

# Interacting with Local Communities and the Broader Society

As a good corporate citizen, the Mitsubishi Estate Group values social harmony and is actively involved in a variety of social contribution initiatives. The Group works to build a better community and society by promoting activities that make the most of its unique strengths.



## Mitsubishi Estate's Approach to Social Contribution Activities

### Mitsubishi Estate Group Guidelines on Social Contribution Activities

In April 2008, Mitsubishi Estate Co., Ltd, established the Mitsubishi Estate Group Guidelines on Social Contribution Activities, revising its philosophy on social contribution activities established in 1994 to reflect changes in the issues facing society and the need for the entire Group to take up initiatives.

### Mitsubishi Estate Group Guidelines on Social Contribution Activities

#### 1. Solutions to social issues together with corporate growth

As a good corporate citizen, we work to resolve social issues with the added benefit of achieving corporate growth through such activities.

#### 2. Development of activities characteristic of the Mitsubishi Estate Group

We carry out unique social contribution activities, both within and outside its business spheres, which are characteristic of the Group and utilize its management resources.

#### 3. Ties with community

We engage in transparent and fair activities in affiliation with various groups, based on equal footing, trust and dialogue.

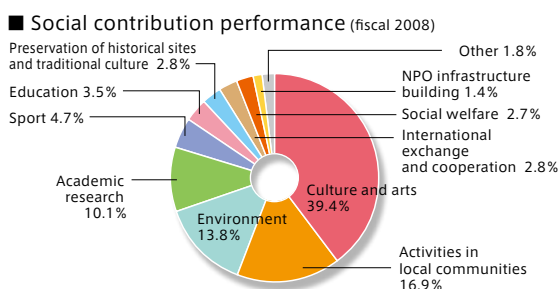
#### 4. Priority areas

We prioritize harmony with the local community, support for culture and the arts, environmental conservation and social welfare.

## Social Contribution Performance

### Breakdown of Expenditures

In accordance with its Basic Policy on Social Contribution Activities, the Mitsubishi Estate Group conducts social contribution activities that capitalize on the Group's unique characteristics, primarily in its priority areas. In fiscal 2008, Mitsubishi Estate spent approximately 1,119 million yen on social contribution activities on a non-consolidated basis, or 1.16% of its ordinary income.



## Examples of Key Social Contributions

### Peaceful Coexistence with Local Communities

#### Working with the Community to Revitalize the Nihombashi Neighborhood

The Royal Park Hotel, located in Nihombashi in Tokyo's Chuo ward, is working to revitalize the Nihombashi neighborhood by enhancing services for guests from overseas. The hotel began working with local restaurants in spring 2008 to prepare bilingual menus, and created a map showing the restaurants that offer bilingual menus, which number 57 as of June 2009. This initiative was carried out as part of the Ministry of Land, Infrastructure and Transportation's Visit Japan Campaign, which encourages travelers from overseas to visit Japan. In August 2008 and again in March 2009, the Royal Park Hotel became the first in the hotel industry to hold English-language classes for local restaurant owners and employees, with the cooperation of the Promotion Section of the Tourism Division in the Tokyo Metropolitan Government's Bureau of Industrial and Labor Affairs.



English-language class



Map of restaurants offering bilingual menus

#### Serving customers from overseas with confidence

**Mayumi Yamada**  
President, Edoji  
(Ningyocho-based restaurant serving chicken and seasonal vegetable cuisine)



We used to be anxious when a non-Japanese customer came to our restaurant, but now we welcome them with confidence, thanks to the Royal Park Hotel, which helped us to provide English-language menus. It appears that the English menus also make our overseas customers feel more comfortable at the counter. Most of all, I'm grateful that we now have more customers from around the world!

### Support for Social Action in the United States

The Rockefeller Group, a Mitsubishi Estate subsidiary with headquarters in the U.S., has a long tradition of supporting philanthropic work in the social and environmental fields. The Group has supported New York City's United Way for more than 40 years with annual employee donations as well as corporate contributions. The Group also donates to the Museum of Natural History, the Brooklyn Music Academy and the Lincoln Center, among others. The Rockefeller Group has supported the Volunteers of America for more than 40 years, and also makes donations to many organizations, including the African Art Museum, the World Trade Center Memorial Foundation, the Metropolitan Museum of Art, and the Wildlife Conservation Society.



