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## **Striving for Sustainable Growth Together with the City through Innovation**

From luxury high-rise condominiums to more Urban affordable smart developments, the MAMS INFRA PROJECTS (MIP) A part of THE MAMS Group's distinctive brand of culture, design and lifestyle-infused properties continues to revitalize urban neighborhoods.

MAMS INFRA PROEJCTS ( MIP) will aim to take the next great leap in its growth and create new value through "Innovation" by promoting sustainable urban development that is disaster-resilient, people friendly, and environmentally friendly for the next generation.

Affordable housing is the foundation on which MIP stands. Committed to the belief that everyone deserves to have housing they are proud to call home, MIP started the journey with 5043 apartments in phase one of four phases of same quantum, in the year 2012.

All our project go through a sustainable development process that meets most of SDGs. Sustainable building isn't just what we do, it's who we are. Sustainability has been our focus for decades, which is why our new developments meet or exceed local certification requirements.

**“Failure gives us the opportunity to bounce back, to learn from our mistakes, and helps us appreciate success.** Failure can be frightening, "success is all about going from failure to failure without losing enthusiasm.

**We're highly adaptable. We take risks. We experiment. We listen. ”**

**A company of values, a story of industry leaders.**

### **Building better lives for the backbone of global community**

Our mission is to leave the world better than we found it, by developing communities, creating opportunities, and building trust.

At MAMS INFRA PROJECTS (MIP) we improve lives and enhance neighborhoods. Collaborating with public and private partners, we provide safe, high-quality, thoughtfully designed communities that residents at all income levels are proud to call home

Incorporating outstanding design, topflight amenities, quality construction and sustainable building standards, MIP projects are long-term community assets sought after for a better social change.

At MIP, we believe technology exists to simplify everyday life, making room for what truly matters and giving you the freedom to be more human, more present – more everything. We make Urban Affordable smart homes that can be operated from your mobile app.

## **Our Vision**

To be the best-in-class integrated developer, owner, builder, and manager of multifamily housing. To grow our lead as the world's best multifamily smart housing developer in the Global market that creates both affordable and market rate communities at scale.

### **Our Mission**

To create exceptional housing opportunities for individuals and families, regardless of income.

The mission of the Multicultural MIP is to elevate and create equitable opportunities for multicultural communities at MAMS and beyond.

### **Fundamental mission**

Create even better social assets for next generation.

Our people are the key to our success as we aspire to be the leading global real estate company as measured by customer service, employee engagement, financial performance and balance sheet strength.

### **What We Believe**

Improving lives, creating opportunities, building trust.

As a multifamily housing developer, we strive to create exceptional communities for individuals and families, regardless of income. Our developments are consistently regarded as best in class for design, energy efficiency, amenities, and long-term viability.

### **Our Approach**

Our business model is different by design.

Beyond our real estate development strategy, our entire business model is different by design. It has helped us meet commitments to our stakeholders while delivering results that make a difference in people's lives. Through tight vertical integration, portfolio diversity, high-performing team members using best-in-class tools, and continuous learning and growth, MIP has become the partner of choice for making big things happen.

### **Collaboration.**

At every step of MIP projects, we collaborate across functional areas—development, construction, property management, and asset management, of course, but also marketing, finance, and legal. On our Investment Committee, each functional leader must physically sign their approval for a building project or housing development to go to the Executive Committee. This means that when a project enters the MIP pipeline, every person in the company knows their leader had a direct role in making it happen.

## **OUR CORE VALUES**

### **A COMMITMENT TO EXCELLENCE**

We seek out, advance and reward employees who embrace our commitment to quality and the highest standards of excellence in all we do, both individually and as a company. We are committed to delivering superior results for our customers, communities, and shareholders.

### **ENTREPRENEURIAL SPIRIT**

We embrace the creativity, flexibility, innovation and sense of ownership our founders instilled in our corporate culture, inspiring us to approach each day with passion and enthusiasm.

### **RESPONSIBLE CITIZENSHIP**

We are committed to being a responsible and contributing corporate citizen in every community in which we operate. We are environmentally conscious and dedicated to maintaining lasting, mutually beneficial relationships in all aspects of our business.

### **INTEGRITY**

We conduct our business with the highest standard of ethics. We act with honesty and integrity, not compromising the truth.

