

## Views from the External Advisers on the CSR Committee

### Continuing to be a forerunner in putting clients first

The Mitsubishi Estate Group has specified three basic commitments in its mission to take its CSR initiatives further. I hope that the Group will put these three commitments into action so that they generate synergies. This means linking the Group's commitment to "promote environmental management," for example working with tenants to reduce CO<sub>2</sub> emissions, with its commitment to "promote new social contribution programs leveraging management resources," and having its employees involved in this process. This will, ultimately, lead to the third commitment to "create a vibrant workplace and train dynamic human resources." Also crucial is corporate ethics, which is always the foundation for CSR. I hope that Mitsubishi Estate will continue with the initiatives that put it on the cutting edge of this industry, such as giving clients guidebooks like the *Introduction of Material Facts*, which explain complex matters in easy-to-follow language. I would like to see Mitsubishi Estate make the most of its basic client-centered initiatives to solidify the trust it earns from clients, and translate this into competitiveness in the corporate sector.



**Iwao Taka, Ph.D.**

Dean, International School  
of Economics and Business  
Administration, and Professor,  
C. Hiroike Graduate School,  
Reitaku University

### Serious initiatives leading to social contributions

The Mitsubishi Estate Group operates its business in Tokyo's Marunouchi district, which represents the center of the Japanese economy. As such, it helps shape Japan's image, and the importance of its business surpasses that of a single corporate group. Between 2008 and 2009, Mitsubishi Estate has endeavored to make its CSR initiatives visible, clarifying the objectives and focus of its CSR and identifying common ground for its business and social contributions. I was particularly interested in the "Experience Nature" project. At the very root of this project, which brings together local communities, clients and employees, I sensed the Mitsubishi Estate Group's appreciation that it is nature which makes all business possible. The result is CSR and social contributions. Delving deep into business activities always leads to these two. Some employees probably think CSR is something that headquarters should work on, but in reality each individual employee is a CSR promoter. One's own work and CSR initiatives are intimately linked, inseparable. It is essential that we understand this and use this mindset to resolve problems.



**Setsuko Egami**

Professor, Faculty of Sociology,  
Musashi University



### Benefiting from external insights



Ever since the CSR Committee meeting held in February 2007, Professors Iwao Taka and Setsuko Egami have provided us with accurate advice based on social trends from their perspective as external advisers. We will continue to put CSR into practice as an essential part of management, and promote CSR activities focusing on the priority issues set for the immediate future. At the same time, we will raise each employee's understanding of CSR while linking CSR to business activities.

**Hirotaka Sugiyama**

Director and Senior Executive Officer, and Head of CSR Department, Mitsubishi Estate

# Editorial Policy

The Mitsubishi Estate Group began publishing its *Environmental Report* in fiscal 2000 to provide an overview of its environmental initiatives. Beginning in fiscal 2005, the Group expanded the coverage of the report to include corporate social responsibility (CSR) and began calling it the *CSR Report*. This year's report includes special features on Mitsubishi Estate's environmental initiatives in the Otemachi, Marunouchi and Yurakucho district in Tokyo and on the Group's passion for quality in the Residential Business. The report also includes thematic reports on various initiatives, including some activities overseas.

## Scope

The organizations covered in this report are Mitsubishi Estate and 39 Group companies.

Business Group	Company Name	Business Segment
Property Management and Office Leasing	Mitsubishi Estate Building Management Co., Ltd.	Building Business
	Mitsubishi Jisho Property Management Co., Ltd.	
	Hokuryo City Service Co., Ltd.	
	Yuden Building Kanri Co., Ltd.	
	Grand Parking Center Co., Ltd.	
	Tokyo Garage Co., Ltd.	
Commercial Asset Management and Development	Marunouchi Heat Supply Co., Ltd.	Building Business
	Sunshine City Corporation	
	Sunshine BS Corporation	
	Sunshine Enterprise Corporation	
	Tokyo Kotsu Kaikan Co., Ltd.	
	Marunouchi Direct Access Limited	
Retail Property	Mitsubishi Jisho Retail Property Management Co., Ltd.	Building Business
	Yokohama Sky Building Co., Ltd.	
	Yokohama Swimming Center Co., Ltd.	
	Yoko Building Service Co., Ltd.	
	IMS Co., Ltd.	
Residential Development	Izumi Park Town Service Co., Ltd.	Residential Business
	Mitsubishi Jisho Towa Community Co., Ltd.	
	MT Community Staff Co., Ltd.	
	Ryoei Life Service Co., Ltd.	
	MEC Eco LIFE Co., Ltd.	
	Higashinohon Kaihatsu Co., Ltd.	
Investment Management	Mitsubishi Jisho Investment Advisors, Inc.	Urban Development and Investment Management
Architectural Design and Engineering	Mitsubishi Jisho Sekkei Inc.	Architectural Design and Engineering
	MEC Design International Corporation	
Custom-Built Housing	Mitsubishi Estate Home Co., Ltd.	Custom-Built Housing
	Mitsubishi Estate Housing Components Co., Ltd.	
Hotel Business	Royal Park Hotels and Resorts Co., Ltd.	Hotel Business
	Yokohama Royal Park Hotel Co., Ltd.	
	Tohoku Royal Park Hotel Co., Ltd.	
	Royal Park Inn Nagoya Co., Ltd.	
	Royal Park Shiodome Tower Co., Ltd.	
	Royal Park Hotel Co., Ltd.	
Real Estate Services	Mitsubishi Real Estate Services Co., Ltd.	Real Estate Services
Corporate Group	MEC Information Development Co., Ltd.	Other
	Keiyo Tochi Kaihatsu Co., Ltd.	
	MEC Human Resources, Inc.	

