



Mitsui Fudosan Group's Social and Environmental Initiatives

# Contents

◆ Editorial Policy	3	◆ Our Efforts for Shareholders	73
◆ Top Message	4	Investor Relations: Building Trusting Relationships with Shareholders and Investors	74
◆ The Mitsui Fudosan Group's Approach to CSR	6	◆ Our Efforts for Our Employees	75
◆ Special Feature1 & Smart	9	Work Environment: Creating an Environment for Everyone to Excel	76
◆ Special Feature2 & Nihonbashi	14	Fostering Human Resources that Possess a Broad Perspective and Expertise	78
◆ Special Feature3 & Forest	17	◆ Basis Business Activities	81
◆ Special Feature4 & Society	21	Environmental Management System and Social Contribution System	82
◆ Special Feature5 & Global	23	◆ Environmental Data	83
◆ Our Efforts to Reduce Environment Impact	25	Environmental Accounting (Mitsui Fudosan Building Business)	84
Reducing CO <sub>2</sub> Emissions	26	Environmental Activity Data (Mitsui Fudosan)	87
Conserving Water Resources	32	◆ The Mitsui Fudosan Group's Social and Environmental Initiatives	92
Reducing Hazardous Substances	33	Third-party comment	
Saving Resources While Reducing Waste	35		
◆ Initiatives to Improve Quality	39		
Enhancing Safety and Security	40		
Preservation and Utilization of the Natural Environment (Preservation of Biodiversity)	45		
Preserving and Integrating Landscapes and Streetscapes	50		
Improve Health and Comfort	51		
Quality Management	52		
Enhancing Customer Satisfaction (CS)	54		
◆ Our Efforts at Cooperation and Integration	57		
Coexistence and Collaboration with the Community	58		
Involvement and Cooperation with Customers and Tenants	61		
Social Contributions	63		
Tools for Communication with Stakeholders	68		
◆ Creating New Value and Markets	70		
Creating Value through Urban Development	71		
Aiming to Create New Markets	72		

## Editorial Policy

### Disclosure Policy

The Mitsui Fudosan Group's &EARTH REPORT 2014, which contains details of the social and environmental contribution activities of Mitsui Fudosan Co., Ltd. and its Group companies, is issued in two distinct formats: a printed version, which picks up on select and important information in a compact and concise manner, and an online version, which provides exhaustive details and a more comprehensive account of the Group's activities.

The printed version strives to inform a wide spectrum of stakeholders of the Group's activities. The online version attempts to address the needs of stakeholders for more in-depth information.

### Scope of the Report

This report covers the social and environmental contribution activities of Mitsui Fudosan Co., Ltd., 14 Group companies, and three resort hotels (TOBA HOTEL INTERNATIONAL, NEMUNOSATO HOTEL RESORT, and HAIMURUBUSHI).

#### [Group Companies Covered by the Report]

##### Office Buildings Business

Mitsui Fudosan Building Management Co., Ltd.  
Mitsui Fudosan Facilities Co., Ltd.

##### Retail Properties Business

Mitsui Fudosan Retail Management Co., Ltd.

##### Accommodation Business

Mitsui Fudosan Hotel Management Co., Ltd.  
Mitsui Fudosan Housing Lease Co., Ltd.

##### Housing Business

Mitsui Fudosan Residential Co., Ltd.  
Mitsui Fudosan Residential Service Co., Ltd.  
Mitsui Fudosan Realty Co., Ltd.  
Mitsui Home Co., Ltd.  
Mitsui Fudosan Reform Co., Ltd.

##### Real Estate Solutions Business

Mitsui Fudosan Investment Advisors, Inc.

##### Other Businesses

Tokyo Midtown Management Co., Ltd.  
Mitsui Fudosan Architectural Engineering Co., Ltd.  
Daiichi Engei Co., Ltd.

### Period Covered by the Report

This report mainly covers activities that were undertaken from April 1, 2013 to March 31, 2014. However, details are also provided for certain ongoing development projects both at the design and construction phase. In principle, quantitative data relates to fiscal 2013, the fiscal year from April 1, 2013 to March 31, 2014. The period covered for quantitative data outside fiscal 2013 is identified in each instance.

### Reference Guidelines

Environmental Reporting Guidelines (2012) issued by Japan's Ministry of the Environment  
Global Reporting Guidelines, Version 3.1 issued by the Global Reporting Initiative (GRI)

### Publication Date

September 2014 (Previous report: September 2013)

## Aiming for a Society that Enriches both People and the Planet


### The Mitsui Fudosan Group's Social Mission



President and CEO  
Mitsui Fudosan Co., Ltd.

蒺田 正信

Masanobu Komoda

The Mitsui Fudosan Group's social mission is expressed in a simple and straight-forward manner through its Group statement that places a premium on bringing affluence and comfort to urban living. Guided by a commitment to bring this affluence and comfort to people living in, working in, and gathering around the city, the Group's basic philosophy is to coexist in harmony with society and link diverse values as symbolized by the Mitsui Fudosan "  " logo.

Drawing on the underlying strength of this philosophy, we have identified three core CSR themes that focus on "the environment," "quality," and "creating new value and markets." Moving forward, the Mitsui Fudosan Group will continue to vigorously engage in social contribution initiatives with the aim of balancing the need for sustainable social and economic development with efforts to protect the environment.

### Creating Neighborhoods that Help Build a Society that Enriches Both People and the Planet

In 2012, the Mitsui Fudosan Group drew up "Innovation 2017," a long-term business plan. In putting together this roadmap for the future, the Group identified the creation of neighborhoods as a key initiative based largely on the promotion of a smart city concept. The Mitsui Fudosan Group's concept of a smart city extends well beyond the efficient use of energy. More than just a private enterprise undertaking, we are looking to contribute to society in a significant and meaningful way. To this end, we are placing considerable emphasis on the creation of neighborhoods that help solve an assortment of issues facing humankind including the need to ensure safety and security, promote health and longevity, address the declining birthrate an aging population, and creating industry.

In fiscal 2014, prime examples of suburban and urban smart cities became a reality through the Kashiwa-no-ha Smart City and Nihonbashi Revitalization plans.

#### (1) Operations Commence in Earnest at Kashiwa-no-ha Smart City

Gate Square, a central feature of Kashiwa-no-ha, the Mitsui Fudosan Group's flagship smart city project, opened in July 2014. This stage of the Kashiwa-no-ha Smart City Project boasts Japan's first energy management system that not only facilitates the conservation, creation, and storage of energy, but also promotes the sharing of power and electrical interchange between areas. As a mixed-use development, Gate Square offers a host of urban amenities including hotels, rental housing, and halls. As a showcase for the Group's efforts to create neighborhoods that help resolve a variety of society's issues, particular emphasis has been placed on supporting the needs of entrepreneurs seeking to start up their own businesses and to promote interaction and exchange. As a multifaceted facility, Gate Square also brings together a wide range of health management and medical functions.

Looking ahead, we will continue to pursue collaboration between the public and private sectors as well as academia, and to promote the creation of neighborhoods that generate a continuous stream of innovation through exchange between various communities.



## (2) Toward a New Stage under the Nihonbashi Revitalization Plan

The Nihonbashi Revitalization Plan is a collaborative effort between the public sector, private sector, and the community to transform Nihonbashi while retaining and reviving the vitality of the area. While restoring the hustle and bustle of the old Edo-Nihonbashi area, the Plan strives to create an attractive and internationally competitive urban environment.

This large-scale mixed-use redevelopment project, which is comprised of office buildings, rental housing, and COREDO Muromachi 2 and COREDO Muromachi 3, retail properties that opened in March 2014, is linking closely with local residents as well as existing facilities to bring new life to the area during the late evening hours and holidays.

Plans are in place to introduce a large-scale gas cogeneration system that employs medium-pressure gas to ensure the continuous supply of electric power and heat to buildings in the event of an interruption to the power grid. Moreover, the delivery of electric power and heat to urban areas that have already been developed, positive steps are being taken to promote the smart use of energy. Moving forward, we will make full use of areas designated as strategic special zones by the government and recommend continued deregulation in a bid to create urban working and living environments that are the envy of Asia.

### Contributing to Forest Conservation and Regional Society

The Mitsui Fudosan Group contributes to society through the creation of urban neighborhoods, its mainstay business activity. At the same time, we are endeavoring to contribute to society in four core areas: the global environment, local communities, culture and education, and international exchange guided by our Policy for Social Contribution Initiatives.

For example, we look to properly maintain and manage approximately 5,000 hectares of forests in Hokkaido as a part of effort to protect the global environment. We also work to raise the awareness of employees toward the environment through afforestation education and training. Utilizing the materials generated through our forest maintenance and management activities including tree from thinning operations in the manufacture of office furniture and our Group housing businesses, we are contributing across such wide-ranging areas as the use of domestically produced resources, the preservation of biodiversity, and the absorption and fixation of CO<sub>2</sub> over the long term.

Mitsui Fudosan has been instrumental in supporting reconstruction efforts following the Great East Japan Earthquake. Serving as the chair of the Special Committee on Reconstruction established by the Japan Federation of Economic Organizations (Keidanren), the Company has worked actively to provide its support. In addition to our participation in the Yui no Ba Project, set up by Japan's Reconstruction Agency, we are working diligently to support companies operating in affected areas to expand their sales channels, dispatching employees to disaster-stricken areas to help in rebuilding the fisheries industry, and conducting CSR seminars in a bid to promote interaction with local residents.

### Toward a Society that Enriches Both People and Planet

Looking ahead, the Mitsui Fudosan Group will continue to carry out the **&EARTH** philosophy positioned at the heart of its Group Statement and Group Vision. In order to ensure a society that enriches both people and the planet, we are determined to contribute to the development of society and the economy while protecting the global environment.

In addition, we will continue to reinforce internal management and adhere strictly to a policy of internal control. In this manner, we will strengthen corporate governance, risk management, and compliance, which provide the underlying strength for our business and social contribution initiatives.

In this **&EARTH REPORT**, we provide details of the Group's multifaceted social and environment activities mainly in fiscal 2013. We hope that through this report, readers will gain a deeper understanding of our activities. As we move forward with efforts to fulfill our corporate social responsibility, we kindly request the continued support and honest views of all stakeholders.

## The Mitsui Fudosan Group's Approach to CSR

### Statement , Vision , Mission

Since first putting in place a statement, vision, and mission that outline the philosophy and aspirations of the Group in 1999, we have maintained an unwavering commitment to bringing affluence and comfort to urban living.

### The Mitsui Fudosan Group's Overarching CSR Theme

For the Mitsui Fudosan Group, CSR entails carrying out and bringing to fruition its Group Statement which emphasizes affluent and comfortable urban living. With this in mind, we have identified the three themes of "the environment," "quality," and "challenges for creating new values and markets" as the cornerstones of our CSR endeavors.



### The "& EARTH" Principle

The Mitsui Fudosan Group is committed to social and economic development as well as global environmental preservation under the principles of harmony and coexistence while working to link diverse values as represented by its "🏡" corporate logo.

Under our **&EARTH** principle, we recognize the need to create neighborhoods that remain in tune with global environmental concerns. This principle therefore reflects our aim to help establish a society that enriches both people and the planet.

### Policy for Environmental Initiatives

Guided by its Group Environmental Policy, the Mitsui Fudosan Group engages in the three core environmental activities of load reduction (reducing the impact of its products and services on the environment), quality improvement (enhancing safety, security, and comfort while ensuring sustainability), and cooperation (collaborating and cooperating with various stakeholders) in an integrated manner.

The Group Environmental Policy (Established on November 1, 2001;  
Revised on October 3, 2008 and April 1, 2012)

#### •Environmental Principles

We at Mitsui Fudosan are committed to social and economic development as well as global environmental preservation under the principles of harmony, coexistence and inclusive cooperation represented by our "🏡" corporate logo.

Under the principles of the "🏡" logo, "**&EARTH**" represents our Group vision.

"**&EARTH**" symbolizes our recognition that urban development is interlinked with the planet and our aim of a society that enriches both people and the planet.

Contributing to the building of a society that realizes the sustainable development of human life is our corporate mission, and we consider this an important business challenge directly related to increasing corporate value. Positioning the promotion of business while addressing collaboration/cooperation with the community, reduction of environmental burden and improvement of security/safety/comfort as vital to "harmonious coexistence with the environment," we endeavor to create urban environments of enrichment and comfort and contribute to the global environment.

•Environmental Policy

1. We aim to take countermeasures against global warming and create a recycling society by striving to improve environmental efficiency, reduce environmental burden, conserve energy/resources, reduce waste materials and prevent pollution.
2. We aim to both reduce environmental burden and improve security/safety/comfort with widespread and comprehensive promotion of conservation of water and biodiversity and introduction of diversified and independent energy in addition to low carbon.
3. In collaboration/cooperation with all of society including our customers, local communities and the government, we proactively address harmonious coexistence with the environment, build a society that realizes sustainable development, and implement highly effective environmental measures.
4. We will expand environment-conscious urban development such as smart cities both at home and abroad and aim to be an environmentally advanced company that plays a leading role in the future of urban development.
5. In addition to adhering to environment-related laws and regulations, we will establish our own standards as necessary and promote "harmonious coexistence with the environment."
6. Through environmental training and awareness-enhancing activities, we ensure that all Mitsui Fudosan Group employees have a solid understanding of our Environmental Policy and increase their environmental awareness.
7. We provide full public disclosure of necessary information relating to such matters as our environmental initiatives and promote open communication with society at large through promotional activities.

**Operation, Housing and Urban Development**

Operation Area: Office building business, retail facility business, hotel business, Tokyo Midtown development business  
 Residential: For-sale and rental condominiums \*Separate targets are set for ordered detached houses.

