

A Passion for Quality

Giving customers their dream homes, filled with inspiration and joy

Mitsubishi Estate's Park House brand of condominiums has always reflected the company's dedication to quality. The company's prompt response to customer requests and open information disclosure through the Check Eyes system gives customers confidence in the quality they receive.



Quality is the foundation of business success

Group mission to achieve superior quality

In 2008, Mitsubishi Estate's Residential Development Group formulated a new brand statement, "Giving customers their dream homes, filled with inspiration and joy."

The Residential Development Group has built Park House and other condominiums throughout Japan since 1968, demonstrating its dedication to basic performance and diligence in working with its customers. The Group's new brand statement expresses its commitment to understanding customers' unspoken needs, proposing new lifestyles, and delivering inspiration and joy, all the while carrying on its proud heritage.

Responding sincerely to customer requests and disclosing thorough information

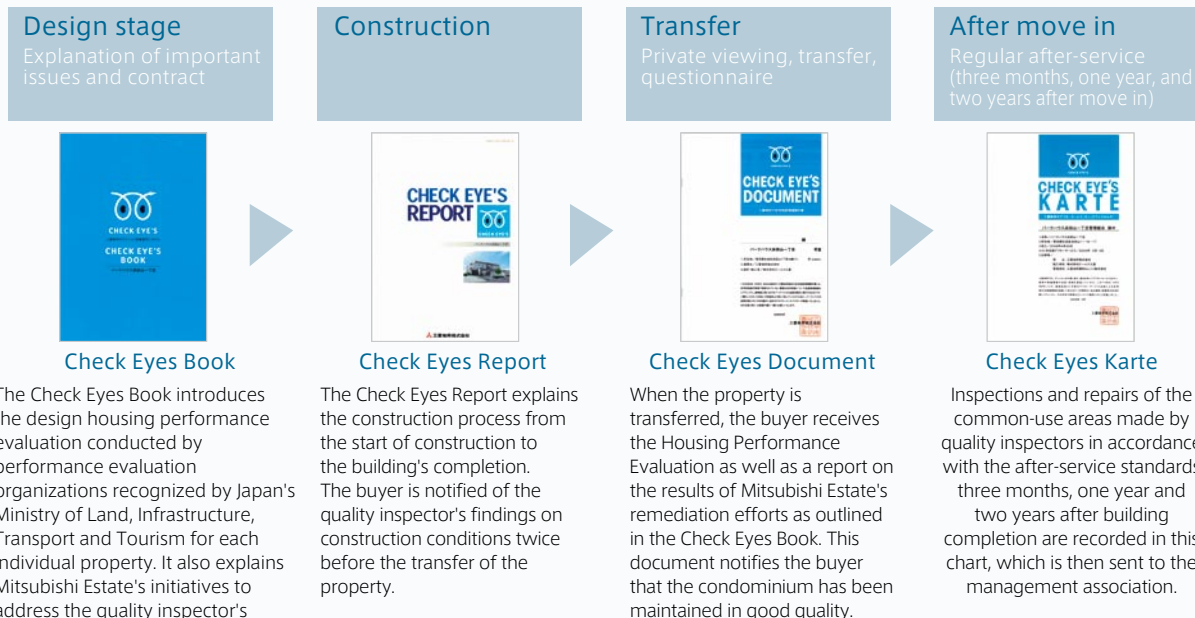
Mitsubishi Estate's commitment to quality is built into a wide range of daily operations. One of the operations driven by the pursuit of quality is the Check Eyes system for quality management and information disclosure.

This system manages quality for each property at the design, construction, and completion stages, and two years after the residents move in. The customer is presented with a booklet outlining the results at each of the four stages. Quality inspectors monitor quality at each stage, managed by professional engineers working for Mitsubishi Estate or Mitsubishi Jisho Sekkei Inc., who have either completed or are working on Japan's Housing Performance Evaluation course for appraisers.

Check Eyes performance indication system for Mitsubishi Estate's condominiums

Mitsubishi Estate has adopted the Check Eyes system to rigorously check quality from the design stage until after occupancy, and uses the system to disclose information at each stage. This system not only monitors quality, but also presents the customer with vital performance information in a clear way.

Check Eyes process



Park House brand

Giving customers inspiration and joy

PARK HOUSE

The Residential Development Group carries out specific measures to improve its operations and achieve its vision in line with its brand statement, "Giving customers their dream homes, filled with inspiration and joy." The Group also proactively advertises its brand and pursues initiatives designed to enhance its brand value.

Unceasing quality management

Mitsubishi Estate directly manages its after-service for condominiums, and established a customer center in the Product Planning Division from fiscal 2008. The division is in charge of integrated services—from design, through after-services and customer communication—and gives the company a strong advantage.

The division receives customers' requests and immediately shares the information to enable quick decision-making on how to address issues. In fiscal 2007, 63% of the repair issues identified in a regular inspection were resolved within one month, but this was increased to 76% in fiscal 2008. Mitsubishi Estate is working to achieve its target of resolving more than 85% of issues within a month.

Furthermore, customers speak directly with the design section, so requests and other issues can be reflected in subsequent design plans. Mitsubishi Estate will continue to proactively and faithfully listen to customer requests and pursue solid quality to enhance its brand strength.