### **PASSION**

We are passionate about MAMS Property Group – our history, our successes, and our future. We show pride, enthusiasm, and dedication to the company in everything we do.

### **TEAMWORK**

We are one team. We believe that our collaborative culture provides a competitive advantage. We communicate openly with each other and value diversity in perspectives and opinions.

### **COURAGE**

in a constantly changing world. What was good enough yesterday will not be enough tomorrow. We embrace change and we have the courage to take calculated risks to exceed our business objectives.

### **ACCOUNTABILITY**

We are all accountable to each other, our customers and our investors. Individual accountability is critical to achieving the overall goals and objectives of the company

### **Diversity, Equity, and Inclusion**

Opening doors of opportunity for all.

At MIP, we are committed to diversity, equity, and inclusion (DE&I) in the workplace because we believe a wider range of viewpoints leads to a more robust and compelling company culture, better decision-making, and better business results. We work hard to create a diverse working environment where team members feel respected, valued, and encouraged to bring their unique perspectives to work every single day. We value diversity of viewpoints, life experience, race, ethnicity, sexual orientation, gender, and age, and we work to ensure that all team members have equal opportunities to grow and thrive.

**Turning commitment into action: A three-pillar approach to DE&I.**

We are committed to pursuing diversity, equity, and inclusion with the same passion and discipline we bring to our core business because welcoming diverse voices is key to our long-term success. We have deployed a three-pillar approach to enhance our diversity, equity, and inclusion efforts to maintain or improve representation, engagement, and retention of a diverse talent pool. Sub-teams for each pillar have been established to identify and implement actions across the organization.

### **Talent Acquisition & Development**

Establish strategies for the acquisition and development of diverse talent with responsibilities shared between business leaders and HR partners.

- Partnerships with diverse organizations
- Increased focus on targeted diverse talent sourcing strategies
- Campus relationships: build deep campus relationships to fill early talent programs
- Intentional focus with Talent Development programs for diverse team members and others

### **Education, Awareness & Engagement**

Drive ongoing awareness and build DE&I understanding by creating opportunities for dialogue, experience-sharing, and training.

- Continued partnership with the Racial Equity Institute
- Awareness-building through unconscious bias training
- Diversity Committees and Employee Resource efforts

### **Leader Accountability & Communication**

Set expectations for managers and establish a routine for measuring, monitoring, and communicating progress.

- Diversity Leadership Council: shape strategy, oversight, advocacy
- Diversity Scorecard: monitor representation, hiring, and turnover trends
- Continued communication: ongoing communication about actions, opportunities, and progress to key stakeholder groups

### ***Who we are***

#### **TALENT, DRIVE, INNOVATION, SERVICE**

Our best-in-class service disrupts the status quo.

We have what it takes to push real estate forward.

### **What We Do**

Multifamily communities that matter.

#### **URBAN AFFORDABLE SMART HOMES**

Growth with purpose.

Decade of growth providing high-quality housing for all.

MIP has been a leader in designing, financing, building and managing affordable housing projects since 2012. Developing and building affordable housing requires sophisticated finance skills and entails substantial government oversight. MIP is among a handful of developers that is committed to working with communities to meet the growing demand for this crucial housing.

### ***UASH -***

Urban Affordable Smart Homes

### ***Places Of Pride And Opportunity***

Affordable housing is the foundation on which MIP stands. Committed to the belief that everyone deserves to have housing they are proud to call home, MIP started the journey with 5043 apartments in phase one of four phases of same quantum, in the year 2012.

These are complemented by MIP Urban's workforce housing communities, located in prime urban areas and providing underserved communities with beautifully designed, highly amenities living at an affordable price.

In the view of Globalization and living standards, Housing ranks next only to food and clothing as basic need of the people, a certain minimum standard of housing is essential for healthy and civilized existence.

**This isn't the affordable housing you think you know.**

### **Market-Standard Quality**

We don't cut corners. In fact, our affordable housing developments go above and beyond design and maintenance standards for market-rate housing.

### **Well-Maintained Buildings**

We're in this for the long haul. We don't sell our properties—we oversee the upkeep to make sure they remain clean and gorgeous for decades to come.

