



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

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

Mitsubishi Jisho Residence Co., Ltd. operates the “Check Eyes” system, a unique quality management and performance indication system, to give customers greater peace of mind when they purchase their homes.

Together with the government’s Housing Performance Indication System, it 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.

Three new lifestyle support programs started

Mitsubishi Jisho Residence Co., Ltd. and Mitsubishi Jisho Community Co., Ltd. launched a suite of three new lifestyle support programs in January 2013.

These programs offer insurance services that take advantage of group scale to Web members of the Mitsubishi Estate Residence Club, a member organization for residents and owners of Mitsubishi Estate Group condominiums and buyers under contract.

The suite of three programs consists of Income Support Insurance, the Home Financial Consultation Program, and the Traffic Accident Indemnity Insurance Program.

The Mitsubishi Estate Residence Club offers discounts on furniture and various member privileges, provides one-stop service for post-purchase services, management and renovations, and also holds original events and other activities encouraging communication between residents.

These companies will continue to provide services that support the daily lives of members to enhance the satisfaction of residents of Mitsubishi Estate Group condominiums after purchase.

Three lifestyle support programs

• Income Support Insurance

Residence Club Web members receive a 30% group insurance discount when subscribing to Group Long-term Disability Insurance that will subsidize their salaries in the event that they are unable to work for a long period due to illness or injury.

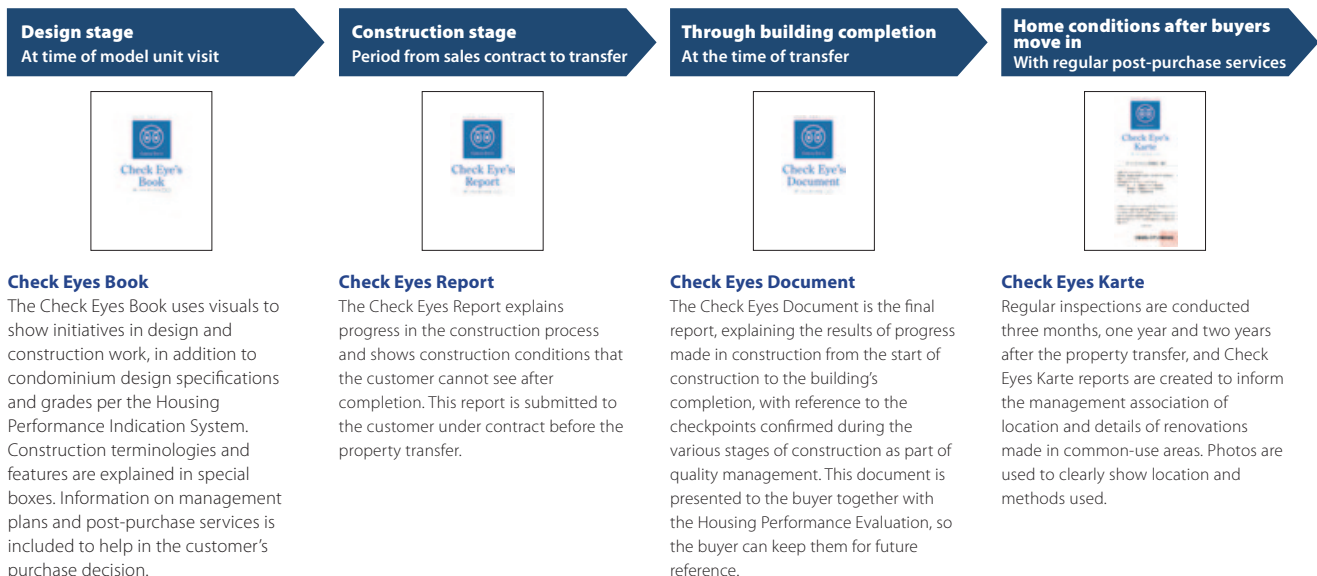
• Home Financial Consultation Program

This service gives Web members free consultation on life plans, and in addition to individual consulting, they can attend financial planning seminars and use the website-based life plan simulator free of charge.

• Traffic Accident Indemnity Insurance Program

This insurance will pay consolation payments in the event of death or residual disability resulting from an auto or other vehicular accident to the Web member. (The member does not pay any insurance premiums for this insurance.)

“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

Agreement concluded to shelter stranded commuters in the event of a major disaster

Mitsubishi Estate concluded the Agreement to Receive Victims in the Event of a Large-scale Disaster with Chiyoda Ward in August 2012 in order to proactively meet the needs of people stranded after a disaster.

In line with our view that safe and secure community development is our social responsibility, we voluntarily took in stranded commuters at Mitsubishi Estate buildings in 2011 when the Great East Japan Earthquake occurred. In order to enhance our disaster measures even further in affiliation with the community, at Chiyoda Ward's request we concluded a formal agreement to take in disaster victims.

The agreement designates 14 buildings in Chiyoda ward, including the Marunouchi Building, Shin-Marunouchi Building and Marunouchi Park Building, as temporary shelters to provide support for people affected by a disaster. Also under the agreement,

we have borrowed Multi-Channel Access (MCA) wireless devices from Chiyoda Ward so that we can keep in close contact with the ward in the event of a disaster.

Chiyoda Ward has concluded similar agreements with other groups and companies, but most of these are universities or companies owning halls. Our 14 buildings, which are located primarily in Marunouchi, where commercial facilities and transportation facilities are concentrated and many visitors come, will take the central role in working with the area and receiving stranded commuters.

Revisions to 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 rapidly resuming important functions in the event that these operations are unavoidably interrupted. In December 2012, responding to lessons learned in the Great East Japan Earthquake, Mitsubishi Estate established its Business Continuity Plan Document and drafted the Mitsubishi Estate Group Guide to Preparing a Business Continuity Plan Document for its Group companies. In addition to enhancing the correlation with the *Framework of Anti-disaster Measures* and ensuring our customers' and Mitsubishi Estate Group employees' safety, we will continue to improve the BCP to fulfill our social responsibilities with daily readiness using the PDCA cycle approach.



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.

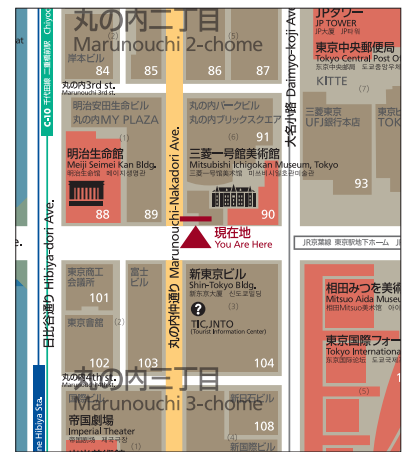
Information for Everyone

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. Since 2010, the company has been installing 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 sign (detail)