

# A Love for People A Love for the City

## Forever Taking on New Challenges



### The Spirit of Mitsubishi: The Three Principles

**Shoki Hoko**  
Corporate Responsibility to Society  
Strive to enrich society, both materially and spiritually, while contributing towards the preservation of the global environment.

**Shoji Komei**  
Integrity and Fairness  
Maintain principles of transparency and openness, conducting business with integrity and fairness.

**Ritsugyo Boeki**  
Global Understanding through Business  
Expand business, based on an all-encompassing global perspective.

### The Mission of Mitsubishi Estate Group

**We contribute to society through urban development.**

By building attractive, environmentally sound communities where people can live, work and relax with contentment, we contribute to creating a truly meaningful society.

### The Mitsubishi Estate Group Code of Conduct

In order to carry out the Group Mission, we pledge to observe the following Code of Conduct.

**We will act with integrity.**  
We will base our conduct on laws and ethics, and always reflect with humility upon our behavior, valuing our communication with society and placing priority in our corporate activities on earning trust through fairness and transparency.

**We will strive to earn the trust of our clients.**  
We will approach all objectives from our clients' point of view, providing safe and reliable products and services, and make information available as appropriate.

**We will strive to create a vibrant workplace.**  
While aiming at personal growth, we will respect the human rights and the diversity of opinion of others, and increase our creativity and professionalism while displaying our collective strengths as a team.

### Mitsubishi Estate Group Guidelines for Conduct

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