

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

## Responding to Customers' Wishes

### Initiatives in the Residential Business

#### Customer satisfaction system and initiatives to raise brand value

Mitsubishi Estate's Residential Development Group set up a Brand and Customer Satisfaction Committee in 2008 to work together with other Group companies\* on initiatives aimed at improving customer satisfaction. The Committee then formulated the brand statement for Park House—"Giving customers their dream homes, filled with inspiration and joy"—designed the Park House logo and took steps to enhance brand value. In fiscal 2009, the Park House brand celebrated its 40th anniversary: four decades since the completion of Akasaka Park House, the first Park House condominium sold in lots. All along, the Park House brand has been built on the same concept: residences with the very latest amenities and the design

flexibility to accommodate customer requests—all to better fulfill customers' dreams.

In August 2009, the Residential Development Group began to sell condominiums equipped with both solar power panels and a collective-access high-voltage power receiving system. Going further, all Park House condominiums for which construction started December 8, 2009 or later will meet the eligibility standards for Japan's housing eco-point system, a system established by the Japanese government to encourage the construction and renovation of eco-friendly houses. The Group will continue to pursue new initiatives to raise the value of the Park House brand, focusing on creating living spaces that enrich customers' lives while also delivering advanced environmental performance.

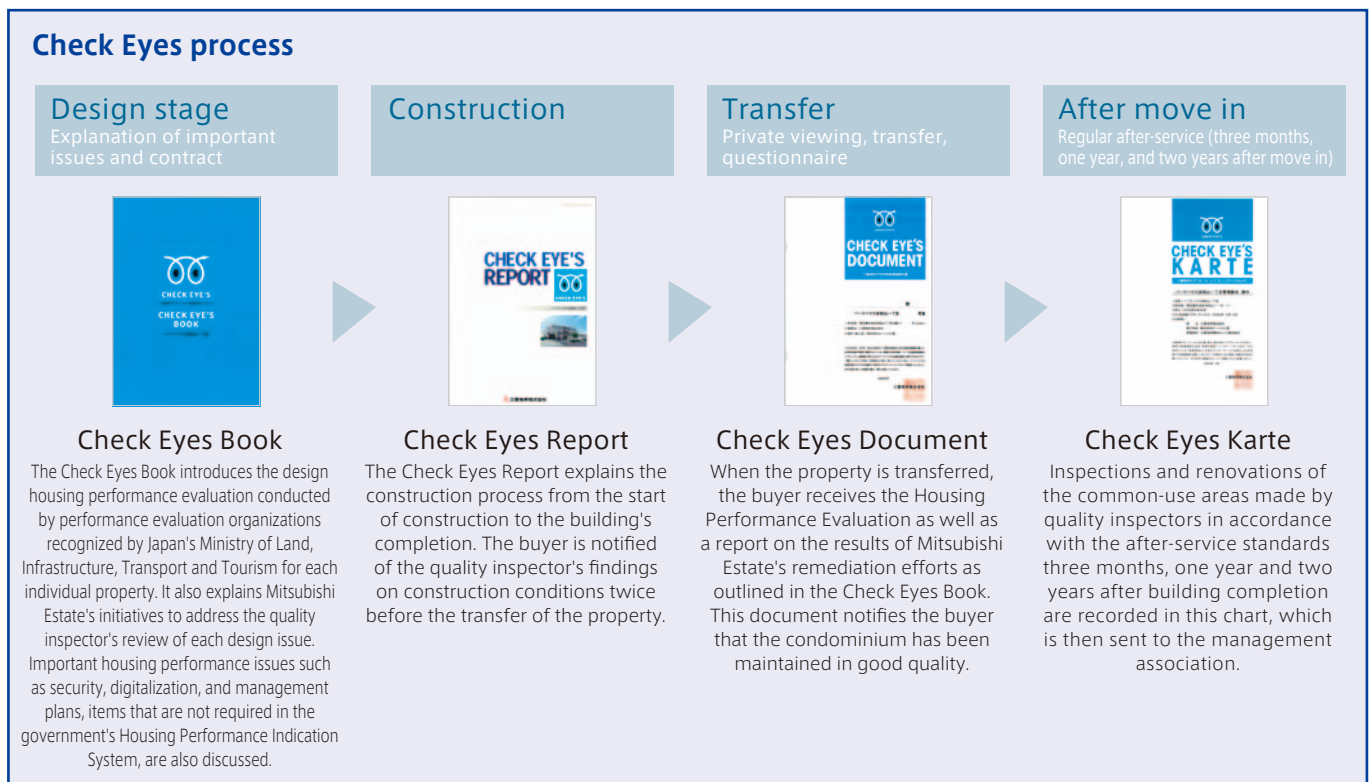
\* Mitsubishi Real Estate Services Co., Ltd. (real estate consulting and solution, brokerage, sales and leasing operations), Mitsubishi Jisho Towa Community Co., Ltd. (general management of condominiums and buildings), TOWA REAL ESTATE DEVELOPMENT Co., Ltd.