- Coexistence with the community
- Proactively making appeals to tenants and owners
- Partnerships and cooperation with design companies, construction companies, energy companies, manufacturers, etc.
- Strengthening partnerships and cooperation with the local area, public administration, or research institutions such as universities, etc.



- CO2 reduction (including supporting the use of low carbon transportation)
- Water conservation
- Reduction of hazardous materials
- Resource conservation and waste reduction

- Improve safety and security
- Preservation and utilization of the natural environment (preservation of biodiversity)
- Preservation and utilization of landscape and streetscape
- Improve health and comfort

## Social Contribution Initiatives Policy

The Mitsui Fudosan Group put in place a Policy for Social Contribution Initiatives to ensure that each Group company and department followed a common and uniform direction. Based on this policy, each and every member of the Group looks to contribute to society in four cores areas: the global environment, local communities, culture and education, and international exchange.

### The Mitsui Fudosan Group's Policy for Social Contribution Initiatives (Formulated on March 27, 2013)

In line with our Group Statement that focuses on efforts to “bring affluence and comfort to urban living,” we actively contribute to society by revitalizing and creating urban areas while engaging in various activities from a global perspective to provide affluence and comfort with the aim of achieving the sustained development of society and the economy.

- 1. We are primarily involved in the four areas of the global environment, local communities, culture and education, and international exchange.**
- 2. We strive to achieve harmony with local communities, and**
- 3. We proactively make use of our own resources, including properties, networks, and personnel.**

# &Smart

Creating Communities while Continuing to Challenge and Grow

## Mitsui Fudosan Group's Smart City Strategy

The Mitsui Fudosan Group has a long history of innovation in the creation of neighborhoods in tune with the social needs of the time, starting with the Kasumigaseki Building (Chiyoda-ku, Tokyo), Japan's first high-rise building. Our smart city initiatives continue this tradition of innovation.

The smart city concept of the Mitsui Fudosan Group does not stop at smart energy usage. We take on the additional challenge of creating solutions for issues people face in their communities, such as coexisting with the environment, safety and security, promoting health and longevity, and revitalizing industry. We aim to create neighborhoods that mature well with age, and communities where people take the leading role in guiding their growth.

### Three Concepts Behind Mitsui Fudosan Group's Smart Cities

#### 1. Communities that address issues faced by humankind

Issues that need to be addressed: energy, coexisting with the environment, safety and security, promoting health and longevity, revitalizing industry, etc.

#### 2. People as the main focus (take the customers' perspective) "work smart, live smart"

Realize Green (energy conservation, environmental awareness) & Resilient (strength)  
Communities where customers intuitively grasp the value created by technology

#### 3. Communities that continue to grow through mixed use premiums and town management

Generate synergies through multipurpose use and improve value added in a sustainable manner through town management

### The Mitsui Fudosan Group's Smart City Project

The Mitsui Fudosan Group has smart city projects underway in Kashiwanoha, Fujisawa, Yokohama and Nihonbashi. In December 2013, we launched the tentatively named New Hibiya Project as our second urban smart city project.



#### New Hibiya Project (tentative name)

The tentatively named New Hibiya Project (Chiyoda-ku, Tokyo) is a redevelopment project in a special district designated for urban reconstruction in Hibiya. We are working to create a neighborhood that contributes to the urban redevelopment of Tokyo based on the themes of energy, environmental coexistence, safety and security, and industrial revitalization.

##### Energy

- Use of gas cogeneration and regional heating/cooling systems
- Energy-saving performance equivalent to Stage 3 in the Tokyo Building Environmental Plan System and Class S for CASBEE



### Coexisting with the Environment

- Infrastructure centered on pedestrians connecting to surrounding districts and subway stations
- Green space that links up with Hibiya Park (street level green areas and on rooftops: about 2,000m<sup>2</sup>)

### Safety and Security

- Facilities to help people unable to return home in emergencies (about 5,000m<sup>2</sup> of temporary shelters and emergency supply stockpiles)
- Emergency power generators
- Measures to prevent flooding of energy systems

### Industrial Revitalization

- Centers for business and cultural events

### Fujisawa Sustainable Smart Town (Fujisawa SST)

Mitsui Fudosan Residential Co., Ltd. has been developing the built-for-sale detached housing project Fine Court Fujisawa SST in line with the Fujisawa SST concept for creating neighborhoods being cooperatively promoted by Fujisawa City in Kanagawa Prefecture and private-sector companies and organizations. Fine Court Fujisawa SST is designed to comply with next-generation energy conservation standards, and it will also have energy generation and storage functions based on ENE-FARM residential fuel cells, solar power generation, and battery storage systems. Plans also call for installing HEMS\*<sup>1</sup> for efficiently managing these facilities.



Computer rendering of the completed Fine Court Fujisawa SST

\*1 HEMS: Home Energy Management System

## Japan's First Smart City Developed with Multiple Zoning

Kashiwanoha Smart City is a community being built with collaboration between the public, private, and academic sectors in the area near the Kashiwanoha Campus in Kashiwa City, Chiba Prefecture. In July 2014, the grand opening of Gate Square took place as a development in the center of this area. As a central functional space for the area, the opening of Gate Square marks the full-fledged start of the smart city around the Kashiwanoha Campus station (a guide area of roughly 12.7 hectares).

As a concentration of housing, offices, retail facilities, hotels, event halls and facilities for international exchange, Kashiwanoha Smart City is where new value, industry, and innovation will be created as Japan's first multi-zoned development project.

### Kashiwanoha Smart City's Three Themes for Community Creation

<b>An Environmental-Symbiotic City</b>	<ul style="list-style-type: none"><li>• Centralized management of energy for the region</li><li>• Promote energy conservation, creation, and storage</li><li>• Local production and local consumption of energy and food</li><li>• Shared transportation system to reduce CO<sub>2</sub></li><li>• Secure lifelines even in the event of a disaster</li></ul>
<b>A City of Health and Longevity</b>	<ul style="list-style-type: none"><li>• Disease prevention and long-term nursing care through local collaboration</li><li>• Proactive participation of the elderly in society</li><li>• A society in which multi-generational interaction utilizing ICT enables everyone to lead a vibrant and healthy life</li></ul>
<b>A City of New Industry Creation</b>	<ul style="list-style-type: none"><li>• Locally support startup companies that utilize Japan's proud technological strengths</li><li>• Create new industries that support a green economy</li><li>• Form an international community of startup companies</li></ul>



KASHIWA-NO-HA  
SMART CITY



## Opening of Gate Square

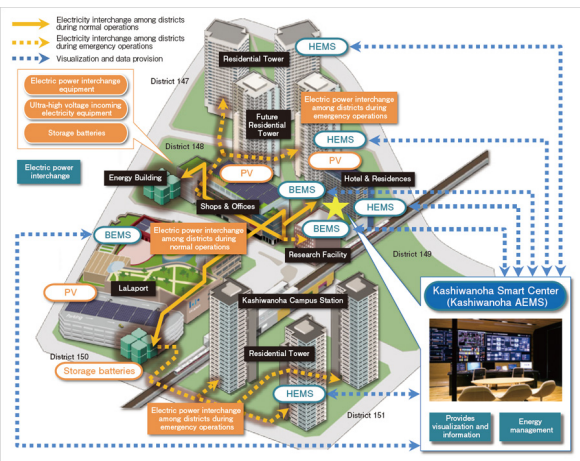
Gate Square is a concentration of urban functions, including energy, disaster prevention, transportation, healthcare, business, and international exchange. The energy management system Kashiwanoha AEMS\*2, Japan's first inter-district electricity interchange system, began operating, and the new innovation creation base KOIL opened alongside the Town Health Station, a health support center.

\*2 AEMS: Area Energy Management System

### An Environmental-Symbiotic City

#### Kashiwanoha AEMS (area energy management system)

The grand opening of Gate Square marked the full-fledged launch of Kashiwanoha AEMS. Kashiwanoha AEMS is the central management base for the Kashiwanoha Smart Center. It is an integrated management system for the area's energy, networking together power sources such as solar panels and storage batteries with the power grid from the electric power company, delivering energy to offices, retail stores, hotels and residences dispersed around the area. Based on an understanding and analysis of energy usage data for each facility and weather information, we have started rolling out a smart grid in stages to efficiently control power generation, storage, and electricity interchanges across the community. The system reduces CO<sub>2</sub> emissions and implements BCP\*3 and LCP\*4 in the event of a blackout during natural disasters.



\*3 BCP: Business Continuity Plan    \*4 LCP: Life Continuity Performance

### An Environmental-Symbiotic City

#### Gate Square: Energy Conservation, Creation, and Storage

Taking advantage of the power of nature, Mitsui Fudosan is installing solar power generation systems and systems that use geothermal and hot springs water in its adoption of a sustainable design to reduce the impact on the global environment from the shops, offices, hotels, and residences in the area. The Energy Building has ultra-high voltage power equipment, large-scale storage batteries, and electric power interchange facilities. Shops, offices, and other business-related facilities have BEMS\*5, while hotels, residences, and other living quarters feature the newly developed Kashiwanoha HEMS, which links to the Kashiwanoha AEMS to complete the energy management system.

\*5 BEMS: Building Energy Management System

## Gate Square's Main Energy Conservation, Creation, and Storage Systems

### Energy Creation

- Use of high-efficiency equipment such as LED lighting
- Light ducts, natural ventilation and circulation systems
- Use of HEMS and BEMS

### Energy Creation

- Solar power
- Wind power
- Geothermal heat and hot spring water
- Raw garbage bio gas power generation
- Waste heat and combined cycle cogeneration
- Solar heat

### Energy Storage

- Large-scale storage batteries
- Thermal storage equipment
- Electric automobile sharing system (also can be used as emergency power source)

## A City of New Industry Creation

### KOIL (Kashiwanoha Open Innovation Laboratory)

KOIL is a center for open innovation where companies and individuals can interact and create new industries. KOIL features an office floor, a members-only working space, and public areas such as a digital manufacturing workshop. In addition to these spaces, there are community events for supporting entrepreneurs and mutual exchange.



KOIL Park



KOIL Factory

## A City of Health and Longevity

### Town Health Station

The Town Health Station is located in the shops and offices building in front of the train station so that people can conveniently take advantage of the health support facility in an ongoing manner. Beginning with medical facilities for preventative care, plans call for providing a wide range of health-related services, including health promotion services and periodic health-related events through a collaborative industry-academic project with the University of Tokyo.



Town Health Station



Takahito Hashimoto  
Kashiwanoha Urban  
Planning and Development  
Department, Business  
Group  
Mitsui Fudosan Co., Ltd.

### Creating a Community while Aiming to Solve Global Issues through Collaboration between the Public Sector, Private Sector, and Academia

The Mitsui Fudosan Group has concentrated and coordinated all of its resources on the opening of Gate Square in an all-out effort to provide better services along the three themes of “an environmental-symbiotic city,” “a city of new industry creation,” and “a city of health and longevity” for Kashiwanoha Smart City.

Although we have only begun to create the Kashiwanoha community, we will continue moving forward with the aim of making Kashiwanoha Smart City a gateway to the future and a symbol of what the world can accomplish in the future.

## Four Projects Receive Good Design Awards

The following four projects in the Kashiwanoha Campus area were honored with the Fiscal 2013 Good Design Award by the Japan Institute of Design Promotion.

- Kashiwanoha AEMS
- Kashiwanoha HEMS
- Park City Kashiwanoha Campus Nibangai
- Urban Design Center Kashiwanoha's city planning platform for solving social problems

With these four projects receiving awards, a total of nine area projects have been recognized for the collaboration between public, private, and academic sectors to create Kashiwanoha Smart City.



# &Nihonbashi

Aiming for a Community that Infuses History, Tradition, and Innovation

## Toward the Second Phase of the Nihonbashi Revitalization Plan

### To Create while Retaining and Reviving

The Mitsui Fudosan Group has deep connections to Nihonbashi, the stronghold of Mitsui Fudosan. The Nihonbashi Revitalization Plan is unifying the public sector, private sector, and locals to create new attractions and revitalize the area. Based on the concept of “creating while retaining and reviving,” we are promoting initiatives to renew the area both physically and spiritually by redeveloping the district and holding community activities and events.

The Nihonbashi Revitalization Plan was launched in 2004 with the opening of COREDO Nihonbashi, and entered a new stage in autumn 2014 with the overall completion of construction under the Nihonbashi Muromachi East District Redevelopment Plan. We hope to help strengthen the international competitiveness of Tokyo by creating novel and unique neighborhoods.



