



Interacting with Local Communities and the Broader Society

As a good corporate citizen, the Mitsubishi Estate Group values social harmony. The Group makes the most of its unique strengths to build communities and foster social progress.

Basic Policy and Performance Highlights

Basic policy on social contribution activities

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

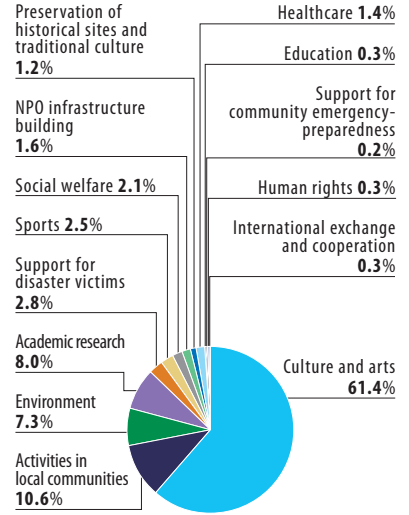
facing society and the need for the entire Group to work together on initiatives.

Breakdown of expenditures

In fiscal 2012, Mitsubishi Estate spent approximately 1,660 million yen on social contribution activities on a non-consolidated basis, or 1.80% of its

ordinary income. The breakdown is shown below.

Social contribution performance (fiscal 2012)



The 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.

Harmony with the Local Community

Rebirth Tohoku Food Project



Utilizing the Group's management resources and collaborating with Group companies, Mitsubishi Estate started the Rebirth Tohoku Food Project as an initiative to support the independent economic revitalization of the Tohoku area, which was severely damaged in the Great East Japan Earthquake, by restoring the area's food brand.

The first event, the Tohoku Food Buffet, was held at the Sendai Royal Park Hotel in November 2011, followed by the "Eat Heartily Miyagi Dining Room" at the Marunouchi Café ease on the first floor of the Marunouchi Building in February 2012. The third event, held in April 2012 at the Sendai Royal Park Hotel, was based on the theme "ties between chefs." Chefs from the Marunouchi Chefs Club and chefs from Miyagi Prefecture partnered to develop

a new menu, and put together a full course comprised of original dishes.

The fourth event, the "Eat Heartily Miyagi Market," was held in August 2012 in the Marunouchi Building's "Maru Cube," followed by "Earthquake-affected Region Support Weeks," held in Marunouchi House on the seventh floor of the Shin-Marunouchi Building and Marunouchi Café ease on the first floor of the Marunouchi Building in March 2013. Mitsubishi Estate contributed to a fund that supports the region affected by the earthquake by aiding producers in the Tohoku area, and an original menu using food from producers in this region was introduced.

In addition, Mitsubishi Estate participated in the regional revitalization event "Yuinoba," an event that matches companies in the affected region with supporting companies that is held by the Reconstruction Agency's Miyagi Reconstruction Bureau (first in

Ishinomaki in November 2012, and second in Kesennuma in February 2013). Mitsubishi Estate proposed measures to support marine product processors in both regions and has been gradually implementing them.



Opening of fourth event, "Eat Heartily Miyagi Market"



Marché

“Experience Nature” Project brings together urban and rural communities



The “Experience Nature” Project offers experiential tours for Mitsubishi Estate Group employees and their families, people who work in the Marunouchi area, and customers of the Residential Business to facilitate collaboration that brings together local resources and Mitsubishi Estate Group businesses.

Members of the Mitsubishi Estate Residence Club, a member organization started in fiscal 2011 for customers purchasing the Group’s condominiums and residents of condominiums, were given opportunities to plant rice and harvest summer vegetables.

This also helped foster a sense of community among condominium residents.

In addition, in 2011 Mitsubishi Estate, Mitsubishi Estate Home, the NPO Egao Tsunagete and Yamanashi Prefecture signed a formal agreement to promote the use of Yamanashi Prefecture-grown timber. Under this agreement, Mitsubishi Estate Home will encourage greater use of Yamanashi Prefecture-grown timber and carry out educational activities.

Activities featuring food are also held. Idle agricultural fields were cultivated and rice terraces revitalized so that brewer’s rice could be grown without using agricultural chemicals. In fiscal 2012, 4,700 bottles of *junmai-shu* (pure rice sake) named “Marunouchi” were bottled. It was brewed

by Yorozuya, a sake brewer in Yamanashi Prefecture. It is sold in restaurants and shops in the Marunouchi area and has proven very popular. We have also collaborated with the Yamanashi Prefecture Commerce Association in putting on cooking fairs and events using food from Yamanashi Prefecture.

In recognition of these activities, in fiscal 2012, the “Experience Nature” Project won the Partnership Award and the Chunichi Shimbun Award in the Ninth Japan Partnership Awards organized by the NPO Partnership Support Center.

The Mitsubishi Estate Group will continue to create new value by integrating rural resources, such as timber and agricultural products, with its companies’ management resources to help revitalize communities.

Stakeholder Meeting

We met with stakeholders to report on activities and describe fiscal 2013 plans for the “Experience Nature” Project, and heard their views. The project demonstrates the Group’s approach to creating shared value through its business.

Time and date 4:00–6:00 p.m., February 25, 2013



External participants



Yoichiro Otsuka
Director, NPO Support Center for Agriculture, Commerce and Industry Cooperation

The fact that the number of employees in the relevant sections has not changed even though the Group’s activities are broader and deeper in scope is testimony to their integration with its core operations. I hope that this success helps to revitalize areas in Tohoku affected by the earthquake.



Junko Owada
Co-Chairperson, LOHAS Business Alliance (LBA)

Throughout the five years of activities, activities have expanded by involving every business group and working with core operations. We recommend that a questionnaire measuring Group employees’ awareness of and interest in participating in this project be carried out to accurately ascertain current conditions and to provide an indicator for the next five years.



