

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.

Communicating with Clients

Initiatives in the Building Management Business

Support for establishing an in-house childcare facility

Aiming to meet the diversifying childcare needs in the Marunouchi area, Mitsubishi Estate invited Poppins Co., Ltd. to open a workplace nursery, the Poppins Nursery School Marunouchi, in the Marunouchi Kitaguchi Building, which is owned by the company, in April 2010. This was made possible by converting a part of this building from office use into a nursery.

Conventionally in Japan, a company wanting to set up an in-house childcare facility would have to establish and administer it itself in

order to receive permission and aid from national and local governments. However, the Tokyo Metropolitan Government's in-house childcare facility support program was partially revised (April 2009) to allow "consortium-type" in-house childcare facilities that are set up and administered by childcare providers, which can then contract with multiple companies. The Poppins Nursery School Marunouchi was set up and is run by Poppins, and several companies have contracts to use the facility. By contracting for just the childcare needed by children of its own employees, each company can offer

childcare services without the setup costs and management risks.

Prior to this, Mitsubishi Estate had also strategically invited in employee support facilities, such as the Tokyo Metropolitan Government-accredited nursery school in the Tokyo Building, and will continue to foster a worker-friendly environment.



Poppins Nursery School Marunouchi

Initiatives in the Residential Business

Condominium quality management and performance indication system "Check Eyes"

Mitsubishi Jisho Residence Co., Ltd. operates the "Check Eyes" system, a unique performance indication system

for its residences, to give customers greater peace of mind when they purchase their homes.

This system incorporates the government's Housing Performance Indication System and informs the

customer of Mitsubishi Jisho Residence's commitment to checking the quality and performance of residences at every stage, from design, construction, and completion through to move-in and beyond.

"Check Eyes" Process

Design stage
Explanation of important issues and contract



Check Eyes Book

The Check Eyes Book uses visuals to show initiatives in design and construction work, in addition to condominium design specifications and grades per the Housing Performance Indication System. Construction terminologies and features are explained in special boxes. Information on management plans and after-services are included to help in the customer's purchase decision.

Construction



Check Eyes Report

The Check Eyes Report explains progress in the construction process and shows construction conditions that the customer cannot see after completion. This report is submitted to the customer under contract before the property transfer.

Transfer
Private viewing, transfer, questionnaire



Check Eyes Document

The Check Eyes Document is the final report, explaining the results of progress made in construction from the start of construction to the building's completion, with reference to the checkpoints confirmed during the various stages of construction as part of quality management. This document is presented to the buyer together with the Housing Performance Evaluation.

After move-in
Regular after-service



Check Eyes Karte

Regular inspections are conducted three months, one year and two years after the property transfer, and Check Eyes Karte reports are created to inform the management association of location and details of renovations made in common-use areas. Photos are used to clearly show location and methods used.

Safe and Secure Urban Development

Implementation of comprehensive emergency plans and establishment of *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



Comprehensive emergency drill

standard precautionary measures and assignment of divisions' and other organizations' 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.

BCP initiatives and review

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 business, in order

to fulfill the Group's social responsibilities.

The company is currently reviewing its BCP to implement further improvements in response to the Great East Japan Earthquake, which occurred in March 2011.

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, which was completed in fiscal 2002.

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. Although there was minor damage reported in some buildings after the Great East Japan Earthquake, there were no cases of structural damage.

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.

In light of experience gained in the Great East Japan Earthquake, the company is re-examining its safety

measures to ascertain which issues are being properly addressed and which should be enhanced or reviewed for further improvement to ensure an even higher level of safety. In order to prevent accidents, Mitsubishi Estate has devised the *Building Safety Design Guidelines*, its own standards that are more rigorous than Japan's Building Standards Act and other regulations, to ensure safety from the design stage. These guidelines are updated regularly.

Information for Everyone

Building signage planning and universal design

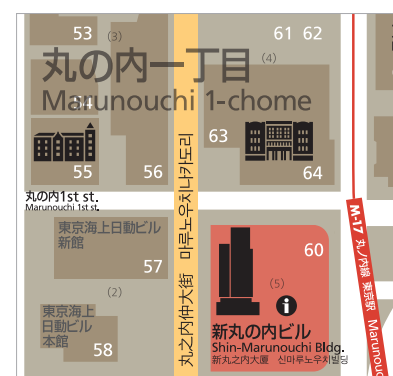
Mitsubishi Estate uses its Sign Design Book to prepare standardized signage posted on the inside and outside of its buildings, primarily in the Otemachi, Marunouchi and Yurakucho district. The company strives to create informational signs with color and design concepts that make them very easy to understand. In November 2010 the company installed new signage for the underground

passageways and facilities to provide clearer guidance.

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)