COREDO Nihonbashi  
(Completed in 2004)



Nihonbashi Mitsui Tower  
(Completed in 2005)



COREDO Muromachi  
(Completed in 2010)



Nihonbashi Bridge Centennial  
Celebration (October 2011)



Cleaning of the famed Nihonbashi  
bridge (July each year)

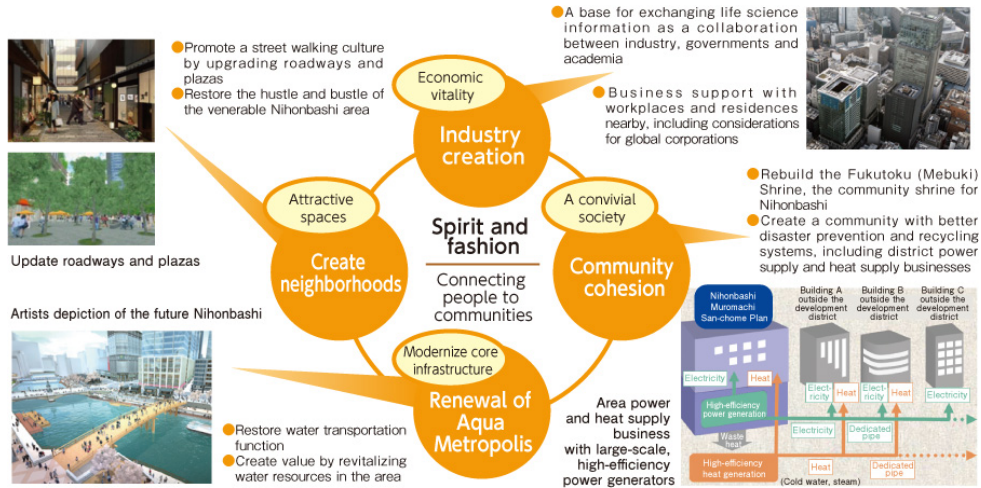
\*Mitsui Fudosan is working to revitalize Nihonbashi by getting involved with local organizations including the Meikyo “Nihonbashi” Hozonkai (the famed Nihonbashi Bridge preservation society), Nihonbashi Chiiki Renaissance Hyakunen Keikaku linkai (committee for the 100 year renaissance plan of Nihonbashi and environs), and Nihonbashi Saisei Suishin Kyogikai (Nihonbashi revitalization promotion council).

### Vision for Nihonbashi Smart City

The Second Phase of the Nihonbashi Revitalization Plan basically aims to create the Nihonbashi Smart City. It is a model project for the Urban Smart City concept for creating a smart city in a fully developed urban area envisioned by the Mitsui Fudosan Group. The second phase of the plan aims to create a community where people are the primary focus, based on the following four keywords, while paying heed to the core values of Nihonbashi (spirit and fashion).

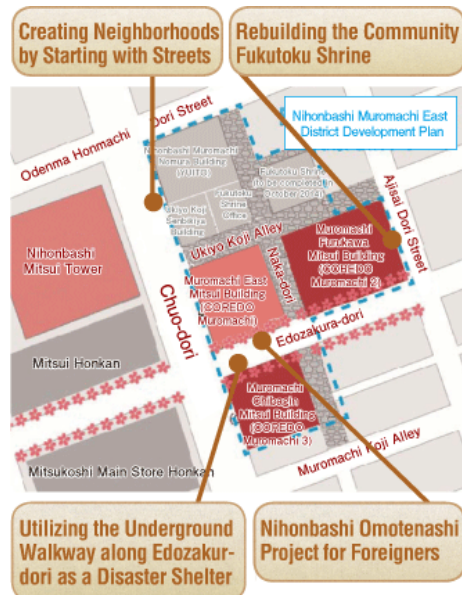


## Four Keywords for the Second Phase of the Nihonbashi Revitalization Plan



## Construction Completed for Nihonbashi Muromachi East District Development Plan

The Nihonbashi Muromachi East District Development Plan, unveiled at the launch of the Second Phase of the Nihonbashi Revitalization Plan, calls for redeveloping all of five districts to create an integrated community where people can work, play, and live. The Muromachi Furukawa Mitsui Building (COREDO Muromachi 2) and the Muromachi Chibagin Mitsui Building (COREDO Muromachi 3) opened for business in March 2014, and renovations on the Fukutoku Shrine are scheduled to be completed in October 2014.



### Creating Neighborhoods by Starting with Streets

Taking advantage of broad-area development, Mitsui Fudosan molds the entire landscape of the district while maintaining harmony with historical buildings in the area. We create streets that are a pleasure to stroll along, while expressing the unique traits of each street.



**Chuo-dori**  
A 31-meter skyline joined by the lower sections of skyscrapers



**Edozakura-dori**  
A broad sidewalk lined with cherry trees in full bloom near the Bank of Japan



**Naka-dori**  
Stone-surfaced street with underground electrical transmission lines

### Rebuilding the Community Fukutoku Shrine

Fukutoku Shrine has helped people in the Nihonbashi Muromachi area for more than 1,100 years. The shrine has offered visitors a peaceful respite from their busy lives, and has played a central role in the community with festivals and other events. The shrine also plays a role in regional disaster prevention, with a stockpile of emergency water and food supplies for people who cannot return home after a natural disaster.



Rendering of the completed Fukutoku Shrinet

### Utilizing the Underground Walkway along Edozakur-dori as a Disaster Shelter

Maintained jointly with Chuo Ward, an open space that spans about 3,000 m2 has been created. This space doubles as a disaster shelter that can accommodate around 1,800 people who are unable to return home after a natural disaster.

► P40 Enhancing Safety and Security



The Underground Walkway Along Edozakur-dori

### Nihonbashi Omotenashi Project for Foreigners

The Nihonbashi Omotenashi Project was launched along with the opening of COREDO Muromachi 2 and 3 as a way for foreign tourists to have fun experiencing the culture, history, and scenery of Nihonbashi at the Nihonbashi Tourist Information Center and the Kyorakutei Megurian Japanese-style teahouse and restaurant.

We will continue to convey the best parts of Japan to the world from Nihonbashi, where Japanese culture is preserved for all to see.



Concierge for Foreign Visitors at the Nihonbashi Tourist Information Center

## Community Creation Events in Fiscal 2013

Under the Nihonbashi Revitalization Plan, a variety of events are held with the aim of reenergizing the area with help from local organizations and companies. Several of these events have become a seasonal tradition. Here, we introduce a few of the community initiatives undertaken in fiscal 2013.

### ECO EDO Nihonbashi 2013 Experience Refreshing Edo with the Five Senses

July 13 to September 23, 2013

This event coincided with the Ministry of the Environment's Cool Share program. Over half a million people visited the Art Aquarium Exhibition throughout the 79 day period.



Water Sprinkling Contest on Bridge Day (August 4)

### TOKYO KIMONO WEEK 2013 Kimonos, Japan, and Nihonbashi

October 17-29, 2013

TOKYO KIMONO WEEK is an annual event that creates a scene on the streets of Tokyo, conveying kimono traditions with group pictures of women wearing kimonos and other events.



Group picture of around 200 women wearing kimonos (October 27)

### Cherry Blossom Festival

March 20 to April 6, 2014

Events are held for people to learn about the traditions and culture of Nihonbashi, while experiencing new ways of enjoying cherry blossoms.



Light display in the color of cherry blossoms (Mitsui Honkan)



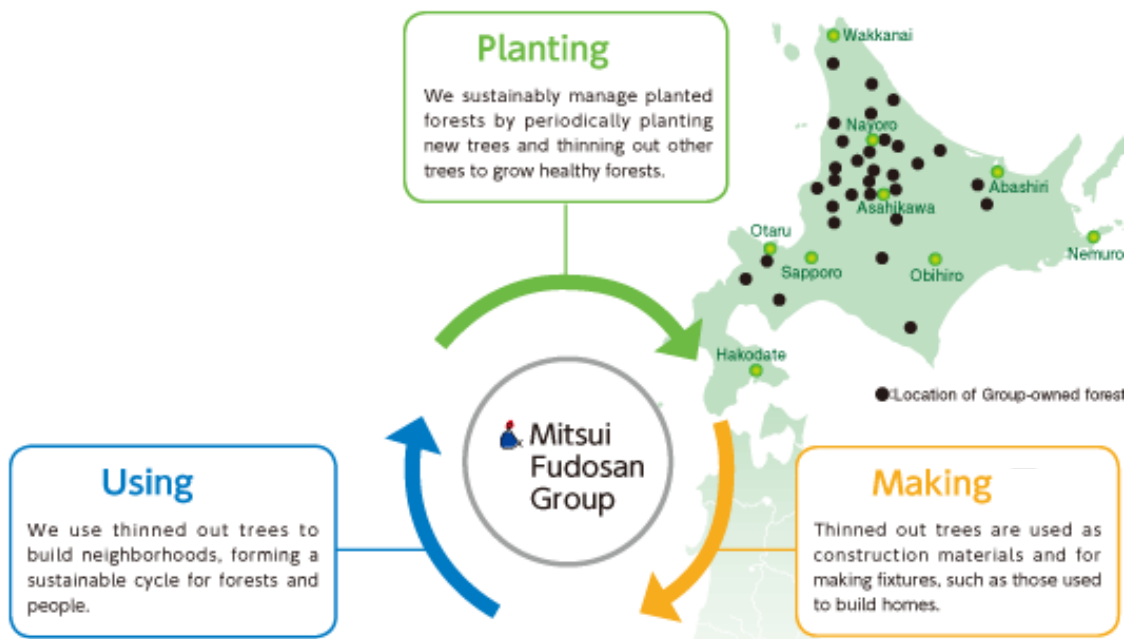
# &Forest

Aiming to Coexist with the Bountiful Natural Environment

## Planting, Making, and Using Forests

The Mitsui Fudosan Group conserves and manages approximately 5,000 hectares of forest in Hokkaido. Natural growths of trees are left to nature as much as possible with a minimal amount of intervention, while forests of planted trees are managed for healthy growth with periodic plantings, underbrush clearings and tree thinning.

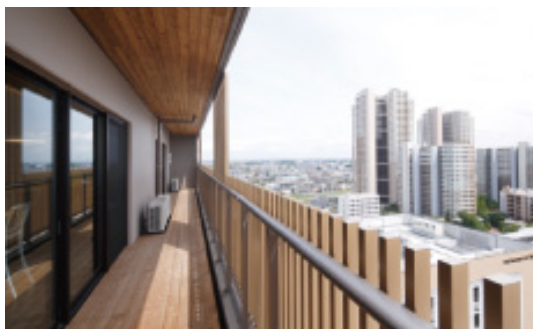
The thinned out trees are used for construction materials and other commercial uses. With the aim of expanding their use, we have created a cycle for planting, making and using forests through the sustained growth of healthy forests.



Group-owned forests



Sapporo Mitsui JP Building



Gate Square, Hotel & Residential Tower



Plywood for structure of detached housing

## Planting

More than 60% of Group-owned forests are planted, and we work to maintain healthy forests. Group employees undergo afforestation training every year.

Our curated forests are diverse biosystems and a resource for absorbing and fixating CO<sub>2</sub>. They also help preserve soil by cultivating water resources and preventing landslide damage.



Group-owned forests



Brush-clearing work



Afforestation training



Afforestation training



Hideki Naka  
Manager,  
Asahikawa Office  
Minato Estate Co.,  
Ltd.

### Afforestation Work for Growing Future Forests

Every year, we thin out around 200 hectares of forest, and some of this wood is used as construction materials in Mitsui Fudosan Group businesses, and some is processed for use in furnishings. As a manager in charge of planting trees, it gives me great pride to see this resource being used so efficiently.

We will continue to thin out our forests, and 50 years later, we plan to harvest the forest for wood resources and start the planting process over again to create new forests. In this way, the Mitsui Fudosan Group contributes to the effective use of this resource. Although individual trees are cut down, the forest will continue to survive intact. We will continue to manage forests in a healthy manner so they will be there for future generations.

## Making

With the thinned out trees from the Group's forests, we make plywood for the construction of detached housing, flooring for condominiums, and other building materials. The wood is also used to make benches, tables, and other fixtures, as well as for commercial purposes in our businesses.

Using the thinned out trees as building materials fixates CO<sub>2</sub> over the long term, helping to prevent global warming.



Maki Sakai  
Operation and  
Management  
Department, Office  
Building Division  
Mitsui Fudosan Co.,  
Ltd.

### Experiencing the Forest's Cycle in a Business Idea

We made a decision to use Karamatsu trees from Group-owned forests for the renovation of Shinjuku Kizenbou, an employee cafeteria on the third floor of the Shinjuku Mitsui Building. We took the knowledge and experience gained from afforestation training in 2012 and applied it to a business idea where wood harvested from the trees we cultured are incorporated in operations and ultimately used by tenant companies. We were able to see up close how the forest's cycle works.

The reopening of the cafeteria is scheduled for October 2014. We hope it will convey to the employees of tenant companies how resources can be cyclically harvested from forests.

## Examples of How Thinned Out Trees from Group-owned Forests Are Used

### Kashiwanoha Smart City

- Park Axis Kashiwanoha: flooring materials
- Gate Square Hotel & Residential Tower:  
Balcony flooring and ThermoWood™ ceiling materials

### Sapporo Mitsui JP Building:

benches in underpass areas

### Shinjuku Mitsui Building's Shinjuku Kizenbou restaurant:

tables and partitions



Tables and partitions made from trees thinned out from Group-owned forests (computer rendering of the Shinjuku Kizenbou restaurant)

## Using

Thinned out trees from Group-owned forests are used as materials for the interior decoration of large reinforced concrete buildings in urban areas. We aim to expand the use of these materials by developing it as a horizontal business across the Group. We hope these initiatives will lead to the revitalization of the forest industry in Japan and the sustainable growth of healthy forests.



Koutarou Saitou  
Community and  
Environment  
Promotion Office  
Mitsui Fudosan  
Co., Ltd.

### Growing and Using Group-owned Forests

With the aim of restoring vitality to Japan's forests by using domestically grown trees, materials produced from the thinning out of the Group's forests are used to make stationaries, office furniture, and other commercial products of our own business.

In order to preserve healthy forests in Japan in a sustainable manner, we aim to continue growing and using forests owned by the Group. When planting our own trees through afforestation activities, we hope they will benefit the earth and our children's children in the future. The seedlings we plant today will take 50 or more years to fully mature as trees.



## &EARTH DAY

In summer 2013, we held &EARTH DAY for the second time. Through the two workshops &EARTH melody and &EARTH Classroom, we introduced the Mitsui Fudosan Group's initiative to plant, make, and use forests, conveying the importance of the cycle of forests from their growing to harvesting and use as wood materials.