Hideto Kawakita
CEO, International Institute for Human, Organization and the Earth (IIHOE)

If the past five years was a period for involving Group employees, I would like to see the next five years involve more customers. Tours for the Mitsubishi Estate Residence Club got underway on a full scale in fiscal 2012, and I anticipate that participation in these tours can build a sense of community in the condominiums, which will also raise loyalty.



Hisashi Sonehara
Director, NPO Egao Tsunagete

I can see that diverse networks are branching out like a tree from the activities in Masutomi (Hokuto City, Yamanashi Prefecture). Japanese public administration and overseas universities looking to use this project as a model invite us to give lectures and participate in conferences, and as social recognition improves, I sense that the times demand such projects. I hope that we can continue to work together on these activities.



Shigeyuki Miyabayashi, Ph.D.
Professor, Tokyo University of Agriculture
Dean of Faculty of Regional Environment Science

The activities broaden in scope every year. I would like to suggest that this project be made independent and expand nationwide. Interaction between people would revitalize regions and protect our land. I have participated in regional interactive activities for more than 30 years, and I think that the region has become a second hometown for participants. I hope that Masutomi becomes a hometown for tour participants and becomes a hub for permanent interaction between people, things and wisdom.

* This contributor was absent on February 25 and provided a comment at a later date.



Support for Culture and the Arts

Mitsubishi Estate Artium wins Future Vessel Award

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 in collaboration with IMS Co., Ltd. and Nishinippon Shimbun Co., Ltd. This gallery, whose name means "art stadium," opened in 1989 as a base from which to popularize modern art, and has continued to present visionary and innovative forms of artistic expression in all genres created by contemporary artists working in Japan and overseas, regardless of whether they have

established a name for themselves. In October 2012, Mitsubishi Estate, IMS Co., Ltd. and Nishinippon Shimbun won the Future Vessel Award at the Mécénat Awards sponsored by the Association for Corporate Support of the Arts.

The award was given in recognition of the ambitious plans to exhibit both Japanese and foreign new artistic expression from an independent perspective and the creation of a forum that brings this art to the public quickly. In addition, the committee felt that the Artium is playing an important role in making Fukuoka in Kyushu a major cultural hub.

We will continue to plan ambitious exhibits across a wide range of contemporary artistic expression, irrespective of genre, including not only fine arts but also architecture, design, film and food, so that Fukuoka continues to foster a new art scene.



Award ceremony for Future Vessel Award

Environmental Conservation

Water Sprinkling Project in Otemachi, Marunouchi and Yurakucho

The Water Sprinkling Project was held in the Otemachi, Marunouchi and Yurakucho district. 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. This project is run by a planning committee spearheaded by the Council for Area Development and Management of Otemachi, Marunouchi,

and Yurakucho (OMY Council), which is chaired by Mitsubishi Estate. The 2012 event, from July 27 to August 14, was held at five locations, with approximately 2,900 people from 122 groups participating. Clean, reclaimed water recycled from some of the buildings in the area was sprinkled to lower the temperature.

In addition, Water Sprinkling Weeks 2012 was held from July 27 to August 31, with 95 stores, mostly on Marunouchi Naka-dori Street, participating by sprinkling water on the pavement every afternoon.

The Mitsubishi Estate Group will continue to offer fun ways for everyone from workers to visitors in the Otemachi, Marunouchi and Yurakucho areas to help mitigate the heat island phenomenon that occurs in urban areas.



Water Sprinkling Project

Social Welfare

Eleventh Dazzling Art Competition

Mitsubishi Estate has sponsored the Dazzling Art Competition for children with disabilities in Japan since 2002 in its desire to support the potential of children with disabilities.

The first competition started with 496 entries, and the recent eleventh competition brought in more entries than ever, a total of 1,764. Fifty especially impressive works are selected after all of the entries have passed through an initial screening, a screening by Mitsubishi Estate Group employees, and the main exhibition. The original works are exhibited first at Yokohama

Landmark Plaza, and then at five other locations throughout Japan at Group buildings and commercial facilities. An award ceremony was held on February

22 in the Marunouchi Hall of the Marunouchi Building. All of the entries are displayed on a special website.

Overview of Eleventh Dazzling Art Competition

Entries taken (July–September)

Total number of submissions: 1,764

Screening and examination (October)

Five hundred thirty-eight Mitsubishi Estate Group employees came to participate in the screening over a four-day period.

Exhibits of award-winning entries (October–February)

Fifty of the most impressive entries were exhibited in six venues nationwide (Sapporo, Sendai, Tokyo, Yokohama, Osaka and Fukuoka).

Award ceremony (February 22)

Award winners, their families and school officials were invited to the ceremony held in the Marunouchi Hall of the Marunouchi Building.



Award ceremony

Volunteer Support

Support for employee volunteer activities

Mitsubishi Estate endeavors to foster an environment conducive to volunteer activities by holding seminars for all Group employees and setting up a volunteer support program.

Overview of Mitsubishi Estate's volunteer support program and record of use

Program	Overview	Record of use (total number of people)		
		FY2010	FY2011	FY2012
Use of vacation days for volunteer activities	Employees can use accrued vacation days (special paid holidays) for volunteer activities.	2	58	4
Social learning	Volunteer activities can be carried out during work hours.	3	5	5
Volunteer insurance*	The Company provides insurance covering accidents that occur during volunteer activities (family members are also covered).	25	31	12
Subsidies for activity costs*	The Company subsidizes the cost of participating in volunteer activities and transportation costs in part.	51	113	51

* Group company employees are also eligible for these programs.