

# Engaging Clients

Communicating with clients is a crucial part of urban development. The Mitsubishi Estate Group will continue to provide safe and reliable services, always listening attentively to its clients' opinions and requests.



# Utilizing Clients' Opinions

## Initiatives in the Building Business

### Opinion Boxes in Commercial Properties

Mitsubishi Jisho Retail Property Management Co., Ltd., which runs and manages commercial properties, incorporates its clients' opinions in its business activities. The company shares the opinions dropped in the opinion box at Aqua City Odaiba, which it manages, with everyone, including the building manager. In fiscal 2008, the building's location next to the Odaiba-kaihinkoen Seaside Park meant that many guests brought their pets with them. As a result of suggestions placed in the opinion box, the company clarified its rules for the admission of pets to the building and provided pet carts.



Pet cart at Aqua City Odaiba

## Initiatives in the Real Estate Service Business

### Award Program based on Customer Satisfaction Survey

Mitsubishi Real Estate Services Co., Ltd., which buys and sells real estate and provides brokerage services, believes that customer satisfaction is a crucial issue for the company. Accordingly, the company asks its clients to fill out questionnaires so that it can use their opinions to improve its services. Mitsubishi Real Estate Services conducts regular surveys jointly with Mitsubishi Estate after the property is transferred, asking about the overall transaction process and procedures, and also surveys visitors to its model rooms. Client opinions are statistically processed and submitted to Mitsubishi Estate's Residential Design Planning and Marketing Department as feedback. Employees with excellent evaluations from clients are awarded once a year, and recognized in internal publications.



Questionnaire on client interaction

### Working hard to give clients straightforward information

**Hisao Tanaka**  
Brokerage Division, Urawa Sales Office  
Mitsubishi Retail Estate Services Co., Ltd.



We did not do anything unusual to win the award for efforts to generate customer satisfaction. We simply tried to stay responsive and provide fast and comprehensible replies to our clients. Almost all client complaints can be prevented by making sure they understand.

As the intermediaries between the seller and the buyer, we will continue to provide services faithful to our own style that make the seller feel that they found a good buyer and convince the buyer that they made a good purchase.



# Safe and Secure Urban Development

## Ongoing Efforts to Prevent and Counteract Disasters

### Comprehensive Emergency Drills and Overview of Disaster Countermeasures

Mitsubishi Estate has a long history of disaster prevention measures, starting with the 1923 Great Kanto Earthquake when Mitsubishi Goshi Kaisha, as the company was then known, distributed drinking water and meals at the former Marunouchi Building and its environs and set up an emergency medical center. Every September, Mitsubishi Estate holds comprehensive emergency drills with the participation of all of its executives and employees and many other related individuals.

In 1981, Mitsubishi Estate prepared a disaster prevention manual, Overview of Disaster Countermeasures, to ensure that necessary measures are taken to preserve human life and infrastructure in the event of a natural disaster, such as a major earthquake or fire or other emergency, and to take appropriate and prompt recovery measures. The manual is updated on an ongoing basis and sets out detailed and wide-ranging measures. It includes items such as standard precautionary measures and assignment of divisions' responsibilities, plans for disaster prevention education and emergency drills, a storage system for food and equipment, a plan for prompt emergency steps and recovery measures in the event of a disaster, and a plan for emergency measures in the event of cautions and warnings of a Tokai earthquake. In the event of a disaster, a Disaster Countermeasure Committee will be set up, chaired by Mitsubishi Estate's president, to take steps in accordance with the Overview of Disaster Countermeasures. In addition, an emergency system has been prepared to ensure the whole company works as one in the event of a disaster to respond to emergency situations.



Comprehensive emergency drill

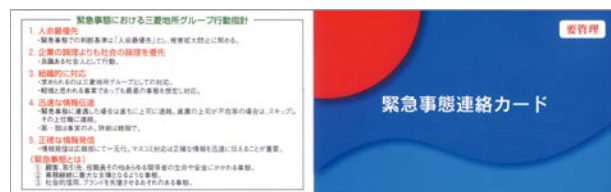
### BCP Initiatives

In October 2006, the Mitsubishi Estate Group created the Guidelines for the Mitsubishi Estate Group's Business Continuity Plan as part of its efforts to establish a business continuity plan (BCP) which lays out the steps for preventing any interruption of important operations in the event of a disaster or accident and resuming important functions within an acceptable period in the event that these operations are unavoidably interrupted. Based on the Group's Mission, the BCP aims to ensure the safety of the clients and employees and the continuation and recovery of the clients' and Group's business, in order to fulfill the Group's social responsibilities. The company also has taken preventive measures to deal with new strains of influenza, such as publishing a manual outlining countermeasures, which went into effect in April 2009.

