

# Basic Policy and Performance Highlights

## Basic policy

The Mitsubishi Estate Group Guidelines on Social Contribution Activities were established in April 2008, updating the Group's philosophy on social contribution activities established in 1994 to reflect changes in the issues facing society and the need for the entire Group to work together on 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 our 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.

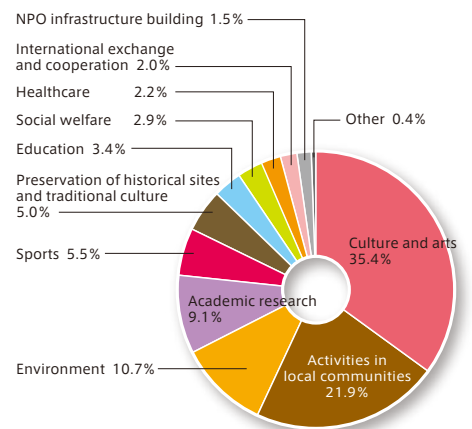
#### 4. Priority areas

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

## Breakdown of expenditures

In fiscal 2009, Mitsubishi Estate spent approximately 1,245 million yen on social contribution activities on a non-consolidated basis, or 1.40% of its ordinary income. The breakdown is as follows.

### ■ Social contribution performance (fiscal 2009)



## Harmony with the Local Community

### Eco Kids Expedition

The Eco Kids Expedition, which is organized by the Eco Kids Expedition Executive Committee (the OMY Council, the Ecozzeria Association, and The NPO Otemachi, Marunouchi and Yurakucho Area Management Association [Ligare]) and cosponsored by Mitsubishi Estate, was held for elementary school students—the hope of the next generation—living in the city in August 2009. Eco Kids Expedition programs include environmental workshops to study environmental measures promoted by the participating companies, as well as tours to cutting-edge environmental companies and eco-friendly facilities. They give children the chance to explore issues such as the heat island effect faced by many urban areas with high energy demand, global warming, and the resource cycle—all in a way that is both fun and educational.



Workshop at Eco Kids Expedition

### Social contributions at Central St Giles

Mitsubishi Estate and Legal & General, a major U.K. life insurance company, participate jointly in the Central St Giles Redevelopment Project. As part of its social contributions, Mitsubishi Estate has formed a partnership with the neighboring St Joseph's Primary School to improve the educational environment. This is intended to raise the school's OFSTED\* school rating. The school currently receives a rating of "Good" from OFSTED, and Mitsubishi Estate is remodeling and improving the school's auditorium and school yard at no cost, as well as offering advice on building maintenance and financing issues, with the goal of raising this rating to the highest "Outstanding" by 2012. Mitsubishi Estate also gives back to the community by offering a wide range of programs, such as workshops for children with sculptor Steven Gontarski, who is in charge of the art work in Central St Giles, and donating money to restore a local church's garden.



Workshop given by Steven Gontarski

\* OFSTED: Office for Standards in Education  
A government organization that inspects and evaluates the level of school education in schools throughout the U.K.

### Marunouchi Food Education Project

Mitsubishi Estate started the Marunouchi Food Education Project in October 2008 to address food-related issues in urban areas. This project aims to foster a society which offers a safe and secure food supply that helps people to be healthy in both body and mind. Yukio Hattori, chairman of the board of directors of Hattori Academy, is chairman of the Project, and under his auspices the Marunouchi Chefs Club, made up of restaurant owners and chefs in Marunouchi, was launched. Mitsubishi Estate is working with the Club to devise plans and schemes that emphasize good communication among producers, consumers and restaurants.

The Project also promotes activities designed to encourage local consumption of locally produced food. For instance, it operates the Blue Sky Market x Marunouchi Market, intended to raise food self-sufficiency and support producers, and hosts an event to popularize Edo Tokyo vegetables (heirloom vegetables) to ensure that local varieties are carried on to the future, thus protecting biodiversity.



Blue Sky Market x Marunouchi Market

## Support for Culture and the Arts

### Mitsubishi Ichigokan Museum

Mitsubishi Estate completed its restoration of the Mitsubishi Ichigokan in 2009, achieved by reviewing the Meiji-era blueprints and survey maps dating from the building's dismantling, and using extant structural components from the period (1868-1912). In April 2010, it was opened as the



Exterior view of Mitsubishi Ichigokan Museum, Tokyo

Mitsubishi Ichigokan Museum, Tokyo. Given Marunouchi's history as the birthplace of modern Tokyo and its convenient location, the museum will hold a wide range of exhibits three or four times a year, with a focus on the modern art of the nineteenth century. The museum aims to offer programs planned with a long-term, international perspective, by pursuing affiliations and networks with Japanese and overseas museums as well as neighboring cultural organizations. In its role as a museum open to the local community, the museum will be run with the intention to make it central to urban life in the area, with an emphasis on convenience for the community's workers and visitors.

### Mitsubishi Estate Artium

Mitsubishi Estate runs the art gallery Mitsubishi Estate Artium on the eighth floor of the IMS building (Tenjin MM Building) in Fukuoka City's Tenjin district. This gallery presents contemporary art in a cross-genre, interdisciplinary manner, including painting, photography, architecture and lifestyle design, with a focus on the local Kyushu area. IMS Co., Ltd., which manages the IMS building, collaborates with the Mitsubishi Estate Artium to hold exhibitions using promotional spaces inside the building, such as the IMS Plaza on the second level below ground.



Interior of Mitsubishi Estate Artium

## Environmental Conservation

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

The Water Sprinkling Project has been organized on a regular basis in the Otemachi, Marunouchi and Yurakucho district in Tokyo's Chiyoda Ward. In this project, which draws on traditional Japanese practices, anybody in the district can join in and sprinkle water to mitigate the heat island phenomenon specific to urban areas.



Water Sprinkling Project

The project is sponsored by a planning committee spearheaded by the Otemachi Marunouchi Yurakucho District Redevelopment Project Council (OMY Council), which is chaired by Mitsubishi Estate. The 2009 event started in July and was held at four locations, with approximately 1,900 people participating. Clean recycled water from some of the buildings in the area was sprinkled to lower the temperature, and changes in temperature were measured.

This project, which is open to everyone, will be continued in the Otemachi, Marunouchi and Yurakucho district to mitigate the heat island effect which is so typical of urban areas.

## Social Welfare

### Eighth Dazzling Art Competition for Children

Mitsubishi Estate has sponsored the Dazzling Art Competition for children with disabilities in Japan since fiscal 2002. This annual event is unique in that it presents all of the works of art on the Internet. The fiscal 2009 contest attracted 1,049 works from all over Japan—the highest number yet. Fifty especially impressive works\* were displayed at eight venues in Japan, including the Marunouchi Building, earning the admiration of countless people.

\* See the back cover of this report for the award-winning works from the eighth contest.



Exhibitions of original pictures, Sendai Hall