### Outline of Events

Location: LaLaport TOKYO-BAY, LaLaport Yokohama

Dates: Two days each

Total participants: about 980 people



**&EARTH melody**  
A workshop for making xylophones with wood from thinned out trees from Group-owned forests



**&EARTH Classroom**  
A lesson on the environment using storyboards

# &Society

## Support for Tohoku Companies Affected by Natural Disasters

### Supporting Regions Affected by Natural Disaster by Eating via the Yui no Ba Project

The Yui no Ba Project is a matching donation program for the reconstruction of regions where major corporations lend their management resources to companies in regions affected by the Great East Japan Earthquake (sponsored by the Reconstruction Agency's Miyagi Reconstruction Branch Office). Mitsui Fudosan has participated in this project since fiscal 2012, providing support to companies involved in marine product processing in Ishinomaki City and Kesennuma City in Miyagi Prefecture. By expanding sales channels at facilities operated by Mitsui Fudosan, we continue to hold events where the employees of tenant companies can eat the foods produced by these companies as a show of support for them.



#### Support Ishinomaki! Selling "Bounty of the Sea" at Events

Port town Ishinomaki is said to have access to one of the three largest fisheries in the world rivaling the size of Mt. Kinka. The bounty of the sea that comes through Ishinomaki is sold at events held at our office buildings and retail facilities. With this year the third time we have held the event, a total of 16 companies from Ishinomaki put their goods on display.



#### Miyagi Support Maruche

- July 17, 2013
- Mitsui Annex (Chuo-ku, Tokyo)

More than 500 employees from the Mitsui Fudosan Group visited.



#### Kasumi Maruche 2013

- October 28-29, 2013
- Kasumigaseki Building (Chiyoda-ku, Tokyo)

We participate in this event every autumn, offering tastings and sales of foods for nearby office workers.



#### Ishinomaki Reconstruction Support Maruche in Mitsui Outlet Park Sendai Port

- November 16-17, 2013
- Mitsui Outlet Park Sendai Port (Miyagino-ku, Sendai City)

A marketplace was opened to promote sales to the general public.

## Support Kesennuma! Reconstruction Lunches Offered in Cafeterias

We offer “Reconstruction Lunches” made of processed marine products from Kesennuma at employee cafeterias frequented by the tenants of our office buildings. As an ongoing way to support reconstruction at restaurants after first offering the products at Yui no Ba events, we have sold more than 10,000 meals as of May 2014.



Posters



Posters



Signage in stores

### Venues where Reconstruction Lunches are served:

- Shinjuku Mitsui Building (Shinjuku-ku, Tokyo)[from December 2013]
- Toranomon Twin Building (Minato-ku, Tokyo)[from February 2014]
- Shinkiba Center Building (Koto-ku, Tokyo)[from March 2014]
- Oval Court Osaki Mark West (Shinagawa-ku, Tokyo)[from March 2014]
- Gate City Ohsaki (Shinagawa-ku, Tokyo)[from April 2014]



Yasuhiro Abe  
President  
Abecho Shoten  
Co., Ltd.

### Conveying the Best of Kesennuma to Everyone

Thanks to everyone's warm and heartfelt support, I am pleased beyond words that food from Kesennuma is being served in Reconstruction Lunches. The Great East Japan Earthquake completely destroyed eight of the 12 business offices at my company in the core marine products business. We have not finished reconstructing after the disaster, but we are working hard to express the best of Kesennuma to everyone through our products. We appreciate any help you can lend us in this endeavor.



Teruo Kobayashi  
Community and  
Environment  
Promotion Office  
Mitsui Fudosan  
Co., Ltd.

### Fully Leveraging the Mitsui Fudosan Group's Resources and Expertise to Support Reconstruction

Even though three years have passed since the Great East Japan Earthquake, damaged areas are still being rebuilt. In these areas, the rejuvenation of industry is an important topic on par with the rebuilding of infrastructure and homes. With its core business in real estate, the Mitsui Fudosan Group will leverage its resources and expertise to provide continuous support for the reconstruction of business in affected regions. Anyone can eat at the employee cafeterias in our office buildings. I sincerely hope everyone offers their support for the reconstruction of damaged regions.



# &Global

## Aiming to Create New Value Overseas

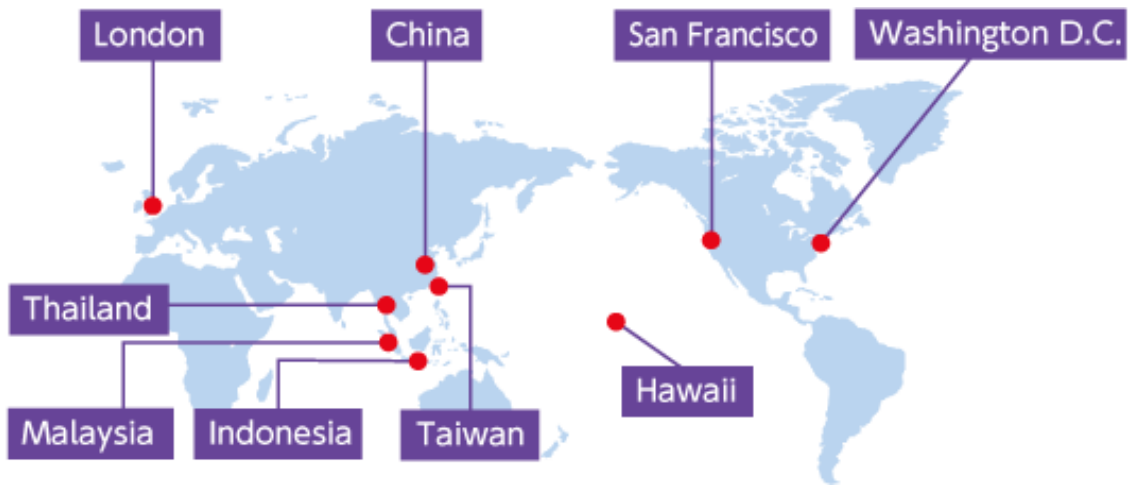


### Accelerating Business Development in Europe, the U.S., and Asia

The Mitsui Fudosan Group has office building operations in the major cities of Europe and the U.S., hotel operations in Hawaii, and develops housing and retail facilities in Asia. We are expanding operations around the world through alliances with leading local partner companies.

Using the know-how gained in Japan in smart cities, safety and security, and coexisting with the environment, we aim to create new value through the provision of high-quality products and services tailored to each region.

#### Major Overseas Projects in Progress



#### London



Office building One Angel Court (acquired in 2013)



Office building 8-10 Moorgate (completed in 2014)

#### San Francisco

Opened Mitsui Fudosan America, Inc.'s San Francisco Branch (2013)



Office building 270 Brannan Development Project

#### Washington D.C.



Office building 1200 17th Street Development Project (completed in 2014)

## China



Commercial facility Shanjing Outlet Plaza-Ningbo (opened in 2011)

## Taiwan



Retail facility (tentative name) Taiwan Linkou Outlet Project (construction started in 2014)

## Thailand



Built-for-sale condominium building Ideo Q Siam-Ratchathewi (construction started in 2014)

## Malaysia



Built-for-sale housing The MEWS (photo) (construction started in 2014)  
Retail facility (tentative name) Mitsui Outlet Park Kuala Lumpur International Airport (KLIA)

## Indonesia



Built-for-sale condominium building CitraGarden City in Citra Block 6 (construction started in 2014)  
Built-for-sale detached housing CitraRaya in Ecopolis Block (construction started in 2013)

## Hawaii



Hotel Halekulani 30th Anniversary (2014)



Hiroyasu Nakamura  
Halekulani  
SVP, Secretary &  
Treasurer

### A New Determination for the Next Decade

Opened on March 1, 1984, the Halekulani is celebrating its 30th anniversary. Beginning from nothing, the Halekulani has won accolades as a world resort on the island of Oahu, Hawaii. We are grateful to our customers and local staff. We held a party in May 2014 to celebrate our anniversary, with more than 300 people attending from the local community including the governor of Hawaii. Along with the local staff, we are determined to create new value for the next ten years.



## Our Efforts to Reduce Environmental Impact

### Basic Stance

The Mitsui Fudosan Group has identified reducing environmental impact as a central theme of its environmental initiatives to create a sustainable society. We strive for a light global environmental footprint by reducing CO<sub>2</sub> emissions, conserving water resources, reducing hazardous substances, and saving resources while reducing waste.

## Reducing CO<sub>2</sub> Emissions

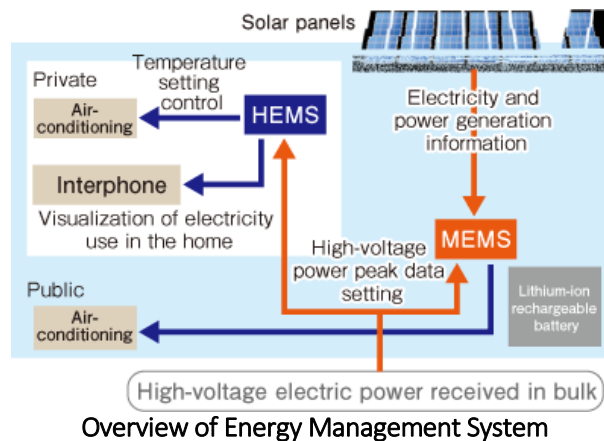
The Mitsui Fudosan Group works to reduce CO<sub>2</sub> emissions in its existing buildings and provide new buildings that emit less CO<sub>2</sub> by conserving, creating, and storing energy on the premises. Moreover, we offer mobility designs in a bid to curb CO<sub>2</sub> emissions from automobiles.

### CO<sub>2</sub>-Reducing Homes

The Mitsui Fudosan Group's housing business installs energy creation, energy storage, and energy management systems in addition to energy-conserving equipment in its buildings. We have standardized design specifications for reducing CO<sub>2</sub> emissions in insulation, water heaters, and lighting.

#### Park Homes Shinagawa The Residence

Scheduled to be completed in October 2014, the built-for-sale condominium Park Homes Shinagawa The Residence (Minato-ku, Tokyo) complies with Grade 4 energy savings (a next-generation energy conservation standard) and features specifications for conserving, creating, and storing energy, including LED lighting, Low-E glass, solar power systems (total output of about 10kW), and lithium-ion batteries (total storage capacity of about 6kWh). In addition, plans call for introducing an energy management system combining HEMS and MEMS\*<sup>1</sup>. Thanks to the use of HEMS and MEMS, this project was designated by the Ministry of Economy, Trade and Industry as a Smart Condominium Implementation Acceleration Project.



Overview of Energy Management System

\*1 MEMS: Mansion Energy Management System

#### Park Tower Nishi-Shinjuku M's Port

Park Tower Nishi-Shinjuku M's Port (Shinjuku-ku, Tokyo) features a Mansion (condominium) Energy Management System (MEMS) that controls HEMS in each condominium, a shared bank of lithium-ion rechargeable batteries (total storage capacity of about 88kWh), air-conditioning systems, lighting, and electric vehicle charging stations, enabling a demand-response system during peak electricity demand periods for the entire building. When residents help reduce electricity usage during peak hours, they receive points based on how much electricity was cut, and these points can be used to pay their electric bills the following month. This system encourages residents to reduce their electricity use during peak demand hours.

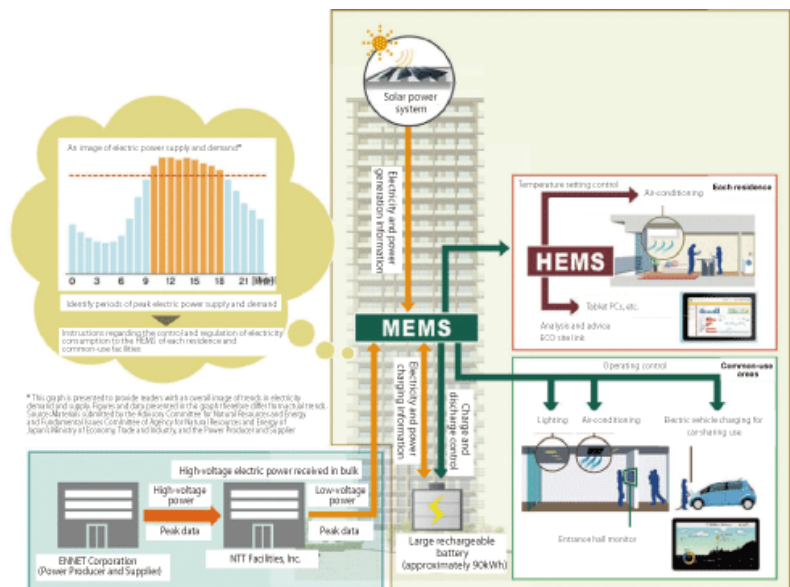


Illustration of Energy Management with MEMS and HEMS

### Park Homes LaLa Shin-Misato

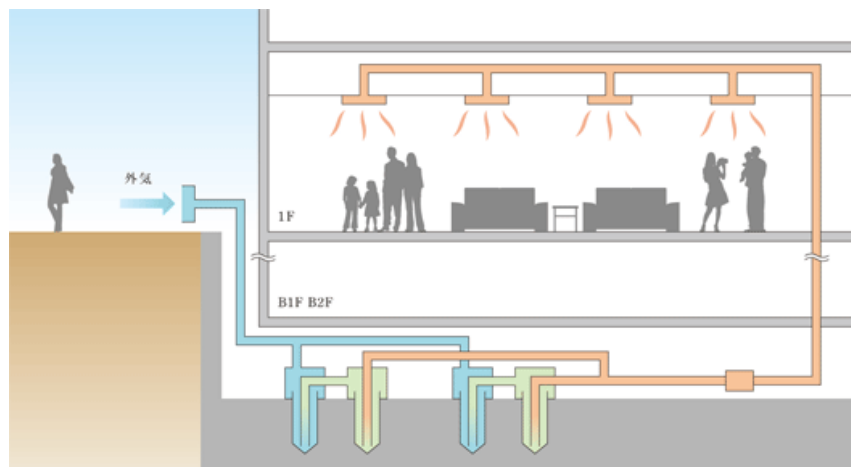
Scheduled for completion in September 2014, Park Homes LaLa Shin-Misato (Misato-shi, Saitama) is a for-sale condominium building that complies with Grade 4 energy savings (a next-generation energy conservation standard) and features high-performance energy-saving equipment as standard equipment, including Low-E glass and Eco-Jyozu high-efficiency gas water heaters for homes. The building has an energy management system combining HEMS and MEMS, replete with a solar power generation system with a total output of about 10kW and storage batteries with a capacity of around 5.53kWh. Plans call for setting up a system where the condominium management association and residents receive points that can be applied to their electricity bills for helping reduce peak electricity usage.



