

MITSUBISHI ESTATE GROUP CSR Report 2010



A photograph of a modern urban building with a large tree in the foreground and people walking on the sidewalk. The building has a mix of brick and dark grey panels, with many windows. The tree is large and green, partially obscuring the building. People are walking on the sidewalk in the foreground, and there are some flower baskets hanging from a pole. The sky is overcast.

A Love for People A Love for the City

Forever Taking On New Challenges
—The Mitsubishi Estate Group

Editorial Policy

The Mitsubishi Estate Group began publishing its *Environmental Report* in fiscal 2000 to provide an overview of its environmental initiatives. Beginning in fiscal 2005, the Group expanded the coverage of the report to include corporate social responsibility and began calling it the *CSR Report*.

Scope

The organizations covered in this report are Mitsubishi Estate and the 44 Group companies listed below.

Business Group	Company Name	Business Segment
Property Management and Office Leasing	Mitsubishi Estate Building Management Co., Ltd.	
	Mitsubishi Jisho Property Management Co., Ltd.	
	Hokuryo City Service Co., Ltd.	
	Yuden Building Kanri Co., Ltd.	
	Grand Parking Center Co., Ltd.	
Commercial Asset Management and Development	Tokyo Garage Co., Ltd.	Building Business
	Marunouchi Heat Supply Co., Ltd.	
	Sunshine City Corporation	
	Sunshine BS Corporation	
	Sunshine Enterprise Corporation	
	Ikebukuro District Heating and Cooling Co., Ltd.	
	Tokyo Kotsu Kaikan Co., Ltd.	
Retail Property	Marunouchi Direct Access Limited	
	Mitsubishi Jisho Retail Property Management Co., Ltd.	
	Yokohama Sky Building Co., Ltd.	
	Yokohama Swimming Center Co., Ltd.	
Residential Development	IMS Co., Ltd.	Residential Business
	Chelsea Japan Co., Ltd.	
	Izumi Park Town Service Co., Ltd.	
	Mitsubishi Jisho Towa Community Co., Ltd.	
	MT Community Staff Co., Ltd.	
	Ryoei Life Service Co., Ltd.	
	TOWA REAL ESTATE DEVELOPMENT Co., Ltd.	
	Towa Real Estate Brokerage Co., Ltd.	
	Towa Nasu Resort Co.	
	MEC eco LIFE Co., Ltd.	
Investment Management	Higashinohon Kaihatsu Co., Ltd.	Urban Development and Investment Management
	MEC Urban Resort Tohoku Co., Ltd.	
Architectural Design and Engineering	Mitsubishi Jisho Investment Advisors, Inc.	Architectural Design
	Japan Real Estate Asset Management Co., Ltd.	
Custom-Built Housing	Mitsubishi Jisho Sekkei Inc.	Custom-Built Housing
	MEC Design International Corporation	
Hotel Business	Mitsubishi Estate Home Co., Ltd.	Hotel Business
	Mitsubishi Estate Housing Components Co., Ltd.	
	Royal Park Hotels and Resorts Co., Ltd.	
	Yokohama Royal Park Hotel Co., Ltd.	
	Tohoku Royal Park Hotel Co., Ltd.	
Real Estate Services	Royal Park Inn Nagoya Co., Ltd.	Real Estate Services
	Royal Park Shiodome Tower Co., Ltd.	
Corporate Group	Royal Park Hotel Co., Ltd.	Other
	Mitsubishi Real Estate Services Co., Ltd.	
	MEC Information Development Co., Ltd.	
	Keiyo Tochi Kaihatsu Co., Ltd.	
	MEC Human Resources, Inc.	

In addition, the report covers some initiatives of the Rockefeller Group, a U.S.-based subsidiary. Information about other Group initiatives is included on a partial basis. The report also covers some initiatives of Group companies not listed above.

Environmental performance data primarily covers the following organizations, which are among those that have acquired ISO14001 certification.

Property Management and Office Leasing Group and Commercial Asset Management and Development Group of Mitsubishi Estate Co., Ltd.
Residential Development Group of Mitsubishi Estate Co., Ltd.
Yokohama Sky Building Co., Ltd.
Mitsubishi Jisho Towa Community Co., Ltd.
Mitsubishi Jisho Sekkei Inc.
Mitsubishi Estate Home Co., Ltd.
Royal Park Hotels and Resorts Co., Ltd.
Royal Park Hotel Co., Ltd.

Period

This report covers fiscal 2009 (April 1, 2009 to March 31, 2010), but also includes information pertaining to other fiscal years.

Reference guidelines

Sustainability Reporting Guidelines 2006, Global Reporting Initiative (GRI)
Environmental Reporting Guidelines (2007 edition), Ministry of the Environment, Japan

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Message from the President

“We will continue to create new value based on CSR-driven management.”



