Real Estate Consulting & Solution Department

Mitsubishi Estate is strengthening efforts toward proposal-based marketing with the aim of cultivating business opportunities across the Group.

Standing at the heart of Mitsubishi Estate’s strategic marketing structure, the Real Estate Consulting & Solution Department works to strengthen proposal-based marketing across the Group as a whole. Underpinned by its wealth of accumulated real estate development, planning and management know-how and expertise, the Real Estate Consulting & Solution Department is active in its efforts to realize maximum value for its corporate clients.

The Mitsubishi Estate Group’s Marketing Structure


Leveraging the collective strengths of the Group, the Real Estate Consulting & Solution Department provides a full range of best-fit, customer-oriented consulting services and solutions including effective real estate acquisition and usage.

Large-Scale Joint Development and Private Finance Initiative Businesses

The Real Estate Consulting & Solution Department is pursuing initiatives in response to large-scale joint developments and the increase in recent years of private finance initiatives (PFIs) as a means to create new business opportunities. Against this background, and supported by its know-how and expertise accumulated over many years, the Real Estate Consulting & Solution Department actively pursues development securitization and other new business methods.
Building Business Operations

Enhancing Urban Functions from the Perspective of Area Management

Building Business operations primarily handle the development, leasing and property management of office buildings in Japan’s major cities, as well as management of large-scale shopping centers, operation of parking lots and operation of heating and cooling services throughout Japan, enhancing urban functions from the perspective of area management.

Promoting Increased Interaction in the Marunouchi District

The Marunouchi district, with its overwhelming infrastructure and corporate scale, offers a variety of business opportunities. For its part, Mitsubishi Estate strives to transform Marunouchi into a world-class center of dynamic interaction, thereby creating the potential for even more opportunity. In the Marunouchi Building, which opened in September 2002, Mitsubishi Estate established Tokyo 21c Club, a facility to allow professionals and business persons from a variety of fields to interact and exchange views. Interaction is not limited to the corporate sector: Mitsubishi Estate has also introduced the “Marunouchi Academic Suites,” which serve as a common communication forum for private, public and academic circles.

The Second Stage of the Marunouchi Redevelopment

In an effort to raise awareness of Tokyo as an international city among business people all over the world, to maximize its full potential, and to deliver new functions that meet today’s and tomorrow’s business needs, Mitsubishi Estate is acting beyond the role of developer to that of a producer. In 1998, we commenced the first stage of the Marunouchi Redevelopment, a 10-year program encompassing the upgrade, reconstruction and renovation of much of the Marunouchi district. Beginning with the Marunouchi Building, Mitsubishi Estate has made steady progress in the
Expanding the Shopping Center Business Throughout Japan

Building Business operations include shopping centers in Tokyo (in Odaiba), Yokohama, Hakata and other locations, and work is also proceeding on the commercialization of Marunouchi Naka Dori, as part of its redevelopment. In addition, Mitsubishi Estate is in a partnership with U.S.-based Chelsea Property Group, Inc. and Sojitz Corporation. The partnership vehicle, Chelsea Japan Co., Ltd., operates outlet malls in Gotemba (Shizuoka Prefecture), Izumisano (Osaka Prefecture), Sano (Tochigi Prefecture) and Tosu (Saga Prefecture), and opened Toki Premium Outlets in Toki (Gifu Prefecture) in March 2005.

ensuing period. In February 2003, the Industry Club of Japan and Mitsubishi Trust and Banking Building was completed. This was followed in September 2004 by the completion of Marunouchi OAZO, which faces Tokyo Station on the former site of Japan National Railways Headquarters. The planned completion of the Tokyo Building in October 2005 and the Shin-Marunouchi Building and The Peninsula Tokyo (tentative name) by the fiscal year ending March 31, 2008, will bring the first stage of the Marunouchi Redevelopment to a close. Thereafter, we will commence the second stage of the project, which involves the simultaneous redevelopment of the Mitsubishi Shoji Building, the Furukawa Building and the Marunouchi Yaesu Building. This will serve as the hub that joins the Marunouchi and Yurakucho districts. Based on the achievements of the Marunouchi Redevelopment Project to date, the second stage will encompass broader and more comprehensive plans to rejuvenate the Otemachi, Marunouchi and Yurakucho districts, an area of approximately 111 hectares. Mitsubishi Estate will not only focus on providing renewed infrastructure, but will also provide intangible benefits to create a fresh, appealing and comfortable environment. We are committed to creating a dynamic Marunouchi district that offers a variety of functions and caters to diverse needs.
Residential Business Operations

In Partnership with TOWA REAL ESTATE DEVELOPMENT CO., LTD., Mitsubishi Estate is Pushing Forward to the Next Stage in Residential Business Operations

Residential Business operations aim to provide ideal living environments in concert with a healthy and fulfilling lifestyle, by developing and marketing condominiums, single-unit homes and residential land, as well as engaging in businesses such as condominium administration and consulting services for the optimal use of real estate. At the same time, Mitsubishi Estate manages fitness clubs.