Measures to Reduce CO<sub>2</sub> Emissions at Park Homes LaLa Shin-Misato

### Tokyo Wonderful Project SKYZ Tower & Garden

Completed in August 2014, Tokyo Wonderful Project SKYZ Tower & Garden (Koto-ku, Tokyo) complies with Grade 4 energy savings specifications (a next-generation energy conservation standard) and features a solar power generation system with a total output of about 30kW and a lithium-ion rechargeable battery bank with a total capacity of roughly 96kWh, in addition to an energy usage visualization system. A fresh air processing system that uses geothermal energy cuts down on heating costs and helps reduce CO<sub>2</sub> emissions.



Fresh air processing system that uses geothermal energy

These initiatives were recognized with the CASBEE for Urban Development S Rank Certification and three-star rankings in all five categories of Tokyo's Condominium Environmental Performance Indication (fiscal 2009 standard).

Tokyo's Condominium Environmental Performance Indication (fiscal 2009 standard)

東京都マンション環境性能表示

建物の断熱性	★★★
設備の省エネ性	★★★
太陽光発電・太陽熱	★★★
建物の長寿命化	★★★
みどり	★★★

この表示は、都民の健康と安全を確保する環境に関する条例に基づくものです。 2009年度基準

### Park Axis Premier Nihonbashi Muromachi

Park Axis Premier Nihonbashi Muromachi is a rental condominium complex on the top four floors of the Muromachi Furukawa Mitsui Building (Chuo-ku, Tokyo) that was completed in January 2014. LED lighting is installed throughout the residential area to conserve energy, and electricity used in public areas is generated by a dedicated solar power generation system for the residences. Moreover, an electricity usage visualization system connected to the BEMS for the entire building allows residents to view on their PCs and smartphones the power generated by the solar panels and the electricity they use in their homes.

## Fine Court Keihanna Koen Toshi

Mitsui Fudosan Residential Co., Ltd.'s built-for-sale detached housing property Fine Court Keihanna Koen Toshi (Seika, Soraku, Kyoto) features dual power generation systems in each of the 32 housing units as standard equipment, comprising solar power generation with 3.6kWh output and Eco-Will power generation and hot water heating systems that use city gas with 1kWh output. This is sufficient to cover approximately 67% of the annual electricity used by a typical household of four people. Compatible with smart technology, ENELOOK PLUS\*2 is also standard



Homes at Fine Court Keihanna Koen Toshi

equipment in all of the homes, allowing residents to see the amount of electricity generated by these systems and monitor their own energy usage. It also creates energy reports about energy usage and offers advice on how to conserve energy. Moreover, the property features energy-saving specifications based on passive designs that utilize light and wind.

\*2 ENELOOK PLUS is a HEMS product provided by Osaka Gas Co., Ltd.

## Standard Specifications for Reducing CO<sub>2</sub> Emissions in the Housing Business

The Mitsui Fudosan Group's housing business has standardized design specifications for reducing CO<sub>2</sub> emissions in insulation, water heaters and lighting.

In March 2014, Mitsui Fudosan Residential Co., Ltd. decided to install as standard equipment the EneFarm residential fuel cell system in all newly built units of the Fine Court series of detached housing within the service area of Tokyo Gas Co., Ltd. comprising Tokyo, Kanagawa, Chiba, and Saitama prefectures. This equipment will be standard in some properties for which blueprints have already begun to be drawn up as of March 2014.

### Standard specifications for reducing CO<sub>2</sub> emissions in the housing business (fiscal 2013)

Business segment	Company	Standard specification for reducing CO <sub>2</sub> emissions		Areas with the standard	Start of standard	
For-sale condominiums	Mitsui Fudosan Residential Co., Ltd.	Insulation	Grade 4 energy savings (next-generation energy conservation standard)	Tokyo metropolitan area	Fiscal 2011	
			Low-E glass	Tokyo metropolitan area	Fiscal 2011	
		Hot water	High-efficiency water heaters		Tokyo metropolitan area	Fiscal 2009
			Lighting	common areas	LED lighting, fluorescent bulbs	Tokyo metropolitan area
		exclusive areas		LED lighting, motion sensors	Tokyo metropolitan area	Fiscal 2011
		Energy management	Energy visualization systems		Tokyo metropolitan area	Fiscal 2011
		Energy creation	Solar power systems		Three largest cities	Fiscal 2011
		Other	Water-saving toilets, showers, and faucets		Tokyo metropolitan area	Fiscal 2011
			Electric vehicle charging stations		Tokyo metropolitan area	Fiscal 2012
			Grade 3 anti-deterioration measures		Tokyo metropolitan area	Fiscal 2009
Water sprinkling blocks			Tokyo metropolitan area	Fiscal 2011		
Rental condominiums	Mitsui Fudosan Co., Ltd.	Insulation	Grade 4 energy savings (next-generation energy conservation standard)	Tokyo metropolitan area	Fiscal 2009	
			Multi-paned glass	Tokyo metropolitan area	Fiscal 2009	
		Hot water	High-efficiency water heater		Tokyo metropolitan area	Fiscal 2013
			Lighting	common areas	LED lighting	Tokyo metropolitan area
		exclusive areas		Fluorescent lighting	Tokyo metropolitan area	Fiscal 2009
Other	Showerhead with on/off switch		Tokyo metropolitan area	Fiscal 2013		
Detached for-sale residence	Mitsui Fudosan Residential Co., Ltd.	Reduction in energy consumption		Housing business builder standards (housing top runner standards)	Nationwide	Fiscal 2012
		Insulation	Grade 4 energy savings (next-generation energy conservation standard)		Nationwide	Fiscal 2012
			Low-E glass		Tokyo (nationwide since fiscal 2012)	Fiscal 2009
		Hot water	High-efficiency water heaters		Tokyo (nationwide since fiscal 2012)	Fiscal 2009
			EneFarm		Fine Court series within the service area of Tokyo Gas Co., Ltd.	March 2014
		Energy management	Energy visualization systems		Tokyo (nationwide since fiscal 2012)	Fiscal 2009
Custom-built detached special residence	Mitsui Home Co., Ltd.	Insulation	Grade 4 energy savings (next-generation energy conservation standard)		Nationwide excluding Okinawa	Fiscal 2010
			Hot water	High-efficiency water heaters		Nationwide excluding Okinawa

1. The standards mentioned here are related to design standard specifications. There are cases where some design standard specifications are not used due to a property's unique characteristics, such as construction conditions, government regulations, business models and product traits.

2. Standardization dates show when design standard specifications were incorporated. This covers properties that were designed after the date shown.

3. For-sale condominiums exclude the Park Luxe mono series. In addition, solar power systems are standard at properties with no emergency power generators.

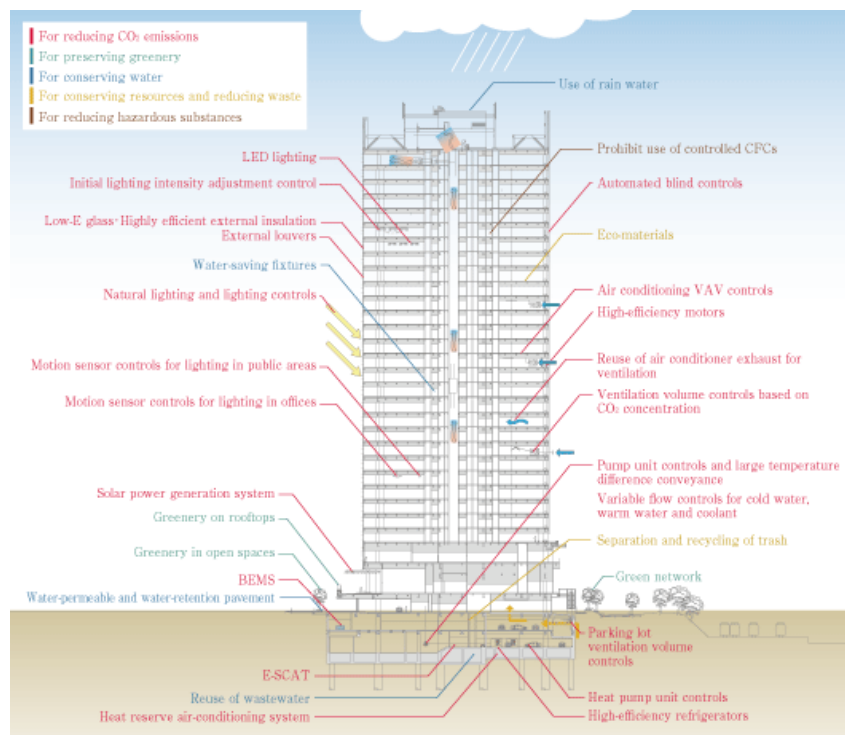


## Reducing CO<sub>2</sub> Emissions at Office Buildings

The Mitsui Fudosan Group strives to provide office buildings with high-performance energy savings, while working to further improve energy-saving performance in existing office buildings by switching to high-efficiency energy-saving equipment and managing to conserve energy.

### Iidabashi Grand Bloom

Iidabashi Grand Bloom (Chiyoda-ku, Tokyo) is an office building with environmental performance equivalent to CASBEE for New Construction S Rank (2010 version), a comprehensive environmental performance system for buildings. The use of Low-E glass and automated angle controllers of blinds is designed to alleviate the burden on air-conditioning systems and create a reliable source of natural light. All exclusive and common areas use LED lighting, automated light adjustment systems, and high-efficiency heating and air-conditioning systems. We aim to optimize total energy use through BEMS and E-SCAT (thermal total optimization control systems). In addition, there are solar power generation systems and two recharging stations for electric vehicles.



Environmental Features of Iidabashi Grand Bloom

## Reducing CO<sub>2</sub> Emissions in the Hotel Business

Mitsui Garden Hotels has been upgrading to energy-saving equipment, such as LED lighting, energy-saving bidets for toilets, and high-efficiency air-conditioning systems, on top of introducing energy-conserving light switches that automatically turn off a guestroom's lights when the guest removes their key from the key box. At the resort hotel Haimurubushi (Taketomi, Yaeyama, Okinawa Prefecture), we aim to conserve energy by installing fans in all ceiling cassette-type air-conditioners in the back offices and switching to LED lighting in public areas.

## Large-Scale Solar Power Systems at Retail Facilities

At large suburban retail facilities, we have been installing large-scale solar power generation facilities. In fiscal 2013, we expanded the solar power systems at Mitsui Outlet Park Shiga Ryuo (Ryuo, Gamo, Shiga Prefecture) and Mitsui Outlet Park Kisarazu (Kisarazu, Chiba Prefecture) by about 118kW each for a combined output of approximately 800kW. At LaLaport TOKYO-BAY (Funabashi City, Chiba), we newly installed a solar power facility with roughly 400kW in generation capacity.

## Installations of Large-Scale Solar Power Systems at Retail Facilities (as of the end of fiscal 2013)

Facility name	Generation capacity (kW)		
	Existing capacity	Expanded and new capacity	Total
MOP Shiga Ryuo	About 18	About 100	About 118
MOP Kisarazu	About 600	About 200	About 800
LaLaport TOKYO-BAY	—	About 400	About 400
LaLaport Kashiwanoha	About 10	About 492	About 502

Notes : 1. MOP stands for Mitsui Outlet Park

2. Facilities at LaLaport Kashiwanoha were expanded in fiscal 2012.

## Development of Large-Scale, Environmentally Friendly Logistics Facilities

Mitsui Fudosan has been developing large-scale, environmentally friendly logistics facilities in the Kanto and Kansai regions.

In fiscal 2013, construction was completed at GLP-MFLP Ichikawashiohama\*<sup>3</sup>(Ichikawa, Chiba Prefecture) as a joint endeavor with Global Logistics Properties Co., Ltd. (GLP). The environmentally friendly facility has obtained CASBEE for New Construction A Rank certification and features a large-scale solar power system with 2MW\*<sup>4</sup> in generation capacity. MFLP Yashio (Yashio, Saitama Prefecture), MFLP Kuki (Kuki, Saitama Prefecture) and MFLP Sakai (Sakai, Sakai District), which began construction in fiscal 2013, plan to obtain CASBEE A Rank certifications and feature large solar power generation systems with at least 1MW in capacity.

\*3 MFLP stands for Mitsui Fudosan Logistics Park.