In addition, the report covers some initiatives of the Rockefeller Group, a U.S.-based subsidiary.

Environmental performance data primarily covers the following organizations, which are among those companies covered in this report that have acquired ISO14001 certification.

- Property Management and Office Leasing Group and Commercial Asset Management and Development Group of Mitsubishi Estate Co., Ltd.
- Residential Development Group of Mitsubishi Estate Co., Ltd.
- Yokohama Sky Building Co., Ltd.
- Mitsubishi Jisho Towa Community Co., Ltd.
- Mitsubishi Jisho Sekkei Inc.
- Mitsubishi Estate Home Co., Ltd.
- Royal Park Hotels and Resorts Co., Ltd.
- Royal Park Hotel Co., Ltd.

## Period

This report covers fiscal 2008 (April 1, 2008 to March 31, 2009), but also includes information pertaining to other fiscal years.

## Reference guidelines

- *Sustainability Reporting Guidelines 2006*, Global Reporting Initiative (GRI)
- *Environmental Reporting Guidelines (Fiscal Year 2007 Version)*, Ministry of the Environment, Japan

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## About the cover design

The front page design consists of photographs of the Marunouchi Park Building and the Mitsubishi Ichigokan, photos from the "Experience Nature" project, and selected works of art from the annual Dazzling Art Competition held by Mitsubishi Estate for children with disabilities.

The artworks shown were among those which received awards for excellence in the fiscal 2008 seventh competition

- |                                                             |                                                    |
|-------------------------------------------------------------|----------------------------------------------------|
| ① "Pheasant" by Hiroyuki Goto                               | ⑭ "Working with Clay" by Yuto Kamikawa             |
| ② "Aquarium" by Hideto Togari                               | ⑮ "Shinkansen Bullet Train" by Makoto Kino         |
| ③ "Friends" by Kana Ueno                                    | ⑯ "My Dream Ship" by Taku Yoneyama                 |
| ④ "Beautiful Sea Creatures" by Seiya Tsutsumi               | ⑰ "Air Field" by Sei Matsuyama                     |
| ⑤ "Big Bite!" by Chiho Miyawaki                             | ⑱ "The Animals Meet" by Ryo Takinoue               |
| ⑥ "Sailing Ship" by Takahiro Yamasaki                       | ⑲ "Me on a Go-Cart" by Yuta Matsuya                |
| ⑦ "Me Sorting Garbage" by Satoru Shinsuruga                 | ⑳ "Yummy" by Tsuyoshi Takahama                     |
| ⑧ "Genki" by Genki Yamada                                   | ㉑ "Singing in Chorus" by Junya Fukuda              |
| ⑨ "The Cats with My Brothers and Sister" by Kotaro Yamamoto | ㉒ "Sunflower, Growing Sky High" by Shigeki Miura   |
| ⑩ "Large Morning Glories" by Hiromi Isikawa                 | ㉓ "Owl in the Woods" by Kazuya Miyashita           |
| ⑪ "Kokoa, My Friend" by Moka Michishita                     | ㉔ "Chatting with Penguins" by Natsuko Saisu        |
| ⑫ "Giraffe" by Hijiri Takiguchi                             | ㉕ "Memories of My Summer Vacation" by Yusuke Shima |
| ⑬ "Penguins" by Isao Sugie                                  |                                                    |