Growth in the Condominium Business Spurred by Market-Oriented Products and Services

Sales of condominiums, particularly in the Tokyo Metropolitan area, continued to increase as a result of the supply of market-oriented properties that fulfill the diverse needs of customers. Underpinned by its product planning capabilities, Mitsubishi Estate strives for competitive advantage by focusing on properties in popular urban areas that offer superior and convenient location, large-scale properties with comprehensive communal facilities built with the environment in mind, high-rise condominiums that provide spectacular views, and collaboration with leading designers and firms from a variety of industries to distinguish itself from competitors.

To further address the growing variety in customer demand, we developed and are marketing full order-made condominiums under the STYLE HOUSE brand. To further these efforts, Mitsubishi Estate established the Detached Housing Office in the current fiscal year with the aim of cultivating a new housing market that caters to the second-generation of baby boomers.

As an adjunct to its existing activities, Mitsubishi Estate is reinforcing its focus on quality assurance. Utilizing its proprietary disclosure system, we provide an easy-to-understand written record of property features, facilities and quality, at each stage of design,
Contributing to a Healthy Lifestyle through the Fitness Business

Mitsubishi Estate is also engaged in a number of leisure services such as the management of golf courses, fitness clubs and businesses associated with increased leisure time and the promotion of good health. Against the background of a rapidly aging society, Liv Sports Co., Ltd. in particular is actively expanding activities in the fitness business. With the opening of Fitness Club Liv Hashimoto in August 2004, Liv Sports has expanded its network to include nine branches of its fitness clubs. In addition, Liv Sports operates futsal clubs and massage facilities, as well as other fitness clubs in the Tokyo Metropolitan area. In the future, Liv Sports will actively pursue family-oriented branches in suburban areas around Tokyo.
Urban Development & Investment Management Operations

Prioritizing Development and Management in Business Opportunity Expansion

Based on the fundamental policy of developing and managing quality real estate, Urban Development & Investment Management operations are responding to increasing demand for income-generating real estate for investment purposes among investors. We are developing business through optimal application of the development and management functions.

Actively Promoting the Development Business by Strengthening Asset Solutions Capabilities

In the context of the development function, we optimize the timing of supply of prime investment products soon after construction completion and the commencement of operations. In this manner, we are fostering the development business of income-generating real estate.

At the end of June 2005, construction of the OSAKI FRONT TOWER in Osaki, Shinagawa Ward, was completed. Through its Urban Development & Investment Management operations, Mitsubishi Estate is also active in a number of development projects including the Shiodome Stage I-2 Area (tentative name), which forms part of the large-scale Shiodome Shiosite redevelopment project, the Kudan-Kita and the Nagoya Nishiki 2-chome Projects (tentative names). Mitsubishi Estate does not limit its activities solely to office buildings: it also engage in the development of a broad range of real estate, including retail facilities, residential properties and serviced apartments, in an effort to address the diverse needs of the investment market. In its retail facility activities, Mitsubishi Estate participated in the development of GENTO YOKOHAMA, a comprehensive entertainment facility located in the Minato Mirai 21 district of Yokohama and which opened in November 2004. Another example is kurax, a commercial
facility that opened in Sendai in February 2005. Leveraging our performance and accumulated know-how in residential property development, and the renowned Park House brand in condominium developments, we are pushing forward with the development of the PARK HABIO brand of condominium complex for leasing purposes. Conscious of the recent growth in investment funds including real estate investment trusts, our intention is to sell each complex as a whole upon construction completion.

In September 2004, construction was completed on PARK HABIO KYOBASHI, the first building of the series of condominiums. In February 2005, we completed two more buildings, the PARK HABIO MEGURO FUDOMAE and PARK HABIO GAKUGEI DAIGAKU. Mitsubishi Estate plans to continue supplying high-quality condominiums in central city locations that meet various needs.

In its development projects, Mitsubishi Estate plans to use special-purpose companies to limit business investment risk in the investment of approximately ¥20 billion per year raised through equity financing. Looking forward, Mitsubishi Estate is making every effort to secure more business opportunities by strengthening asset solutions capabilities to maximize asset value for real estate customers.