### **Detailed Resident Checks**

We create homes for contributing members of society: the foundation of your community. That's why we carefully review each resident's background before they move in.

Our developments not only help individuals thrive, but communities too.

**It's time to debunk the myth that affordable housing is a drain on your community.**

There's a lot of fear out there that bringing affordable housing into the community means higher crime and lower property values.

In fact, by creating welcoming living spaces for lower-income families, you're actually setting the stage for more community investment and growth.

**Are you part of the solution or part of the problem?** We've busted the most common myths around affordable housing with experience and facts—take a look and you too can cut the confusion with truth.

**Our properties support your community long after they're built.**

We never build and just walk away.

Instead, we screen potential residents and keep on top of maintenance so that each building is as beautiful 50 years down the line as it is the day it was built.

Our local property managers have a direct line to MIP and its group leadership to help solve any issues they may be facing.

We collaborate with city leaders, financial partners, neighborhood organizations, local businesses, and housing agencies to make sure that each property is part of a thriving ecosystem that gives back to the community for years to come.

### **Technology :**

Welcome to the Real Estate Revolution. A home that can be operated from your mobile device.

### **An Experience Like None Other**

At MIP, we believe technology exists to simplify everyday life, making room for what truly matters and giving you the freedom to be more human, more present – more everything.

Now, as home and business increasingly coexist and virtual life weaves itself into reality, you need a partner with the right tools, tech, and resources to help you maintain your business at the highest level – rain or shine. You'll find that partner in MIP

### **End-to-end is just the beginning.**

Real estate is about relationships, yet when technology was added to the equation, sustaining the quality of those relationships became more challenging. So, we pivoted toward co-developing technology with our real estate agents to prioritize the connections they've created.

As our technology came together piece by piece, we cemented bonds between people, data, systems, and communication, rewarding everyone who touches real estate with insights beyond compare.

### **DEVELOPMENT & ACQUISITIONS**

Our strategic focus is the development and acquisition of logistics, IT park and residential real estate in the most desirable locations around the globe. We selectively acquire properties that are designed and built technically with the future in mind.

To maintain its momentum as a leading developer of multifamily affordable, market-rate and student housing across global arena, MIP's land acquisition staff is constantly in the field sourcing, vetting and purchasing suitable properties. Knowledgeable and well-connected real estate brokers help us identify properties that work with us. We value our relationships within the brokerage community and work with brokers in both on- and off-market transactions.

Generally, we purchase properties with appropriate multifamily residential zoning but we will consider sites that are not zoned if they meet our site criteria. Over the years, we have been successful at securing more complicated entitlements when required, but we are also interested in sites that are already entitled.

We usually make fee-simple purchases but we also will consider joint ventures with landowners and long-term ground leases.

**Affordable Housing Site Criteria:**

- Urban infill districts
- Appropriate zoning
- At least one acre and up to 10 acres
- Accommodate a minimum of 80 apartments
- Infill neighborhood, ideally near transit, jobs and walkable to shopping and services
- Transit Oriented Development (TOD) is highly sought

**Market-Rate Multifamily Housing Site Criteria:**

- High-density residential zones
- One acre up to 10 acres
- Accommodate a minimum of 150 apartments
- Infill neighborhood, ideally near transit, jobs and walkable to shopping and services

**Independent Villa Housing Site Criteria:**

- Appropriate zoning
- Walkable (within 1/2 mile or less) to university campus
- Two Acres up to 15 acres
- Accommodate a minimum of 50 independent villas

**The MIP Advantage:**

MIP a part of THE MAMS GROUP, can close escrows quickly and efficiently often without outside partners.

MIP has the ability to close deals on land without any financial partners and/or all of our land and entitlement pursuit costs are funded by THE MAMS GROUP backed by FDI.

**SUSTAINABLE DEVELOPMENT**

Sustainable building isn't just what we do, it's who we are. Sustainability has been our focus for decades, which is why our new developments meet or exceed local certification requirements.



- **GREEN BUILDING SOLUTIONS**

WE RECOGNIZE THAT THE FUTURE OF CONSTRUCTION LIES IN THE ABILITY TO CREATE BUILDINGS THAT ARE ENERGY EFFICIENT, WATER-WISE AND CONSTRUCTED FROM SUSTAINABLY SOURCED MATERIALS. THAT'S WHY **MIP** ALWAYS STAYS APPRISED OF THE INDUSTRY'S LATEST LEED GREEN BUILDING SOLUTIONS, TECHNOLOGIES, AND CONCEPTS.

