

Engaging Clients

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

Mitsubishi Estate runs Tourist Information Center for foreign visitors

Mitsubishi Estate was commissioned by the Japan National Tourism Organization (JNTO) to run a Tourist Information Center (TIC) for foreign visitors and opened the new center on the first floor of the Shin Tokyo Building in January 2012.

The national government has been pursuing initiatives to increase the number of foreign visitors to Japan for some time now, but providing a welcoming environment for visitors to Japan has sometimes been an issue. Mitsubishi Estate has been working to enhance urban tourist facilities as part of its efforts to strengthen the city's international competitiveness. We believe that the TIC in Marunouchi, which serves as a gateway to Japan from its location in the heart of Tokyo and next to the Imperial Palace and Tokyo Station, will help to make the district more convenient for visitors

and enhance communication of the nation's charm. This, in turn, will add even more energy to the neighborhood and bring more appeal to Japan as a whole. These are the convictions that led Mitsubishi Estate to propose that the TIC be set up in Marunouchi and eventually brought about the company's commission from JNTO.

The TIC faces Marunouchi Naka Dori Avenue, a lively commercial street that is at the center of Marunouchi's energy and amenities. Mitsubishi Estate plans to involve the TIC in the neighborhood's area management activities as well.



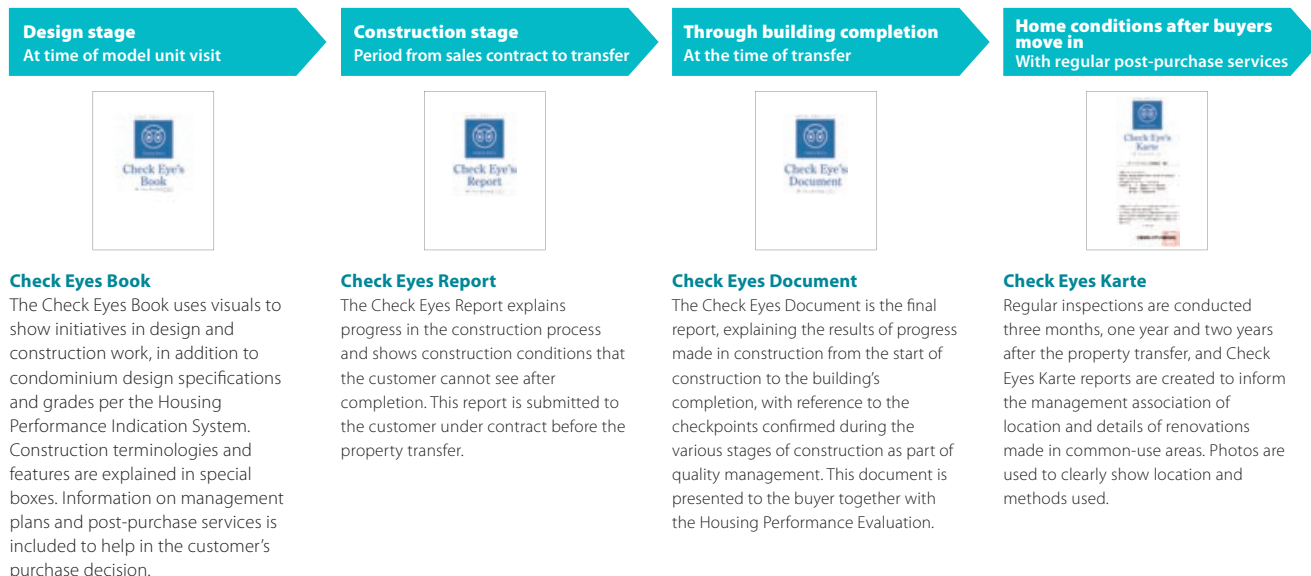
Tourist Information Center

"Check Eyes," a unique condominium quality management and performance indication system

Mitsubishi Jisho Residence Co., Ltd., a real estate development and sales company, operates the "Check Eyes" system, a unique quality management and performance indication system for its residences, to give customers greater peace of mind when they purchase their homes.

It 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



Safe and Secure Urban Development

Implementation of comprehensive emergency plans and establishment of Framework of Anti-disaster Measures

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. Ever since, for more than 80 years, Mitsubishi Estate has been holding comprehensive emergency drills every September 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, Framework of Anti-disaster Measures, 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' 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 the president, to take steps in accordance with the Framework of Anti-disaster Measures. 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.

When the Great East Japan Earthquake struck in March 2011, the whole company responded smoothly and appropriately in line with the procedures in the manual.



Comprehensive emergency drill

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 Group continues to work to ensure the safety of clients and employees and to enhance its preparedness for ensuring the continuation and recovery of the clients' and Group's business, in order to fulfill its social responsibilities. We will continue to improve the BCP in line with these aims.

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 in 2011, 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 (both involved in the total building management business). 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.

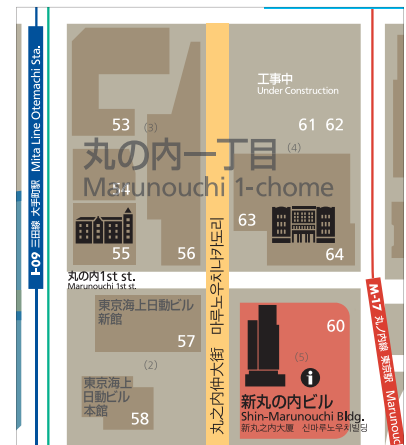
Information for Everyone

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)