\*4 MW : 1MW = 1,000kW

## Development of Large-Scale Environmentally Friendly Logistics Facilities (construction finished/started, acquired properties as of fiscal 2013)

Facility name	Location	CASBEE Certifications Acquired	Solar power generation capacity (MW)	Date of completion
MFLP Yokohama Daikoku	Tsurumi-ku, Yokohama	CASBEE Yokohama A Rank	-	April 2009 (acquired in July 2013)
GLP-MFLP Ichikawashiohama	Ichikawa, Chiba Prefecture	CASBEE for New Construction A Rank	About 2	January 2014
MFLP Yashio	Yashio, Saitama Prefecture	CASBEE for New Construction A Rank	About 1	March 2014
MFLP Kuki	Kuki, Saitama Prefecture	CASBEE Saitama A Rank	About 1.7	July 2014
MFLP Sakai	Sakai, Sakai District	CASBEE for New Construction A Rank (planned)	About 2	September 2014

## Employee Comments



Takuya Okada  
Logistics Properties  
Department  
Mitsui Fudosan Co.,  
Ltd.

### Creating Environmentally Friendly Logistics Parks

Mitsui Fudosan Logistics Parks are logistics facilities developed and operated by Mitsui Fudosan. In addition to being highly functional as distribution centers, they have acquired CASBEE for New Construction A Rank certifications in line with the Mitsui Fudosan Group's environmental policy. The logistics parks feature solar power systems and greenery and trees planted to make them more environmentally friendly.

### Start of Operations at Megasolar Power Stations

Mitsui Fudosan has been constructing large-scale solar power stations (megasolar power stations) with the objectives of effectively utilizing properties owned by tenant companies (CRE) and promoting the use of renewable energy.

In fiscal 2013, two megasolar power stations started operations in Oita, Oita Prefecture and Sanyo-Onoda, Yamaguchi Prefecture, and one more megasolar power station began operating on April 1, 2014 in Tomakomai, Hokkaido. The combined generation capacity of these three facilities is about 54MW. In fiscal 2014, we plan to launch operations at two more megasolar power stations, with one each in Hachinohe, Aomori Prefecture and Omuta, Fukuoka Prefecture.

### Curbing CO<sub>2</sub> Emissions from Automobiles

The Mitsui Fudosan Group helps reduce emissions of CO<sub>2</sub> from automobiles by promoting the sharing of electric vehicles, installing electric vehicle recharging stations, and asking drivers to turn off their engines when idling.

#### Electric Vehicle Sharing Programs at For-Sale Condominium Buildings

Mitsui Fudosan Residential Co., Ltd.'s for-sale condominium buildings feature sharing programs for electric vehicles and power-assisted bicycles. In the Tokyo metropolitan area, electric vehicle charging stations have been a standard feature since fiscal 2012.

Electric vehicle sharing programs will be available at the Park Homes LaLa Shin-Misato, Tokyo Wonderful Project SKYZ Tower & Garden, and Park Homes Shinagawa The Residence, construction on which has been completed or plan to be completed in fiscal 2014. Electric vehicles for car sharing can also be used as emergency power supplies during blackouts.

#### Implementation of Electric Vehicle Sharing Programs at For-Sale Condominium Buildings (properties constructed in fiscal 2014)

Facility name	Sharing		Electric vehicle charging stations
	Electric vehicle(s)	Power-assisted bicycles	
Park Homes Shinagawa The Residence	1 car	12 bicycles	Charging outlets: 7
Park Homes LaLa Shin-Misato	1 car	8 bicycles	Charging stations: 1
Tokyo Wonderful Project SKYZ Tower & Garden	2 cars	—	Parking slots with charging stations: 60

## Conserving Water Resources

The Mitsui Fudosan Group strives to effectively use water resources, including rainwater and grey water, and conserve water in order to preserve the water environment. We also make an effort to allow rainwater to reach the soil in order to replenish subterranean aquifers.

### Water Conservation

At our office buildings and retail facilities, we install water-saving equipment in newly constructed buildings and we have also been switching to water-saving equipment in existing buildings when they are renovated. At our hotels, we offer rate plans that help conserve water resources.

#### Kita-Shinagawa 5-chome Dai-ichi District Type 1 Urban Redevelopment Projects A1 and C1 Office Buildings

For the Kita-Shinagawa 5-chome Dai-ichi District Type 1 Urban Redevelopment Projects A1 and C1 Office Buildings that are scheduled to complete construction in January 2015, we plan to use water-saving flush valves in all 367 toilets in public restrooms. We estimate that this will save approximately 68,000 m<sup>3</sup> of water annually compared with regular toilets.

#### No Make Plan and Eco Stay Plan at Hotels

At the resort hotel Haimurubushi (Taketomi, Yaeyama, Okinawa Prefecture), we offer a No Make Plan to guests staying for several nights that opts out of room cleaning and fresh linen services. Mitsui Garden Hotels also offers a similar plan called Eco Stay Plan. By reducing the number of times rooms are cleaned and sheets and towels are washed, the amount of water and cleansers used is also reduced, thereby helping alleviate the burden on the environment.

### Use of Rainwater and Grey Water

Mitsui Fudosan aims to effectively use water resources by taking advantage of rainwater and grey water at its office buildings, retail facilities and for-sale condominium buildings.

We plan to reuse collected and filtered rainwater for flushing toilets and for watering greenery at the Kita-Shinagawa 5-chome Dai-ichi District Type 1 Urban Redevelopment Projects A1 and C1 Office Buildings as well as Tokyo Wonderful Project SKYZ Tower & Garden (Koto-ku, Tokyo), which was completed in August 2014.

#### Use of Rainwater (properties completed in fiscal 2014)

Facility name		Details	Applications
Kita-Shinagawa 5-chome Dai-ichi District Type 1 Urban Redevelopment Project	A1 Building	Rainwater storage capacity: 110 m <sup>3</sup>	Water for flushing toilets and watering greenery
	C1 Building	Rainwater storage capacity: 90 m <sup>3</sup>	
Tokyo Wonderful Project SKYZ Tower & Garden		Rainwater storage capacity: 50 m <sup>3</sup>	Water for greenery

### Letting Rainfall Reach the Ground

In our office buildings and retail facilities, we aim to let rainwater reach underground by utilizing water-permeable paving for parking lots, walkways and external sections of the building.



## Reducing Hazardous Substances

The Mitsui Fudosan Group uses cleaning solutions with minimal environmental impact and low-formaldehyde building materials in order to lower the impact of hazardous substances on the environment and people's health. We also take appropriate measures based on related laws and regulations to dispose of PCB waste and chlorofluorocarbons and to remedy soil contamination.

### Lowering Environmental Impact of Cleaning Solvents

Mitsui Fudosan Facilities Co., Ltd. has been transitioning to eco-chemicals with low environmental impact based on its own standards, with the exception of chemicals designated by its customers, for cleaning solutions (toilet cleaner, floor and general-purpose cleaner, wax and removers). As of the end of fiscal 2013, the company had transitioned about 92% of its chemicals to eco-chemicals, excluding those designated by customers.

Mitsui Fudosan Residential Service Co., Ltd. (formerly Mitsui Fudosan Housing Service Co., Ltd.) uses cleaning solutions with low environmental impact based on its own standards for cleaning condominiums, with the exception of some managed properties.

### Mitsui Fudosan Residential Service Co., Ltd.'s Standards for Cleaning Solutions with Low Environmental Impact

Cleaning solutions that satisfy the following conditions:

- More than 60% biodegradable (after 28 days)
- Chemically neutral
- Low biochemical oxygen demand (BOD) and chemical oxygen demand (COD)

### Sick House Countermeasures

For our office buildings and retail facilities, we have added guidelines for combating sick house symptoms to our eco-specifications (for design, etc.). We make concerted efforts to prevent formaldehyde and other volatile organic compounds (VOCs) from entering our buildings, because they are a cause of sick house syndrome. Mitsui Garden Hotels uses low-formaldehyde building materials\*<sup>5</sup> including building components, adhesives and paints.

The housing business promotes the use of low-formaldehyde building materials to limit substances that cause sick house syndrome, such as formaldehyde.

\*<sup>5</sup> Low-formaldehyde building materials:

Building materials rated by Japanese Industrial Standards (JIS) and Japanese Agricultural Standards (JAS) as having the minimal or second-lowest level of formaldehyde emissions.

### Appropriate Storage, Management and Disposal of PCB Waste

The Mitsui Fudosan Group appropriately stores, manages and disposes of PCB waste at its office buildings, retail facilities and hotels based on the Law Concerning Special Measures Against PCB Waste.

In fiscal 2013, we did not dispose of any waste with high concentrations of PCB. Equipment with high concentrations of PCB that have already been registered for disposal but have not been disposed of yet numbered 73 units at one retail facility and three units at one hotel as of the end of fiscal 2013. They continue to be appropriately stored and managed.

## Appropriate Disposal of Chlorofluorocarbons

When equipment containing chlorofluorocarbons is thrown away at our office buildings, retail facilities and hotels, it is disposed of in an appropriate manner in accordance with relevant laws and regulations. In fiscal 2013, the Mitsui Fudosan Group appropriately disposed of 117 air conditioning units (outdoor gas heat pump units) at two retail facilities.

### Appropriate Disposal of Chlorofluorocarbons at Retail Facilities (fiscal 2013)

Facility name	Location	Number disposed
Mitsui Outlet Park Marine Pier Kobe	Tarumi-ku, Kobe City	Air conditioners (outdoor gas heat pump): 105 units
Alpark	Nishi-ku, Hiroshima City	Air conditioners (outdoor gas heat pump): 12 units

## Responding Appropriately to Soil Contamination

The Mitsui Fudosan Group complies with relevant laws and regulations for surveying soil history. We also implement soil contamination surveys and take measures to remedy contaminated soil as needed.

## Saving Resources While Reducing Waste

The Mitsui Fudosan Group aims to conserve resources and reduce waste through the 3Rs (reduce, reuse and recycle), while striving to prolong the useful life of its buildings. We also make sure our waste management subcontractors dispose of waste properly.

### Reduce

In order to reduce the generation of waste, we make every effort to restrict the use of disposable products and have introduced a metering system.

#### Introduction of a Metering System at Retail Facilities

In an attempt to reduce waste from stores, our retail facilities feature a metering system that charges for the volume of waste generated. There are a total of 32 retail facilities with this waste metering system, with two facilities added in fiscal 2013.



Application of stickers



Scale



Taking measurements



Separating waste

### Reuse

The Mitsui Fudosan Group aims to reuse materials instead of throwing them away in order to conserve resources and reduce waste.

### Recycle

The Mitsui Fudosan Group makes every effort to recycle raw garbage and used carpet tiles, and has an innovative recycling system for used paper, fluorescent light bulbs and batteries.

#### Recycling Raw Garbage

At our office buildings and retail properties, raw garbage from restaurants is recycled into fertilizer and feedstock for livestock, or converted into biomass energy (electricity and gas).

#### Recycled Raw Garbage (fiscal 2013)

Category		Office buildings (38)	Retail facilities (32)
Raw garbage	Waste volume	3,094 tons/year	4,099 tons/year
	Recycled volume	2,405 tons/year	4,074 tons/year
	Recycling ratio	77.7%	98.7%
Recycling applications		Feedstock, power generation	Fertilizer, feedstock, gasification, incineration power generation

At the resort hotel Haimurubushi, we make compost out of coffee grounds from our restaurants, and then use this compost to cultivate herbs and vegetables in the hotel gardens. In turn, the herbs and vegetables are served in our restaurants. Other raw garbage is processed on the premises with a raw garbage processor that uses microbes.

At the Toba Hotel International (Toba, Mie Prefecture), waste oil from our kitchens is reclaimed and reused as fuel by an industrial waste processing subcontractor. In fiscal 2013, approximately 3m<sup>3</sup> of waste oil was recycled.



Compost made from coffee grounds (Haimurubushi)



Herbs grown using compost made from coffee grounds (Haimurubushi)

### Recycling of Environmentally Friendly Tile Carpeting

Used carpet from office buildings managed by the Mitsui Fudosan Group is collected and recycled into environmentally friendly tile carpeting, which is then reused in office buildings in the Tokyo metropolitan area. This recycling system helps reduce CO<sub>2</sub> emissions by using environmentally friendly tile carpeting.

#### Tile carpet recycling (fiscal 2013)

Volume of used carpet collected	About 126,000 m <sup>2</sup>
Volume of environmentally friendly tile carpet supplied	About 113,000 m <sup>2</sup>
Cumulative volume supplied since fiscal 2002	About 852,000 m <sup>2</sup>

#### Recycled Business Paper Usage Ratio in Mitsui Fudosan's Offices

In fiscal 2013, about 96% of the business paper used\*<sup>6</sup> was recycled paper in Mitsui Fudosan's offices.

\*<sup>6</sup> Ratio of recycled business paper used: The ratio of recycled paper used for all business paper (weight basis).