Our team brings considerable knowledge to the table for every project in the areas of:

- Life cycle cost analysis
- Lean construction
- Integrated project delivery
- LEED certification
- High-performance sustainable building practices
- Cal Green building requirements

At MIP Construction, we recognize the value that is placed on designing and executing sustainable building projects.. Since its inception in 2012, the LEED (Leadership in Energy and Environmental Design) green building certification system has recognized commercial, institutional and residential projects that are noteworthy for their environmental performance.

At the end of the day, we believe that sustainable building practices are a win-win providing both economic and environmental opportunity for our clients. Over the years MIP has been an active participant in changing the way our projects are designed and built, and we are proud to build in a way that enhances our communities and protects our environment for future generations.

## **ARCHITECTS**

Revitalizing Urban Neighborhoods.

Through groundbreaking partnerships with world-renowned architects, designers and artists, Related has redefined urban environments on a global scale, fostering distinctive, dynamic communities and symbolic landmarks that have become sources of local pride.

Our renowned architects' expertise lies in their ability to create customized designs that make your dream home a reality. From concept to completion, every home is personalized to the individual needs of each customer, delivering unique character, meticulous attention to detail, and exceptional customer experience, not to mention sound peace of mind in quality construction you can trust.

## **Consulting Services**

The Foreign FDI and Sovereign Funds organization will require the basic details of the above mentioned projects information, data, land dimensions/survey with soil investigation, Water table, Due-diligence of site and viability market study of the proposals etc. To cater these basic appraisal requirements and help its prospective corporate partners MAMS offers the following services:

- Contour Survey and Soil Investigation of the proposed site.
- Complete Architectural Designs and report for basic viability study by the in house team; As per the specific project requirements; on commencement of project-complete Architectural Concept to Working Drawings, details and finishing schedules with PERT Charts ; MEP Services; Structural Design and Analysis; Cost Estimates; HVAC Services, Landscape and Green Building Design Services. Preparation of Cost Estimates, Tender documents with Bills of quantities and Specifications, periodical site supervision, Construction Management and PMC services.
- Appraisal with concerned Climatological data, water table, Highways and Site adjoining road alignments, Study with regard to Earthquake Zone, Study on Present and future availability of Water, Power & Infrastructure Services Like , Sewerage, Water Supply and Storm Water drainage Systems, nearby or municipal facilities of Garbage disposal and Solid Waste management for the site.
- Due diligence of the site/land parcel by a reputed lawyer firm.
- Project Viability and Market feasibility study.
- Provision of temporary offices to start work in cities of India and help to set up at location of permanent offices.
- Basic information and relevant details and data from the Central or State Governments: MAMS shall extend all help with its network to get the basic required details, policies and bye-laws for the initial appraisal and understanding of the said project development.

### ***RESPECTED LEADERSHIP TEAM***

MIP benefits from an experienced management team that has delivered strong performance through all economic cycles, and an infrastructure that enables consistent execution at high levels across all aspects of the business.

### **Mohammed Arshad Ali – Chairman & Founder**

With over 45+ years of experience, Mr. Arshad Ali Chairman & Founder of MAMS still strives to work hard & harder. With his vast experience in the Civil Engineering Domain, MAMS owes its success and global expansion to him. Younger population of the company tries very hard to cope up with his stamina and urge to always keep working and moving. He operates from Dubai,UAE.

In the early years after graduating as a Civil Engineer from India, he was the first youngest contractor who started working and focusing on Economically Weaker Section group in 1980 and successfully

completed projects over 20 billion worth in his total tenure. He was invited in various Engineering conferences across Middle East and has delivered over 500+ speeches.

### **Mohammed Mehsan Arshad – Chief Executive Officer (CEO)**

Our Youngest CEO who is a dynamic entrepreneur and one of the primary decision makers in our organization. With over 15+ years of experience in various Industries like Infrastructure, Engineering, Commodity Trading & Information Technology which keeps his schedule busy but this does not stop him from involving with Non Profit Organizations and runs various Campaigns across the globe. He was recently awarded by the United Nations, Forbes, best sustainable CEO and many more to his stars.