Giving customers inspiration and joy



#### 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 (see flowchart below). This system not only monitors quality, but also presents the customer with vital performance information in a clear way.



## Safe and Secure Urban Development

### 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 others from Group companies and other parties.

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, fire or other emergency, and to take appropriate and prompt recovery measures. The manual is updated in response to changing social conditions 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 clients and employees and the continuation and recovery of the clients' and Group's businesses, 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* issued

In the event of a crisis, a prompt and accurate response 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.

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.

### 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.

## Safe and Secure Urban Development

### More AEDs added to buildings

The disaster control centers in each of Mitsubishi Estate's buildings have been equipped with automated external defibrillators (AEDs) since 2004 to ensure readiness in the case of emergencies. In March 2009, reflecting greater social awareness of AEDs and their use, the company



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

provided additional AEDs for the first-floor lobbies of 35 buildings to ensure that tenants and visitors could access them easily. They have also been installed in new buildings as they are completed, including the Marunouchi Park Building, the Mitsubishi Ichigokan and the Hiroshima Teppochō Building.

### Building safety management initiatives

Mitsubishi Estate has established a Building Safety Management Office in its Building Management and Planning Department to carry out daily checks and safety inspections in all of the buildings that the Group manages nationwide, working closely with Group companies

such as Mitsubishi Estate Building Management and Mitsubishi Jisho Property Management. The office also takes an integrated approach to managing information and activities at each site, such as safety inspections and renovations, and shares information on accidents within the Group, providing guidance and support as needed. This office compiles information on accidents at buildings, including those not managed by the Group, examines the causes, and promptly determines whether countermeasures should be taken. The office also prepares *Building Safety Design Guidelines*, which are more rigorous than laws such as the Building Standards Act, and applies them from the design stage. These guidelines are revised regularly.

## Information for Everyone

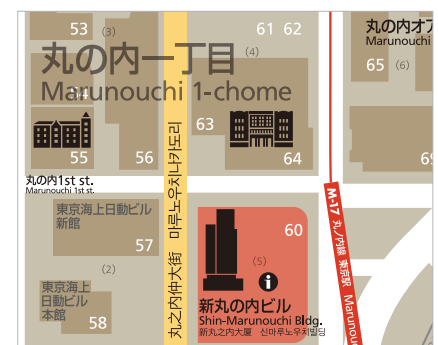
### Initiatives in the Building Management Business

#### Building signage planning and universal design

Mitsubishi Estate uses its *Sign Design Book* to prepare standardized signage posted on the inside and outside of its buildings, primarily in the Otemachi, Marunouchi and Yurakucho district. The company strives to create informational signs with color and design concepts that make them very easy to understand.

Mitsubishi Estate's signage is also in multiple languages. Based on the findings of a survey that 70% of tourists in Japan speak Chinese or Korean, signs along Marunouchi Naka Dori Avenue in particular are written in Chinese and Korean, as

well as Japanese and English. The signage at the entrance of buildings in the Otemachi, Marunouchi and Yurakucho district displays the building name in four languages. The company believes that proper placement of appropriate signs gives peace of mind to visitors to the district.



Area guide signs (detailed)



Area guide signs (external view)



Building signs use four languages