### Wastepaper Recycling Loop System

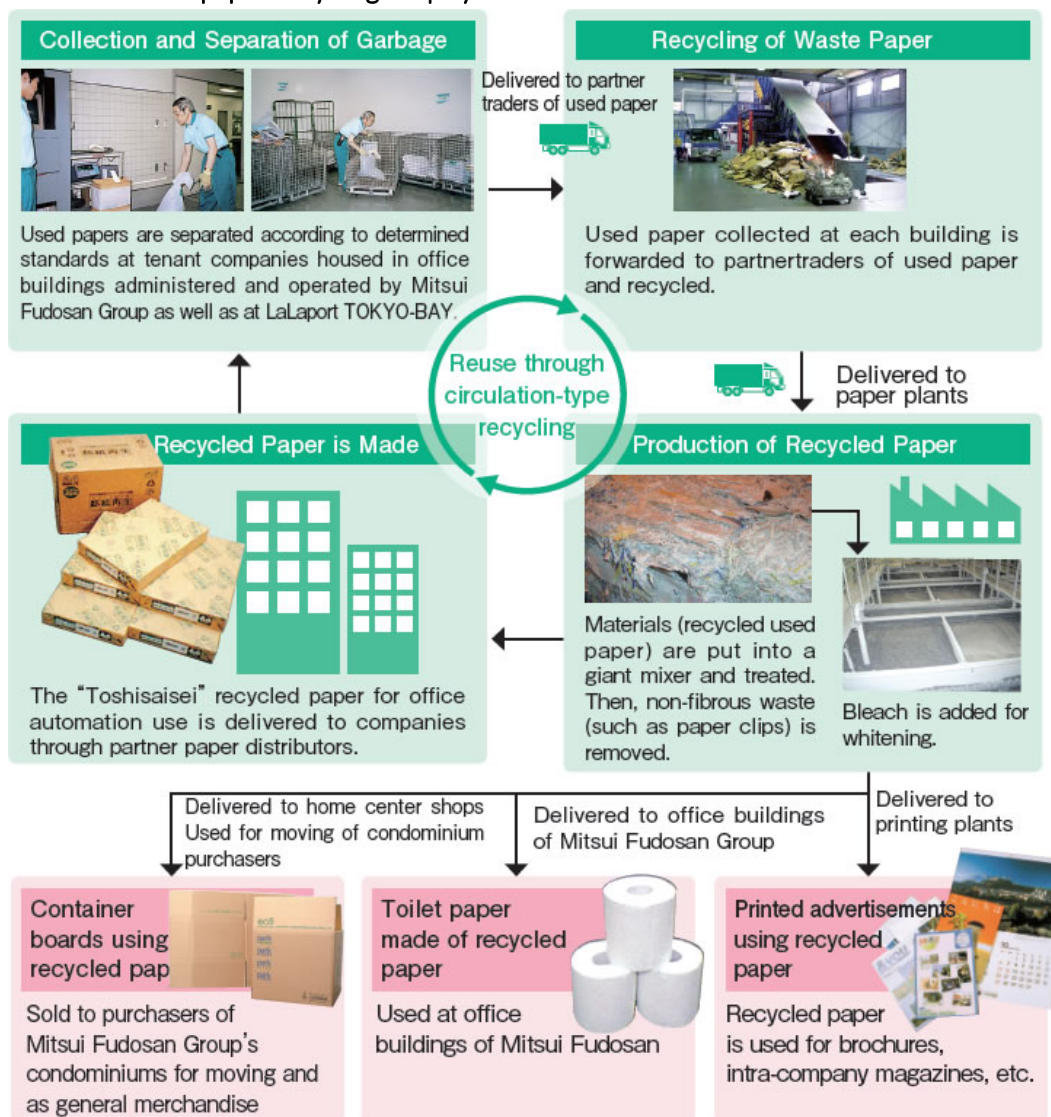
The Mitsui Fudosan Group has created a unique recycling loop system for wastepaper, which is collected from office buildings managed by the Mitsui Fudosan Group in Tokyo and also from the LaLaport TOKYO-BAY. The wastepaper is recycled into original recycled office paper and is reused as toilet paper. In fiscal 2013, we collected about 8,928 tons of wastepaper, and purchased about 863 tons of recycled paper.

#### Wastepaper recycling (fiscal 2013)

Volume of wastepaper collected	78 office buildings in Tokyo	About 7,908 tons	Total of about 8,928 tons
	LaLaport TOKYO-BAY	About 1,020 tons	
Recycled paper purchased	Mitsui Fudosan Group's purchase volume	About 863 tons (including 522 tons of toilet paper)	



## Outline of Wastepaper Recycling Loop System



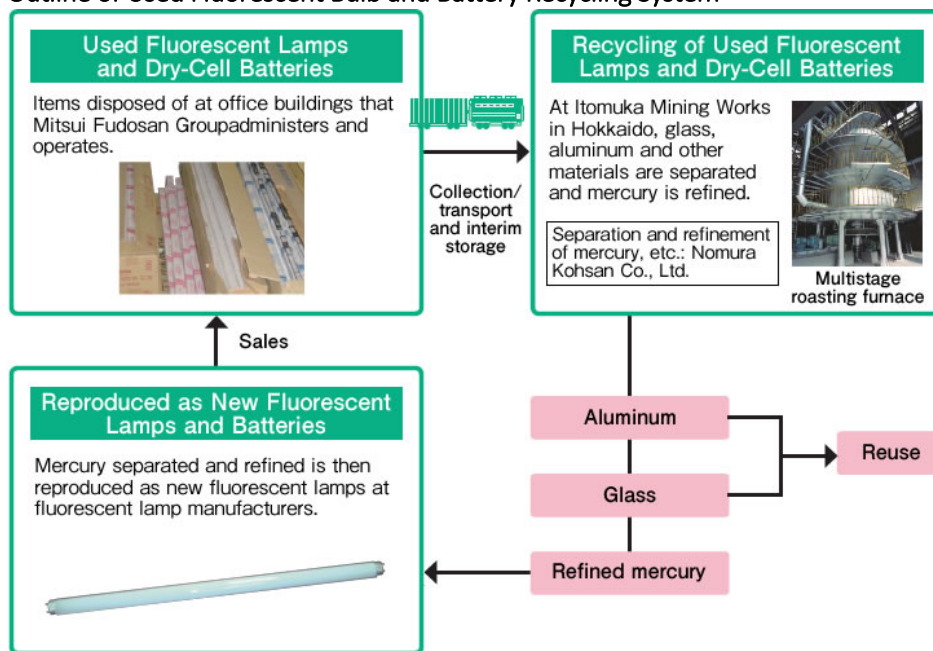
## Used Fluorescent Bulb and Battery Recycling System

Mitsui Fudosan has established a recycling system for used fluorescent bulbs and batteries in cooperation with four subcontractors including a recycling company and a transportation company. Used fluorescent bulbs and batteries at office buildings and hotels managed by the Mitsui Fudosan Group are recycled through this system. Mercury extracted from the collected used fluorescent bulbs and batteries is reused as a raw material in new fluorescent bulbs. Separated aluminum and glass are also reprocessed into recycled aluminum and glass as a part of our efforts to recycle everything that can be recycled. In fiscal 2013, 23.3 tons of used fluorescent bulbs and 6.1 tons of batteries were collected and recycled from 54 buildings.

### Used fluorescent bulb and battery recycling (fiscal 2013)

Number of buildings covered for collections	Total: 54 buildings (40 in Tokyo, 11 in Kansai, 3 in Nagoya)
Collection volume	Fluorescent bulbs: about 23.3 tons Batteries: about 6.1 tons

## Outline of Used Fluorescent Bulb and Battery Recycling System



## Extending the Useful Life of Buildings

The Mitsui Fudosan Group aims to extend the useful life of buildings, including office buildings, condominium buildings as well as detached houses, by enhancing their ability to withstand earthquakes as well as their overall durability, while also making it easier to maintain and update equipment. Completed in September 2014, the Park Homes LaLa Shin-Misato (Misato, Saitama Prefecture) is a built-for-sale condominium building designed for durability over the longer term, featuring an anti-seismic structural frame and Grade 3 anti-deterioration measures in addition to sustainable management measures. It has been certified as a long-term excellent housing by the government. The Tokyo Wonderful Project SKYZ Tower & Garden is also designed for longevity, and has acquired long-term excellent housing certification.

### Certification Standards for Long-term Excellent Housing at Park Homes LaLa Shin-Misato

<p><b>Residential Environment</b></p> <p>Designed to be in harmony with the neighborhood.</p> <p>District planning with Misato City, follows <b>scenery regulations</b>, landscape design <b>blends in with neighborhood</b></p>	<p><b>Seismic Resistance</b></p> <p>Strong against earthquakes, difficult to damage, can continue to be used after an earthquake.</p> <p><b>Anti-seismic structure* decreases level of damage</b> in a large-scale earthquake.</p>	<p><b>Changeable</b></p> <p>Specifications of layouts can be altered to suit lifestyles.</p> <p>Structural beams at least <b>2,810mm</b> high to make it easy to alter layouts.</p>
<p><b>Energy Conservation</b></p> <p>Conserves energy with required level of insulation performance.</p> <p>Uses <b>next-generation standards</b> to ensure <b>Grade 4 energy conservation measures</b>.</p>	<p><b>Barrier free</b></p> <p>Designed to repairs and upgrades can be made to public areas.</p> <p><b>Grade 1 measures</b> for the elderly (in public spaces)</p>	<p><b>Ease of Maintenance and Renovation</b></p> <p>Interiors and facilities can be easily maintained.</p> <p><b>Grade 3 measures</b> for maintenance (dedicated piping)</p>
<p><b>Anti-Deterioration Measures</b></p> <p>Residential building structure will last for several generations.</p> <p>In addition to <b>Grade 3 anti-deterioration measures</b>, the residential structure* contains <b>less than 45% wet cement</b>.</p>	<p><b>Living Area</b></p> <p>Comfortable residences with enough space.</p> <p>Area of <b>3LDK and 4LDK</b> layouts range from <b>69.58 m<sup>3</sup> to 83.93 m<sup>3</sup></b>.</p>	<p><b>Maintenance Plans</b></p> <p>Plans exist for periodic inspections and repairs.</p> <p>Mitsui Fudosan Residential Service Co., Ltd. <b>performs detailed inspections and repairs</b>.</p>

\* Excluding structural piles

## Appropriate Waste Disposal

In building operations, we make every effort to ensure waste is disposed of appropriately, and to this end we conduct inspections of our industrial waste management subcontractors, which are required to cooperate based on the Waste Disposal and Public Cleansing Act. In fiscal 2013, we audited two business sites at two waste management subcontractors.

In retail property operations, from fiscal 2011 to fiscal 2012, we confirmed that waste is being properly disposed at 41 retail properties in Japan, completing any adjustments to our agreements with waste management subcontractors. In fiscal 2013, we audited and confirmed that waste is being properly disposed at 24 facilities. We plan to continue performing audits in fiscal 2014 to ensure that waste disposal rules are being properly followed.

## Initiatives to Improve Quality

### Basic Stance

The Mitsui Fudosan Group equates quality with efforts to provide a level of comfort, safety, and security that fully satisfies customers and to help secure the sustainable growth and development of society. On this basis, we are committed to developing urban areas that bring to fruition people-friendly environments by further enhancing quality.

## Enhancing Safety and Security

The Mitsui Fudosan Group recognizes that providing its customers with a greater sense of safety and security is an important element in ensuring the quality of its products and services. Among a host of initiatives, we are therefore promoting and strengthening disaster prevention measures.

### Initiatives at Office Building

Since the Great East Japan Earthquake, tenant needs have increased for safety, security and business continuity planning (BCP). In response, Mitsui Fudosan has been implementing disaster prevention and BCP measures in its existing and newly built buildings to improve preparedness during normal times and responsiveness during emergencies.

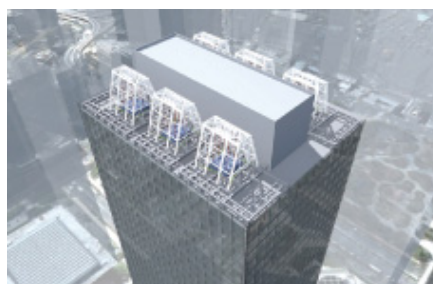
#### Ultra-large Anti-Seismic Equipment Installed in Shinjuku Mitsui Building

At the Shinjuku Mitsui Building (Shinjuku-ku, Tokyo), we are installing on the roof an ultra-large tuned mass damper weighing roughly 1,800 tons to dampen long-period earthquake vibrations. This marks the first time a mass damper will be used in a building in Japan, with Mitsui Fudosan and Kajima Corporation advancing and applying technologies used to counter wind vibrations in high-rise buildings. It does not obstruct views of the city or require construction inside rooms, among other benefits. Construction started in August 2013, and should finish in April 2015.

At existing office buildings with sufficient anti-seismic measures in place, we are working in this way to enhance the sense of safety among employees of tenant companies, by suppressing building sway to the same level as ultra-high-rise buildings with the latest seismic technology.



Construction site



Ultra-large tuned mass damper  
(diagram with external cover removed)

#### Highly Functional Offices with BCP

Completed in February 2014, the Muromachi Chibagin Mitsui Building and Muromachi Furukawa Mitsui Building (Chuo-ku, Tokyo) feature the following functions that back up the BCP of tenant companies.

##### ► P14 Special Feature 2 & Nihonbashi

- Elevator halls on each floor have digital signage for displaying information about disasters.
- A 72-hour emergency power generator supplies electricity to leased floors during emergencies.
- Elevators have the highest earthquake resistance ranking.
- All floors have stockpiles of disaster supplies.

#### Iidabashi Grand Bloom

At Iidabashi Grand Bloom, the office and retail building of the Iidabashi Sakura Park (Chiyoda-ku, Tokyo; all construction finished in June 2014), we have implemented a wide range of disaster countermeasures to (1) ensure safety and protect assets, (2) eliminate information gaps, and (3) support BCP for tenant companies.

Specifically, the property features 72-hour emergency power generators, a damage severity measurement system, and elevators able to withstand long-period earthquake ground motions. The property also has wells and filtration systems able to supply drinkable water during emergencies, and manholes in three locations that can be used as emergency toilets.



