

MITSUBISHI ESTATE CO., LTD.

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MITSUBISHI ESTATE CO., LTD. ANNUAL REPORT 2009

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A Love for People A Love for the City

—Forever Taking on New Challenges—The Mitsubishi Estate Group

Our wish is to provide people who live in, work in and visit the city with enriching and fulfilling lives, full of stimulating opportunities to meet.

The Mitsubishi Estate Group has always pursued the genuine value sought by people in the environments and services it provides. With an eye to the future, we carefully listen to each and every customer, and create the true value they seek.

We wish to share with our customers the inspiration and passion we derive from our work. We will constantly take on new challenges to achieve this vision, and through it, we will continuously evolve.

This aspiration will always drive our growth.



Contents

- 2 | A Message from the President
- 4 | To Our Shareholders
- 6 | Special Feature :
Marunouchi Redevelopment Project
- 20 | Business Information
- 35 | Financial and Corporate Data Section
- 66 | Corporate Social Responsibility



Creating New Value for Urban Areas—the Mitsubishi Estate Group Becoming a Corporate Entity Truly Trusted by Society

“A global real estate solutions provider—development as a core driver”—this is how the Mitsubishi Estate Group envisions its future. In accordance with this vision, Mitsubishi Estate is working diligently to develop into a real estate company that provides high added value to real estate end-users, owners and investors, thereby realizing exceptional benefits for its customers.

As the aforementioned vision clearly states, the Mitsubishi Estate Group keeps reinforcing its foothold in the area of “development.” Meanwhile, We are aggressively tackling new challenges, such as business globalization, real estate securitization, technological innovation and environmental co-existence. Through these endeavors, we are promoting business management with an eye on the sustainable growth of the Mitsubishi Estate Group as a whole.

In the fiscal year ended March 31, 2009, the global economy underwent drastic changes. The Mitsubishi Estate Group’s business came under significant effects attributable to the global recession. Of course, it is indispensable for the Company to further optimize the balance between growth potential and business soundness in order to flexibly adjust to fluctuations in operating environments. Even through such an effort, however, we will persistently keep the central focus on our pivotal management principles aimed at realizing the Group’s future vision.

What is more, precisely because we are in the middle of a challenging time, we are more committed than ever before to aggressively strengthening our corporate brand, which is without doubt the wellspring of our competitiveness and growth. Underlying the Group’s brand slogan, “A Love for People, A Love for the City,” indicates our genuine enthusiasm and spirit toward all stakeholders, as well as our strong determination to create new value for urban areas—the stage on which we perform.

For generations to come, the Mitsubishi Estate Group will continue to reinvent itself while reinforcing its position as the most trusted and preferred real estate solutions provider.

July 2009


Keiji Kimura, President & CEO