Easy Pan, a watertight pan for washing machines that makes it easy to clean drains, was developed at the request of a customer

A new vision of environmental quality

Aiming for new quality and value: MEC Eco LIFE Co., Ltd., begins operations

In December 2008, a new company was added to the Mitsubishi Estate Group when Mitsubishi Estate and Towa Real Estate Development Co., Ltd., jointly established MEC Eco LIFE Co., Ltd. The new firm primarily conducts research and makes recommendations for eco-related planning in the housing business, administers bulk purchasing systems for housing parts packages, and manages exhibition spaces. MEC Eco LIFE went into full-scale operation in April 2009. The new firm is an expression of the Group's dedication to creating new products and value anticipating customers' changing needs.

MEC Eco LIFE president Shinichi Hirao explained the rationale for the company's establishment as follows: "The Mitsubishi Estate Group has full confidence in the high quality of its Park House condominium brand. Some of its customers are more interested in the environment and are looking for condominiums with different features than those traditionally offered. As a Group that takes proactive steps to be environmentally responsible, we want to reach out to this new source of demand and offer an entirely new type of environmentally friendly condominium to complement the Park House brand."

Currently, MEC Eco LIFE is planning condominiums for nine families as the first step in condominium construction under this policy. These condominiums come with approximately 25 environmentally friendly options, such as solar heating systems and exterior thermal insulation, and are available in various individual floor plans.

* MEC Eco LIFE's solar power model equipped with high-voltage power receivers for a multi-family unit was selected as one of the Ministry of Land, Infrastructure, Transport and Tourism's models for its new greenhouse gas reduction project in fiscal 2009.



Shinichi Hirao
President
MEC Eco LIFE Co., Ltd.



Changing the paradigm for multi-family units

Yoshihiko Iida

Professor Architect, Yokohama National University

I designed the first multi-family unit that MEC Eco LIFE planned. My goal was to create a multi-family unit that would represent the first step toward a more ecological lifestyle and would also be a joy to live in. Each house has a different room layout, and from the outside it is almost impossible to tell which part belongs to which family. I wanted to abandon stereotypical designs, and to fundamentally re-examine those aspects that are essential for daily living while proposing an ideal lifestyle. As Japan's biggest supplier of multi-family units, the Mitsubishi Estate Group's commitment to developing this new type of multi-family unit is very significant.



Going beyond common practice in the industry

Akihito Mikami

Director, Condominium Business Company, Recruit Co., Ltd.

I am working on the "Book of Reasons," the publicity materials to be used in sales activities for the condominiums planned by MEC Eco LIFE. Conventional condominium advertising has been short and focused on visuals, but the "Book of Reasons" is a booklet that carefully explains the design concept and the facilities. Even the location and size of the bicycle parking area were designed after detailed and lengthy consideration, and I think that this scrupulousness is reflected in the succinct explanation of the reasons without excessive verbiage. Once the condominiums are completed, prospective buyers will base their decision to buy on a careful inspection of the building itself and the "Book of Reasons."





The Living Laboratory Akasaka, run by MEC Eco LIFE, researches housing parts to provide its customers with higher quality.



Stakeholders' meeting

MEC Eco LIFE's future initiatives

Stakeholders met together for a lively discussion on the environment and approaches to communicating with customers. They also discussed the kind of initiatives that MEC Eco LIFE, established in 2008 as a symbol of the Mitsubishi Estate Residential Business Group's proactive efforts to be responsible for the environment, should undertake.

■Date and location of meeting

February 17, 2009 (Tuesday)
Mitsubishi Estate Interior Salon (Tokyo)

■Participants (position and office current as of the meeting date)

External

Mariko Kawaguchi

Senior Analyst, Management Strategy Research Department, Daiwa Institute of Research Ltd.

Kikuko Tatsumi

Board Member, Nippon Association of Consumer Specialists

Nobuo Taniguchi

Deputy Director, Environmental Policy Division, Bureau of Environment, Tokyo Metropolitan Government

Kiyotaka Nakanishi

Chief Editor of *ECO JAPAN*, Nikkei Business Publications Inc.

Internal

Shinichi Hirao, President, MEC Eco LIFE Co., Ltd.

Takashi Tokita, Manager, Residential Design Planning and Marketing Department, Mitsubishi Estate Co., Ltd.

Atsuo Kyono, Manager, Residential Development Planning Department, Mitsubishi Estate Co., Ltd.

Shinji Karasawa, Deputy Manager, Residential Design Planning and Marketing Department, Mitsubishi Estate Co., Ltd. and Member of the Board for MEC Eco LIFE Co., Ltd.

Tomonori Uegaki, Manager, CSR Department, Mitsubishi Estate Co., Ltd.



■Excerpts of opinions



Kawaguchi:

I think that PR materials should address environmental efforts, which would be one way of giving back to society. Perhaps customers who have bought environmentally friendly homes from MEC Eco LIFE could serve as sales advisers. I would also like to see more women working in residential sales.



Tatsumi:

Serious consideration of biodiversity is very important. Just because something is "green" doesn't mean it's enough. I think it is vital to be attuned with the original natural environment. I would also like to see MEC Eco LIFE devise an Eco Code and help residents by expanding the scope of communication.



Taniguchi:

Developers are not yet doing enough to encourage the spread of zero-carbon homes. Tokyo now requires that companies consider introducing renewable energy. I would like to see top-class homes provided by MEC Eco LIFE win the support of consumers.



Nakanishi:

Just one year ago there was talk of developing biotopes that then couldn't be sold, but concern for the environment has rapidly increased, and I feel that the Mitsubishi Estate Group has also changed significantly in the past year by making more environmental efforts.