corporation and Sumisho Urban Kaihatsu will construct an integrated structure for implementing this project. The Sumitomo Corporation Group has been planning commercial facility projects since 1976, developing over that time a wide variety of commercial facilities that reflect local characteristics, including urban complexes, urban resort facilities, and community-based station-front facilities. The Group currently operates 22 facilities nationwide, mostly in the Kanto, Kansai and Sendai areas. This project will seek to revitalize the entire Rokujizo area and develop/operate this facility in collaboration with the community.