In the early years he finished his Engineering and pursued Masters in Strategy Project Planning from Heriot Watt University – Edinburgh Business School Scotland. He further was invited by International School of Business – India to get certified in PMP. Later due to his engagements in housing and other social work with United Nations. He manage make use of Covid period and finished his Civil Engineer and Bachelor of Social work in the year 2020.

He plays a constructive role in creating a Vision for the company. He has significant projects under his Belt which comprise of Construction of EWS Group, Affordable Living, Palm Oil Trading and also heads our Strategic Partnership team. He strongly believes in team work and feels that what can be achieved as an individual can be far less as to what can be achieved as a team.

### **Mohammed Salman Arshad : Chief Financial Officer (CFO)**

Our Financial Analyst and CFO of the organization Mr. Salman Arshad is the reason why the foundation of our company has been significantly strong. His Financial knowledge is globally diversified. He continues to make it stronger with his vide experience in various domains. He is the sole responsible person for doing the Financial due diligence of all projects executed, process of execution and projects in pipeline.

His involvement in the organization does not limit him to practice in other companies as a Board of Advisor. His involvement with Investment Companies like Mubadala- Abu Dhabi and other financial institutions has been very credible. He also plays a role of a venture capitalist and has investments in various verticals in UAE, Malaysia & India.

In his early years he graduated in the Commerce and Financial domain. He pursued his Masters in Business Administration in Finance from Metropolitan University – London and started working in UAE.

His 15+ years of experience has taken him across the globe and had an opportunity to work in UAE, Kuwait, Qatar, UK and Malaysia.

### **Mohammed Irfan Khursheed: Chief Operating Officer (COO)**

Our COO is one of the most reputable individual in the Infrastructure Industry. With strong management skills especially in Project Management he has been successful in delivering projects for the organization in India. With 18+ years of experience he has been involved in core execution of projects right from the Initial stage to the Completion and Handover stage. He is the first person who introduced BOT projects for the company which has led to significant profits over the period of time.

Though he is part of the senior management, he does not limit himself to work on the ground level with various engineers, architects, government organizations in scoping of the projects. He has built a team of 100+ Technical Individuals for the company who are deployed in various sites located globally. He loves to travel and the work keeps him busy and serves his purpose of travelling. A multi lingual person with strong knowledge in the Civil Engineering domain.

He has contributed significant expertise in working in India. He has hired, managed and executed work locally and understands the local pulse of people and works accordingly.

### **Mohammad Ali – CIO**

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In his early years he graduated in the Commerce and Financial domain. He pursued his Masters in Business Administration in Finance from Metropolitan University – London and started working in UAE. His 15+ years of experience has taken him across the globe and had an opportunity to work in UAE, Kuwait, Qatar, UK and Malaysia.

### **Mr Gyaneshwar Prasad: Executive Director (Projects)**

G. Prasad, after obtaining degree in Architecture in 1977; worked for 2 year each with International Airport Authority of India in Dept. of Planning & Architecture, New Delhi and Ministry of Housing, Libya. Worked as Architect & Sr. Architect in two prominent Architectural firm at New Delhi from 1983 to June 1986. From July 1986 to May 1994 worked as one of the two equal partners of Architectural firm “Concept Architecture” in New Delhi. Have won three major Group Housing competitions and one Office Building design competition. From 2010 associated with MAMS Infra Projects as director for their Affordable Housing Projects in India. He has been successfully handling a variety of Architectural jobs including Townships & Group Housing, Affordable Housing Schemes, Apartments Buildings, Independent Villas & Row Housing, Office Buildings, Commercial and Shopping Mall Projects, Hotels and residences etc. The specializations of Interior Design jobs include prestigious office Interiors, guesthouses and residences.

Professional Membership and Societies	:	Indian Institute of Architects (A14227)	
Education	:	Architect	
Council of Architecture, Reg.	no.	:	(CA/80/06064)
Number of Projects	:	100+	

### **RECOGNIZED AS THE INDUSTRY’S BEST:**

Best performing sustainable CEO – 2017

Top influential leader across the global economy 2018

### **MAMS Social Impact**

#### **Women’s Inclusion Network (WIN)**

The mission of the Women’s Inclusion Network is to hire, develop, and promote women at MIP through education, awareness, and programming. We seek to advance visibility, equality, and women’s initiatives within the communities MIP serves.

