

### Mitsubishi Estate Group's strong desire to serve people and communities

The Mitsubishi Estate Group's brand slogan "A Love for People, A Love for the City" can probably be seen as a PR strategy, but I strongly believe that it is more than an attractive slogan. Organizations and people show their true colors when crises occur, and when I learned about the Group's rapid response to assist people left stranded in the Tokyo metropolitan area because of the earthquake and suspension of public transportation, I truly felt that no company had demonstrated its love for people and community so naturally and to such an extent as Mitsubishi Estate had.

In keeping with its modesty in reporting on its own accomplishments, the Mitsubishi Estate Group only briefly mentioned its response on March 11 at the end of this report. However, I saw the letters of thanks delivered several days later, which really moved my heart, so I decided to introduce comments from some of the letters here.

"I was so grateful to be provided with a warm and safe place to stay, and really felt obliged when we were even given a large carpet and clean blankets out of the blue."

"The food was all hot and delicious and the young people who delivered it had such warm smiles and welcoming manners. I was truly grateful."

"A security guard was on post at all times, so I felt safe enough to take a catnap."

"Even though everyone in the Marunouchi Building was in the same difficult situation, we were really treated kindly, for which I'm very grateful."

As an outside observer, I want to sincerely express my respect for the Mitsubishi Estate Group's strong desire to demonstrate its concern for people and community, which are expressed in its slogan, and for the kindness and warmth of the employees who are putting it into practice in such a natural way.



**Iwao Taka, Ph.D.**

Dean, International School of Economics and Business Administration, and Professor, C. Hiroike Graduate School, Reitaku University

### Looking forward to further development of the Mitsubishi Estate Group's personality

The Great East Japan Earthquake, which occurred on March 11, became a vital opportunity for many companies to reaffirm their *raison d'être*. The Mitsubishi Estate Group proactively worked to ensure the safety of various customers based on the voluntary initiatives of each individual employee. I believe that daily experience on the job is what made them able to think independently and act promptly and naturally to protect the lives of all customers as the top priority. I would say that this is evidence that the Mitsubishi Estate Group's corporate philosophy has become the conviction of each individual employee.

Companies also have personalities. CSR activities, which enable a company to fulfill its social responsibilities, cover a diverse and broad range of initiatives, but the key is the extent to which each individual employee can put the corporate philosophy into practice through his or her own actions. I hope that the Group will ensure the recent experience is shared among all employees so that its personality can develop even further.

Companies are also institutions that resolve social problems using business methodologies. Many people today long for a clean environment and safety. By steadily implementing business measures that ensure safety by concentrating resources in specific areas of focus, I believe that the Mitsubishi Estate Group can meet stakeholders' high expectations and live up to the trust placed in them.



**Setsuko Egami**

Professor, Faculty of Sociology, Musashi University

### Benefiting from external insight



Professor Iwao Taka and Professor Setsuko Egami, external advisors on the CSR Committee, gave specific and fitting advice based on social trends on issues that the Mitsubishi Estate Group is called on to address. They praised our response to the earthquake, and we intend to further enhance safety and security and pursue initiatives that address our customers' needs.

To do that, we hope to put our CSR management into practice to meet our stakeholders' expectations and earn their trust by ensuring that all employees embrace our Group Mission as their own and incorporate it in a range of business activities.

**Shiro Fujisawa**

Director, Senior Executive Officer responsible for CSR Department, Mitsubishi Estate Co., Ltd.