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.
A Message from the President

Creating New Value for Urban Areas—the Mitsubishi Estate Group Becoming a Corporate Entity That Society Will Trust and Rely on for Generations to Come

“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 providing 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, 2010, in response to dynamic changes in the management environment, Mitsubishi Estate promoted the partial reshuffling of its asset portfolio to recover its investments. At the same time, the Company thoroughly assessed the profitability of each project, which resulted in the posting of losses on valuation of inventories in the Residential Business, Urban Development & Investment Management Business and other segments. It is really regrettable that we had to record these valuation losses, which totaled a significant amount. We believe, however, that such profitability assessment and the accounting processes that followed have been necessary to improve the efficiency and soundness of our balance sheets. Through these actions, Mitsubishi Estate has successfully strengthened its financial base and is now well positioned to overcome today’s severe operating conditions and return to the path that leads to sustainable growth.

Changes in the operating environment often provide opportunities for new successes. We are currently experiencing a number of drastic structural changes. These changes include the acceleration of economic globalization, changes in consumer behaviors attributable to the declining birthrate and growing population of elderly people, and pressing environmental issues. We are not afraid of these changes. Rather, the entire Mitsubishi Estate Group must continue to meet new challenges, thereby entering a new stage of business that presents many new opportunities. The Mitsubishi Estate Group is advancing quality-focused urban development, incorporating world-class technologies and advanced environmental features. We are confident that in the course of such endeavors, Mitsubishi Estate will make significant contributions to enhancing the attractiveness of Tokyo and other cities throughout Japan as well as to the revitalization of regional cities.

Our slogan, “A Love for People, A Love for the City,” indicates our strong determination to create new value for urban areas—the stage on which we perform. It also expresses our genuine enthusiasm and spirit toward all stakeholders.

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 2010

Keiji Kimura, President & CEO