Keiji Kimura

Keiji Kimura
President & CEO
Mitsubishi Estate Co., Ltd.
September 2010

Pursuing urban development to build an eco-conscious city of rich human interaction in Japan's leading business district

At the Mitsubishi Estate Group, we constantly challenge ourselves to develop sound business models that increase the sustainability of companies and communities. Our efforts are guided by our Group Mission, which is to create a truly meaningful society by building attractive, environmentally sound communities where people can live, work and relax with contentment. Take, for example, our long-term urban development project in the Otemachi, Marunouchi and Yurakucho district located in the heart of Tokyo, which stretches across approximately 120 hectares. With the Marunouchi redevelopment project, launched in 1998, we transformed Marunouchi from a strictly business district into an inviting community for people of all walks of life which offers fantastic opportunities for human interaction. We are also dedicated to eco-friendly development, so in the construction of new buildings we incorporate the latest environmentally responsible technologies and initiatives. Completed in April 2009, the Marunouchi Park Building is the district's leading eco-friendly landmark, equipped with solar power generators and effective features to help counter the heat

island effect such as an inner courtyard and greenery on the roof and walls, water-retentive pavement and micro-misters. To further reduce the environmental impact of the building, the very latest energy-conserving equipment and technologies were selected, including ultra-efficient lighting to reduce electricity consumption and air-flow window systems to mitigate the heat from the outside.

In the second stage of the Marunouchi redevelopment project, which began in 2008, we have been working to expand the area covered by the urban development and to deepen the district's cultural, artistic, historical and tourism functions. The completion of the Marunouchi Park Building and Mitsubishi Ichigokan represented the first step in this endeavor.

With our restoration of the Mitsubishi Ichigokan, a symbol of the urban development in Marunouchi since 1894, we made a devoted effort to restore the building to its original appearance, and opened it as a museum. The building features a finely crafted brick facade, a monument to the human capacity to combine diverse elements into a single beautiful whole. We believe that the Mitsubishi Ichigokan will only grow in significance as a representation of the wellsprings of art and culture that sustain the revitalization of the district and remind us of its historical importance.

Pursuing unique CSR-driven management to enhance the true value of communities

In 2009, we set new priority CSR themes. The first of these is “promotion of environmental management.” We are actively pursuing environmental management in all of our business fields—not only because environmental initiatives fulfill social imperatives, but also to raise the value of communities, which is a prerequisite to securing a client's choice of a residence or office.

In our Building Business, while working to improve the environmental performance of the entire Otemachi, Marunouchi and Yurakucho district, we also focus on reducing the environmental impact of individual buildings. We are introducing the very latest energy-conserving equipment in new buildings and updating equipment and improving efficiency of operations in existing buildings. We also promote initiatives involving collaboration with our tenants to reduce environmental impact. Leading examples of our environmental initiatives include Fresh Green Power, Japan's first system that provides green electricity straight from the generation facility to the user,* and our validation of the benefits of intelligent lighting and radiant cooling and heating systems, which balance comfort with energy conservation, in the Shin-Marunouchi Building.

In our Residential Business, the subsidiary MEC eco LIFE takes the lead in environmental initiatives. In the conviction that “eco living is comfortable living,” this firm develops next-generation condominiums complete with a wide range of environmentally friendly options, such as solar heating systems and exterior thermal insulation.

Our second priority CSR theme is “promotion of new social contribution programs utilizing management resources.” One example of our work in this area is the “Experience Nature” project we have operated since fiscal 2008. Its goal is to facilitate interaction between cities and rural villages with the aim of reenergizing both urban and rural communities.

By providing opportunities for urban people to try things like farm work and tree thinning, the project fosters greater mutual understanding of urban and rural issues, aiming to ensure that both cities and rural villages take their place in supporting the sustainable society of the future. Under the project, experiential countryside tours are offered to Mitsubishi Estate Group employees and people who work in the Marunouchi area, and residents of condominiums managed by Group companies are invited to work side by side with local residents of rural villages planting rice. We are also looking to the project to yield new business ideas, for instance, using locally produced food and thinned wood and timber, in order to give it a sustainable edge for potential expansion.

* This system transmits power generated from renewable energy sources like wind power directly from the generation facility to the user over existing power transmission and distribution networks.

Sustainable corporate growth starts with a vibrant workplace and dynamic human resources

Our third priority issue is “creating a vibrant workplace and fostering a dynamic workforce.” Throughout the Mitsubishi Estate Group, we constantly strive to create an environment in which every employee can work with passion and maintain good health. We believe that fostering excellent human resources is essential to the Group's sustainable growth. In fiscal 2009, we articulated the traits we value in our employees and introduced changes to our human resource development system. We spelled out our expectations for growth at each career stage and articulated the point of each initiative. In addition, thanks to our new system for inviting business proposals and open applications from employees, launched in fiscal 2009 as a specific step to build a more vibrant workplace, several proposals are moving toward fruition. We also launched cross-sectional task forces, where junior and mid-career employees sit around a table with executive officers to brainstorm on management issues and develop innovative solutions in areas apart from their usual responsibilities.

We have introduced a slogan for these efforts to foster stronger links between business units: “As One Team.” I am confident that cross-sectional networking and information sharing throughout the Mitsubishi Estate Group will help drive further growth.

Customer orientation based on unswerving CSR-driven management

The major changes in the global economy have certainly influenced the Mitsubishi Estate Group's business. We are flexibly adapting to these changes in the business environment, but one thing that will not change is our commitment to keeping social responsibility at the heart of our management. In fact, we believe that the more challenging the times, the more important is our unwavering commitment to compliance and CSR-driven management. Serving the greater good is the key to discovering new opportunities.

At the Mitsubishi Estate Group, we see compliance as more than full observance of all laws and regulations; it is the quest to meet the truest needs of our clients and the broader society. You have my pledge that we will continue to work as a team to develop our business with a spirit of service to the world, as expressed by our brand statement, “A Love for People, A Love for the City.”