Donations made to Volunteers of America

### Support for Culture and the Arts

#### Marunouchi Street Gallery

Mitsubishi Estate has exhibited sculptures on Marunouchi Naka Dori Street since 1972, with the cooperation of the Hakone Open-Air Museum. An exhibit of photographs of sculptures was put on display in the third-floor hallway of the Marunouchi Building in May 2009, and visitors to the building and the company's website voted for their favorite sculpture. The most popular sculpture was chosen to replace the existing sculpture on the street at the end of August 2009.



Sculpture exhibit on Marunouchi Naka Dori Avenue

### Environmental Conservation

#### Water Sprinkling Project in Otemachi, Marunouchi and Yurakucho

Mitsubishi Estate carries out the Water Sprinkling Project on an ongoing basis. In this project, which draws on traditional Edo practices, anybody in the Otemachi, Marunouchi and Yurakucho districts in Tokyo's Chiyoda Ward can join in and sprinkle water to ease the heat island phenomenon specific to urban areas. The planning committee, spearheaded by the Otemachi Marunouchi Yurakucho District Redevelopment Project Council (OMY Council), which is chaired by Mitsubishi Estate, sponsored this project at four locations August 1–11, 2008. Approximately 1,900 participants sprinkled clean, recycled wastewater to lower the temperature.

### Social Welfare

#### Seventh Dazzling Art Competition for Children

Mitsubishi Estate has sponsored the Dazzling Art Competition for children with disabilities in Japan since fiscal 2002. Now in its seventh year, this annual event is unique in that it presents all of the submissions on the Internet. The fiscal 2008 contest attracted 939 submissions from all over the country—the highest number yet. Fifty especially impressive pictures were displayed at eight venues in Japan, including the Marunouchi Building, earning the admiration of countless people.



Exhibition of original picture at the IMS department store in Fukuoka City

## “Experience Nature” project promotes communication between urban and rural people

Evoking eternal ties between sky and land

The Mitsubishi Estate Group began the “Experience Nature” project linking cities with rural villages in fiscal 2008. Mitsubishi Estate is collaborating with the NPO Egao Tsunagete (which literally means “connecting smiles”), which works in Hokuto City in Yamanashi Prefecture, to resolve the problems in cities and rural villages through human interactions with those in the Masutomi area, a settlement suffering from loss of population and aging. In fiscal 2008, Mitsubishi Estate gave Mitsubishi Estate Group employees and other people working in the Marunouchi area the opportunity to experience tree thinning and land clearing on three occasions. They also had lively discussions with local residents on the use of forest resources and the use of cleared fields. In fiscal 2009, Mitsubishi Estate will offer ten tours, including opportunities to plant rice together, inviting residents of the condominiums managed by Group companies. The company is also considering affiliations in business activities to find effective ways to use thinned wood and timber.

The Marunouchi district and the depopulated settlement of Masutomi both represent real facets of present-day Japan, and that fact makes the exchange between these two areas all the more influential in the wider society. Our hope is to further boost the exchange of resources between these areas, and we expect Mitsubishi Estate will continue to play an active part in this process.



**Hisashi Sonehara**  
President,  
NPO Egao Tsunagete

### Participant feedback

“I got a great sense of achievement in building relationships and working together with new people.”  
 “I gained refreshment and fulfillment. Away from my everyday life, it has been a great opportunity for a change.”  
 “I learned firsthand the importance of regularly maintaining the land; otherwise, it will soon be devastated.”  
 “It has been a great experience to hear firsthand from farmers and those involved in forestry.”  
 “The tour was meaningful because we could experience with our children what corporate social responsibility is.”  
 “Now I will choose farm products not only for their price but also by where they were grown.”



October 2008: Tree thinning; around the thinned wood that has been carried out



August 2008:  
Harvesting  
pesticide-free  
potatoes



October 2008:  
Discussion in  
each group on  
use of forest  
resources



November  
2008: Clearing  
land; digging  
up Japanese  
silver grass



May 2009: Together with condominium residents