Providing a Broad Range of Specialized Services for Real Estate Investment

Mitsubishi Estate is developing a fee-based business through Mitsubishi Jisho Investment Advisors, Inc., which provides comprehensive services related to real estate investment, and Japan Real Estate Asset Management Co., Ltd., which engages in asset management for Japan Real Estate Investment Corporation. Earnings from fund management are steadily growing at Mitsubishi Jisho Investment Advisors, which is building the MJ Retail Fund, a real estate private equity fund comprising commercial facilities, and also a rental-housing fund. Continuing to secure management opportunities, Mitsubishi Jisho Investment Advisors aims to increase the number of funds it manages and expand the balance of assets under management.

Focusing on both development and management, Mitsubishi Estate aims to expand business opportunities through growth in the real estate investment market and by responding to socio-economic needs for urban redevelopment.
In International Business operations, Mitsubishi Estate operates mainly through Rockefeller Group, Inc. (RGI), which owns, leases and manages office buildings in such locations as New York (the Time-Life and McGraw-Hill buildings) and London (Paternoster Square), and is active in real estate development across the United States and in London. In addition, Cushman & Wakefield, Inc. (C&W), an RGI subsidiary, offers global comprehensive real estate services, centered mainly on real estate brokerage, primarily in the United States and Europe.

**Bow Bells House Redevelopment Project Commences**

Operating mainly from the state of New Jersey, RGI is active in the real estate development business across the United States. In 2004, RGI sold to investors the 777 Tower in Los Angeles and certain development properties in New Jersey. In addition to securing profits from developments, RGI has procured funds for future investment. Following in the footsteps of the Paternoster Square Redevelopment Project, completed in 2003, Mitsubishi Estate has embarked on a second redevelopment project in London. In Autumn 2005, construction will commence on the Bow Bells House Redevelopment Project, a joint venture with Mitsubishi Corporation, with completion scheduled in early 2007. The project calls for the demolition of an existing building owned by Mitsubishi Corporation to be followed immediately by joint construction of a new building. Located in an area conducive to office and retail use, and adjacent to the historic St. Mary-Le-Bow Church, the site is attracting significant attention.

Focusing mainly on the bullish U.S. real estate investment market, C&W is continuing to produce solid results. The company is pushing toward further growth spurred by a steady expansion in market share.
Architectural Design & Engineering Operations
Leveraging Accumulated Know-How to Expand Peripheral Businesses

At the core of Mitsubishi Estate’s Architectural Design & Engineering operations is Mitsubishi Jisho Sekkei Inc., a business engaged in the design and administration of construction and civil engineering projects, building renovation work, projects related to urban and regional development, as well as comprehensive consulting.

Robust Architectural Design & Engineering Operations Coupled with Peripheral Business Expansion
The major projects that were completed during the fiscal year ended March 31, 2005 included the Osaka Securities Exchange Building, Marunouchi OAZO’s Marunouchi Hotel and the Minato Mirai Business Square. The Tokyo Building, the Mitsubishi Corporation new office building, and Kudan-Kita Project (tentative name) are planned for completion in the fiscal year ending March 31, 2006. In the future we will continue efforts to secure orders in architectural design and engineering for office buildings, condominiums and retail facilities, and actively pursue business expansion by cultivating new business domains in refurbishment, construction management, PFIs and district heating and cooling, all areas earmarked for potential growth.

Continuous Efforts to Enhance Customer Satisfaction
Mitsubishi Jisho Sekkei consistently endeavors to improve its planning, design and technical capabilities in an effort to swiftly and accurately address the varied and increasingly sophisticated needs of its clients. In addition, Mitsubishi Jisho Sekkei, together with MEC Design International Corporation, a company that provides interior design services, fully utilize the technological strengths that support the entire Mitsubishi Estate Group to deliver high-quality products and services. Furthermore, as part of the quality management system, Mitsubishi Jisho Sekkei conducts periodic customer satisfaction surveys. The results are shared in-house to ensure consistent and continuous improvement in customer satisfaction.
Custom-Built Housing Operations

New Ideas for Every Lifestyle

Custom-Built Housing operations seek to supply the kind of quality housing that is the foundation of a rewarding life. Through Mitsubishi Estate Home Co., Ltd., our principal vehicle in these activities, we undertake construction contracts for custom-built housing for individuals as well as housing development companies.