### Emergency Response Manual Established

In the event of a crisis, a prompt and accurate response to the crisis would be essential to the sound continuation of the Mitsubishi Estate Group's business, which is an important part of the company's social responsibility. Recognizing this, the Group issued a new Emergency Response Manual in April 2009 to cover all foreseeable emergency situations.

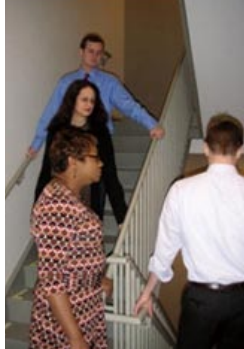
The new manual represents a comprehensive revision of the Emergency Response Guidelines formulated in October 2005. It lays out the basic policy for crisis management, in addition to conduct guidelines prioritizing human life. It also specifies a first-response system, a contact system, procedures for setting up an emergency headquarters, and assignment of responsibilities. Following the manual, the Group has established an emergency contact tree in each business group and published and distributed wallet-size emergency contact cards to familiarize all employees with procedures.



Emergency contact card

## Emergency Response System at the Rockefeller Group

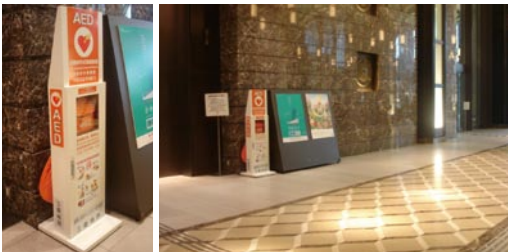
The Rockefeller Group, a Mitsubishi Estate subsidiary with headquarters in the U.S., carries out the detailed measures it has devised to ensure the safety of its employees, tenants and visitors. The Group has reinforced emergency response training since the September 11 terrorist attacks, and has stipulated emergency response procedures for a variety of situations, which it plans and carries out with the cooperation of local authorities.



Emergency response training in the United States

## More AEDs Added to Buildings

Mitsubishi Estate has equipped its buildings with automated external defibrillators (AEDs) since 2004. In March 2009, the company provided additional AEDs for the first-floor lobbies of 35 buildings, primarily buildings owned by Mitsubishi Estate, to provide easier AED access for tenants and visitors.



AED located in first-floor lobby of Shin-Marunouchi Building

The AED is located in a visible area so that it can be used quickly. An AED rescue tent is provided on the reverse side of the AED's storage case to provide privacy for the sick person when receiving aid.

## Building Safety Management Initiatives

Mitsubishi Estate has established a Building Safety Management Office to inspect all of the buildings nationwide that the Group manages and runs, as well as to supervise revisions and other information with an integrated approach. This office compiles information on accidents at buildings, including those not managed by the Group, examines the causes, and gives guidance and support as needed. The office also prepares the Building Safety Design Guidelines, and takes ongoing initiatives to prevent accidents, such as revising the Group's safety management system.

## Earthquake Countermeasures for Buildings

Mitsubishi Estate has carried out seismic diagnoses of the buildings it owns, based on the damage suffered in the Hanshin-Awaji Earthquake in January 1995. As a result, Mitsubishi Estate determined that some buildings should be retrofitted to improve earthquake resistance, based on the standards in the New Earthquake-Resistant Design Code. In addition, with the passage of Japan's Act on Promotion of Seismic Retrofitting of Buildings in December 1995, Mitsubishi Estate carried out seismic retrofit construction in accordance with this law to enhance the safety of its buildings. As a result, even buildings constructed before the current earthquake resistance standards went into force boast a seismic capacity equivalent to buildings that suffered little damage in the Hanshin-Awaji Earthquake.

## Fair Presentation and Explanations

### Initiatives in the Building Business

#### Building Sign Planning and Universal Design

Mitsubishi Estate uses its Sign Design Book to prepare standardized signs posted on the inside and outside of its buildings. The company strives to create information signs with color and design concepts that make them easily understandable.

In particular, the versatile toilets designed applying the new barrier-free approach can be used by people with disabilities, ostomates,\* and babies and children. Clear signs are posted nearby.

Mitsubishi Estate is also posting its signs in multiple languages. Based on the findings of a survey that Chinese and Korean are the native languages of 70% of Japan's tourists, the sign at the entrance to the Marunouchi Building displays its name in Chinese and Korean, as well as Japanese and English.



Signs are displayed in four languages

\* Ostomate: A person who has undergone an enterostomy or ureterostomy.