### **Philanthropy**

MAMS Group’s commitment to the community and the arts is an integral part of its outstanding reputation for corporate philanthropy. Our company’s passion for incorporating works of art into new developments and for extending those artworks into community landscapes and enhancing urban life have become Related hallmarks. MAMS Group allocates **2-5%** of profits to the Related Philanthropic Foundation.

### **Our ESG mission**

Help build a better world.

At MIP, our desire from the beginning has been to do our part to leave the world better than we found it by providing safe, high-quality, and thoughtfully designed communities that residents are proud to call home. In this context, we recognize the enormous value that environmental, social, and governance (ESG) policies and practices can bring to our residents, employees, and investors. Our strategy is to continue to grow our triple bottom line—people, profit, and planet—as we continue to create opportunities for our A+ Players and simultaneously fulfill our deepest desire to leave the world a better place than we found it. We strongly believe that continually advancing our ESG framework and mindset throughout all aspects of our business will lead to a stronger and more sustainable MAMS GROUP

## **Environmental**

Sustainable Development  
Energy and GHG Emissions  
Water  
Waste  
Materials & Resources  
Site Management & Biodiversity

As environmental issues such as climate change and the depletion of natural resources are drawing attention worldwide, we recognize that contributing to environmental conservation is an important issue. And it is consistent with our fundamental mission of "creating even better social assets for the next generation".

As a company that owns and operates globally and provides social infrastructure, we have been, and will continue to be, not only developing properties with superior environmental performance, but also actively engaging in activities that contribute to environmental conservation in cooperation with all stakeholders, including tenants and business partners.

## **Social**

Health & Well-Being  
Workplace Culture  
Human Rights & Labor Practices  
Employee Engagement  
Diversity, Equity and Inclusion (DE&I)  
Community Engagement & Development  
Safety

The Group's business involves many stakeholders, including customers, tenants, business partners, local communities, and our employees. Through our business activities, such as creating social assets and utilizing them, we have been, and will continue to be, contributing to diverse demands of society in areas such as disaster prevention, health and safety, diversity, and human rights issues, in cooperation with various internal and external stakeholders.

## **Governance**

Data Protection, Cybersecurity & Privacy  
Prevention of Bribery & Corruption  
Fraud Prevention

As a company that has inherited MAMS's business spirit and upholds "Integrity and Innovation" as its corporate slogan, we believe that risk management, compliance, and corporate governance are important foundations that shape corporate trust. Under such recognition, we will strive for continuously improving corporate management that reflects laws and regulations and social norms, as well as corporate ethics and the social demands behind them.

## **Sustainability**

Our commitment to a sustainable environment.

At The MAMS Group, we strive to protect and preserve the environment. To achieve this goal, we are continuing our sustainability efforts to improve all our properties. We have embarked on portfolio-wide initiatives that have generated significant annual utility savings across our developments, and we are creating sustainable communities that have been designed, built, and maintained using best practices for green building, including LEED, Enterprise Green Community, and Passive House build designations.

We have been working to contribute to solving social issues through our business activities under our fundamental mission of "create even better social assets for the next generation." The themes we have tackled in this endeavor are diverse, including "disaster prevention," one of the major social issues for the society, "environmental protection," such as climate-change countermeasures and waste reduction, and "vitalization of communities" in city development efforts.

In recent years, companies have come to be evaluated from a long-term viewpoint, hence the increased awareness for SDGs and ESG. The MAMS Group, which carries on the business philosophy of the "We have strived, and will continue to strive, to further increase corporate value by actively committing to "addressing social issues through business activities." We would like to thank our stakeholders, including customers and business partners, for their continued support and understanding.



## SDGs

The Sumitomo Realty Group will contribute to the achievement of SDGs through its business while sustainably increasing corporate value.

SDGs (Sustainable Development Goals) are a set of international goals, made up of 17 goals and 169 targets, adopted at the United Nations summit held in September 2015, as part of the “2030 Agenda for Sustainable Development” in order to realize a sustainable world.

## SUSTAINABLE DEVELOPMENT GOALS