“Aerotech,” an Innovative Open-Design Housing Concept

Focusing on the two-by-four construction method, the principal method for single unit custom-built housing, Mitsubishi Estate Home strives to deliver living safety and comfort. Leveraging its accumulated technical know-how and expertise, the company boasts stringent quality standards, offering maximum protection from earthquakes, durability and energy efficiency. The company is also renowned for its “Aerotech” mainstay brand. As well as providing a 24-hour central heating, cooling and ventilation system, Aerotech delivers the best in comfortable living, with an open-design concept that fully satisfies the diverse needs of customers.

Based on the theme of communication that starts and is centered around the kitchen, Mitsubishi Estate Home launched “TRESTELLA” in April 2005, a concept that positions an open-style kitchen at the core of communication and family life.

On the theme of home safety and security, Mitsubishi Estate Home markets the “Prote” series of security-conscious residences and for the senior demographic, the “Master” brand, distinguished for its elegant and sophisticated external facade. In addition to the new TRESTELLA, the Prote and Master brands, Mitsubishi Estate offers a wealth of variations.

Mitsubishi Estate Home is also active in fostering business opportunities with housing development companies and in house renovations. Based on its residential design know-how, accumulated over a number of years, the company endeavors to create comfortable living environments on an individual and town-wide basis.

1. TRESTELLA
TRESTELLA, a new concept in open-style kitchen created in conjunction with the renowned Italian industrial design company Giugiaro Design.

2. Master
A new product with a distinctive external facade.
Hotel Business Operations
Enhancing Brand Power and Management Efficiency

In Hotel Business operations, Royal Park Hotels and Resorts Co., Ltd. integrates the administration and management of each hotel to ensure consistency throughout the hotel chain, to enhance management efficiency and to improve the level of management. With hotels in Tokyo, Yokohama, Sendai and other locations, the Royal Park chain comprises a network of seven hotels offering 2,235 guestrooms.

A New Style of Hotel that Supports Business
Opened in July 2003 in Shiodome, Tokyo, the Royal Park Shiodome Tower offers a new paradigm in hotel services, including Japan’s first Mandara Spa for relaxation, and the use of a time-sharing service where members are able to use guestrooms on an hourly basis. These unique services have sustained a high rate of occupancy. Mitsubishi Estate plans to use the development and management know-how gained from the Royal Park Shiodome Tower to create new business opportunities.

Increasing the Brand Value of Royal Park Hotels Through Management Focused on Customer Satisfaction
Based on the “Best for the Guest” philosophy of the Royal Park Hotels, we take one step beyond customer satisfaction by aiming to delight our guests.

As part of an initiative to enhance the hotel chain, in July 2004 we launched a central reservation office, a first for a locally owned hotel chain in Japan. Using this system, it is possible to directly make reservations on a Web site for rooms at hotels in Japan and other countries around the world. We will aggressively promote the use of this online reservation system to hotels outside the Royal Park Hotels group.
Real Estate Service Operations

Placing Further Strategic Focus on Real Estate Brokerage Operations

Real Estate Service operations, which provide real estate brokerage, condominium sales agency, and office and residential property leasing services, are primarily handled by Mitsubishi Real Estate Services Co., Ltd. Real Estate Service operations is committed to delivering customer-oriented services that meet every conceivable requirement and need.

Real Estate Brokerage Services
Mitsubishi Real Estate Services strives to deliver a comprehensive range of consulting services that support customers in the optimal application of real estate. It is mainly engaged in the real estate brokerage business, active in the purchase, sale and leasing of condominiums and single-unit homes and residential land for individuals, and building and factory sites for the corporate sector. Mitsubishi Real Estate Services also boasts a nationwide network of branches and sales offices, as well as a comprehensive online database. Through these means, Mitsubishi Real Estate Services is consistently able to provide the latest in real estate information.

Sales Agency Services for Properties such as Condominiums
Qualified staff, who are well versed in the unique features and characteristics of individual properties, as well as real estate finance, law, taxation and related matters, are on hand to assist customers in sale of properties such as condominiums. Mitsubishi Real Estate Services also offers specialist staff to assist customers in peripheral procedures such as property registration, real estate finance and other administrative matters. In the area of property development and sales, the Company is on hand to provide total support to property owners and developers. We offer a full range of services including property information, surveys and appraisal, market data, product planning, and advertising and promotional planning.

Office and Residential Leasing Services
Mitsubishi Real Estate Services is engaged in a full range of office and residential property leasing services. Mitsubishi Real Estate Services offers a sublease system, under which it leases an entire property from the owner and under a master-lease agreement, sublets to tenants. It also provides a property agency system that includes a comprehensive range of leasing services.