Iidabashi Sakura Park



## Initiatives at For-Sale Condominium and Retail Facilities

### Good Design Award for Disaster Prevention Condominium Plan

In the wake of the Great East Japan Earthquake, Mitsui Fudosan Residential Co., Ltd. aims to strengthen the standards for disaster prevention at built-for-sale condominium buildings.

At the Park City Musashi Kosugi The Grand Wing Tower (Nakahara-ku, Kawasaki City), we implemented a plan for multiple layers of disaster prevention measures, such as building structure, disaster prevention facilities, and communities. This plan was recognized as a model for high-rise condominium buildings with the Good Design Award in fiscal 2013.

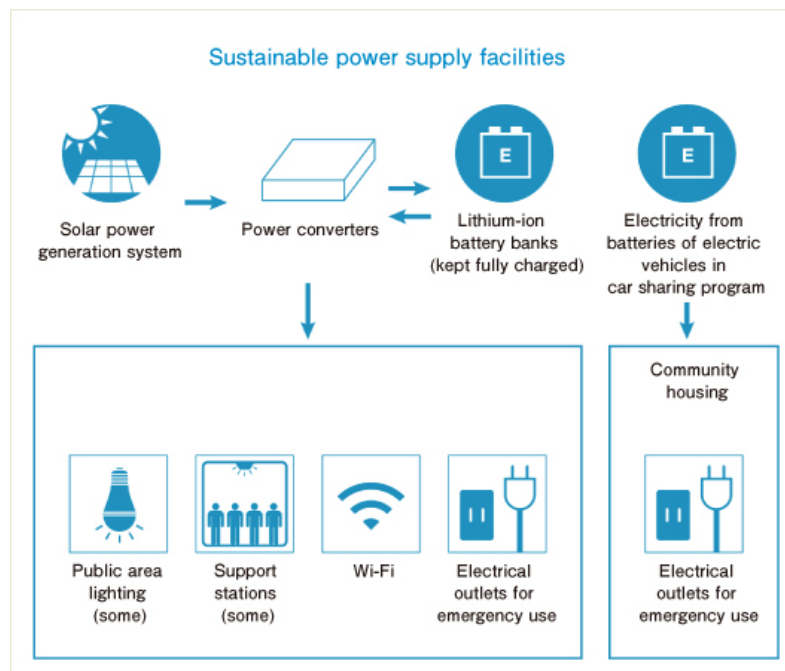
► P71 Creating Value through Urban Development

### Tokyo Wonderful Project SKYZ Tower & Garden

Finish in August 2014, the Tokyo Wonderful Project SKYZ Tower & Garden (Koto-ku, Tokyo) has disaster prevention measures in place that assume blackouts following a major earthquake or disaster.

Measures to supply electricity during a blackout include emergency power generators able to run for 72 hours, solar panels, lithium-ion storage batteries, and electricity from the batteries of electric vehicles in the car sharing program.

As a measure to counter high tides and tidal waves, the first floor of the building was built four meters higher than the maximum height of a tsunami assumed in a simulation published by the Tokyo metropolitan government.



Sustainable power supply facilities

We have implemented measures to supply power during emergencies at the Park Homes Shinagawa The Residences (Minato-ku, Tokyo; sales started in July 2013), the Park Homes LaLa Shin-Misato (Misato, Saitama Prefecture; sales started in July 2013), and other built-for-sale condominium buildings, including emergency power generators, solar power systems, lithium-ion batteries, and car sharing electric vehicle batteries.

### Mitsui Outlet Park Shiga Ryuo

In tandem with the scale up opening of the Mitsui Outlet Park Shiga Ryuo (Ryuo, Gamo, Shiga Prefecture) in July 2013, we reinforced measures to ensure the safety and security for our customers and neighbors.

At Berry Garden, a rest area with grassy areas, water fountains and play structures, furniture has been placed around the area that can be used as benches and stools during normal times, and earthen ovens with fire pits that can be used during emergencies. We have also been increasing emergency supplies, such as food, water, and portable toilets.

## BCP at Logistics Facilities

The Mitsui Fudosan Group's large-scale multi-tenant logistics facilities have been implementing measures to ensure BCP for tenant companies, so that the essential role distribution plays in society continues to function during a disaster.

Completed in January 2014, the logistics facility GLP MFLP Ichikawa Shiohama (Ichikawa, Chiba Prefecture) has introduced the following measures.

### ▶ P26 Reducing CO<sub>2</sub> Emissions

- Anti-seismic structure ensures safety of building even in a large earthquake
- High base floor and first floor levels to counter high tides and tsunamis
- Well water can be used to flush toilets if water or electricity supplies are interrupted
- Backup power sources supply electricity to the disaster prevention center and office area during blackouts to ensure security throughout the building



GLP MFLP Ichikawa Shiohama

## Implementing Training Drills for Addressing the Needs of People Who have Difficulties in Returning to Their Homes

A training drill to better address the needs of people who have difficulties in returning to their homes during a disaster was conducted at the Nihonbashi Mitsui Tower (Chuo-ku, Tokyo) on September 2, 2013. The training fell within the scope of the Tokyo metropolitan government's regulations for assisting people unable to return home during a disaster (enacted in April 2013), and was conducted based on our own assistance manual that was revised to reflect lessons learned from the first training event held in March 2013. Approximately 70 individuals comprising employees from tenant companies, volunteers from medical facilities, and staff from the Mitsui Fudosan Group's office building management and administration departments took part in the training.

On February 27, 2014, we held our first-ever training event for assisting people unable to return home during a disaster at the Edozakura-dori underground passage. A total of 180 people participated with representatives from the Mitsui Fudosan Group, tenant companies and the Chuo Ward office. Disaster-related information was also displayed on digital signage for the first time.

### ▶ P14 Special Feature 2 & Nihonbashi



Training event held on February 27, 2014



## Employee comment



Kouichi Ota  
Building  
Management and  
Planning  
Department,  
Management and  
Planning Group  
Mitsui Fudosan  
Co., Ltd.  
(now the Hibiya  
Urban Planning  
and Development  
Department,  
Business Group)

### Aiming to Improve Disaster Preparedness of Nihonbashi Area

Mitsui Fudosan has been strengthening measures for assisting people after an earthquake, including training and updating manuals, in addition to stockpiling emergency supplies for people since the Great East Japan Earthquake. The training held in the underpass on Edozakura-dori is a part of these measures. Representatives from the Chuo Ward office, tenant companies, leaseholders, and medical institutions participated in the training, which entailed practical details such as supervising the space for people unable to return home, distributing emergency supplies, and tending to the wounded. We plan to continue holding training events, improve relations with Chuo Ward and other government bodies and neighborhood associations, with the aim of improving the disaster preparedness of the Nihonbashi area.

## Group-Wide Large-Scale Earthquake Countermeasure Drills

To ensure the safety of the tenants and customers who use Mitsui Fudosan Group's facilities, we implement training based on disaster countermeasure manuals and BCPs. We also train so that the whole company can respond to large-scale earthquakes in cooperation with Group companies and tenants twice a year on September 1 (disaster prevention day) and January 17 (disaster prevention and volunteer day).

Mitsui Fudosan has set up the Disaster Countermeasure Headquarters Office as a permanent body. This office occupies a space of approximately 250 tsubo in the Mitsui No. 2 Building (consolidating the areas used by the Group-wide Emergency Headquarters and the countermeasure headquarters of each department). The Company has also installed emergency power generators able to operate about 72 hours. In the event of a large-scale disaster such as a major earthquake, Mitsui Fudosan has in place measures to set up an emergency headquarters that reports directly to the president. To ensure that the Company is better prepared to respond to any incidence of a disaster, employees in the disaster center take shifts and remain on duty during weekday nights and holidays. Our disaster response system coordinates with Group companies to ascertain the safety of employees and the status of damage to properties.

Ever since the Great East Japan Earthquake, we have worked every year to improve our preparedness level and ability to continue operations during a disaster.

# Security and Anti-Crime Measures

The Mitsui Fudosan Group makes every effort to ensure security and prevent crime at its properties in order to provide its customers with safety and security.

## Fine Court Keihanna Koen Toshi

All residential units at Mitsui Fudosan Residential Co., Ltd.'s built-for-sale detached housing project Fine Court Keihanna Koen Toshi (Seika, Soraku, Kyoto) feature HEMS (ENELOOK PLUS) and home security systems (Airs). We also publish for residents the Eco & Security Report with advice on preventing crime and visual aids describing energy usage volume and security conditions with data on security settings.

### セキュリティコラム

なるほど!

#### 「防犯ブザー」の効果的な使い方

セキュリティアドバイザーの原節です。  
女性や子供に、不審者対策として防犯ブザーをご利用されているご家庭も多いと思います。  
防犯ブザーは身の危険を感じた時に、レバーを引く・ボタンを長押しなどの操作により大きな警報音を発する機器です。  
防犯ブザーは「助けを呼ぶ」「相手を威嚇する」効果がありますが、いざ、緊急時に使えなければその効果も発揮することができません。  
緊急時に躊躇なく使えるよう、具体的な行動を普段から想定しておくことが重要です。  
今回は、防犯ブザーの具体的な効果的な使い方をご紹介します。

#### 防犯ブザーの効果的な使い方

ブザーは使い捨てと割り切り、警報音を発したブザーを不審者の背後などに向かって投げ



警報音を止めようと、不審者を投げつけたブザーにひきつける効果と、大きな警報音を発するブザーを探している間、不審者に「誰かにみられているんじゃないか?」と行動を抑制させる心理的効果があります。いずれにしても、不審者が少しでもひるんだ瞬間に全力でその場から逃げるのが大事です。ブザーを起動させても、所持したままだと、ブザー音を止めるために襲われるということにもなりかねません。「防犯ブザーは鳴らして終わり」ではなく鳴らした後の行動が大事ということです。

いざという時のために備えましょう

- ▶ご家庭でシミュレーションしましょう  
「酔っ払い」「後をつけてくる」といった不審者や「声をかけられた」「腕や体をつかもうとする」などの緊急事態を想定し、どのような対応をすべきか考え、シミュレーションをしましょう
- ▶定期的に動作確認や 電池の交換も行いましょう  
緊急時に「使い方が分からない」「電池がない」ということのないように、定期的に確認しましょう

ご在宅時に不審な訪問者があった場合には「ホームセキュリティ」の非常ボタンを躊躇なく押してください

京師 美佳 (きょうし みか) プロフィール  
セキュリティアドバイザー。京都ガスメーカーに勤めていた頃から、セキュリティ事業部長。そして、セキュリティアドバイザーとして、防犯防犯や電話での相談受付、セミナーなど、幅広く活動を行う。  
現在はフリーで、講演、テレビ・新聞・雑誌など、多方面で防犯の啓発活動に励む。

提供：大阪ガスセキュリティサービス株式会社

2014年 春号

## エコ&セキュリティレポート

### けいはんな公園都市



環境にやさしく、家計にやさしく、家族が安心して暮らせる街。

エコ&セキュリティレポートは  
皆さまの生活を見守っています。



お気軽にお電話ください  
大阪ガスグッドライフコール フリーダイヤル 0120-000-555  
受付時間 月～土 8:00～20:00 / 日・夜 9:00～17:30

## Eco & Security Report



## Preservation and Utilization of the Natural Environment (Preservation of Biodiversity)

The Mitsui Fudosan Group is making every effort to preserve and utilize existing trees and forests in a bid to protect and employ the precious natural environment in urban areas while at the same time passing on the memories and history of the land. Recognizing the maturity that comes with age, the Group is also working to create and restore greenery and biotopes that are in harmony with the surrounding environment and preserve biodiversity. We also conserve and utilize Group-managed forests for the sustainable procurement of lumber resources.

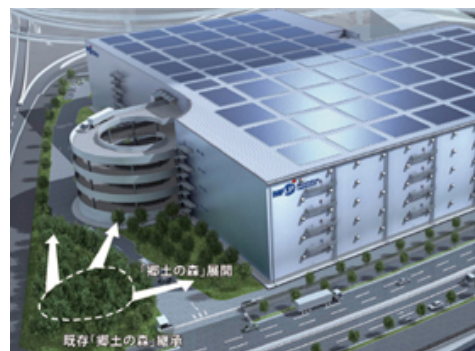
▶ P17 Special Feature 3 & Forest

### Preserving and Creating Greenery in Urban Settings

#### Preserving and Passing Down Local Forests

Mitsui Fudosan Logistics Park Sakai is located on the site of a former athletics field of the Wakayama Works (Sakai Area) of Nippon Steel & Sumitomo Metal Corporation. The property has preserved a portion of the local forest at the Wakayama Works. This local forest is an evergreen broadleaf forest of ring-cupped oak, cinnamomum camphora, and *ilex integra* trees that have been grown from acorns picked up by the employees of the Works at the time, their families, and neighbors around the area. The species of the trees were carefully selected based on a survey of natural forests in the area and forests maintained by the local shrine in the 1970s.

In addition to handing down this local forest to future generations, MFLP Sakai conducts supplementary tree plantings to restore the mantle community lost to the harvesting of some trees along the edge of the forest. We plan to continue caring for local forests in a manner consistent with a logistics center with operations in the area.



Plan to preserve the local forest at MFLP Sakai

#### Greenery Plans in Harmony with Local Environment and Utilizing Trees

The built-for-sale condominium property Park City Musashino Sakurazutsumi Sakurakeitei (Musashino, Tokyo) was constructed on the site of Sakurazutsumi Danchi, which was built around 1950-1960 and had many varieties of trees that have grown for more than 50 years, including *cedrus deodara* and *zelkova serrata*. When redeveloping the property, we designed the greenery to be in harmony with the surrounding environment and used existing trees as much as possible.

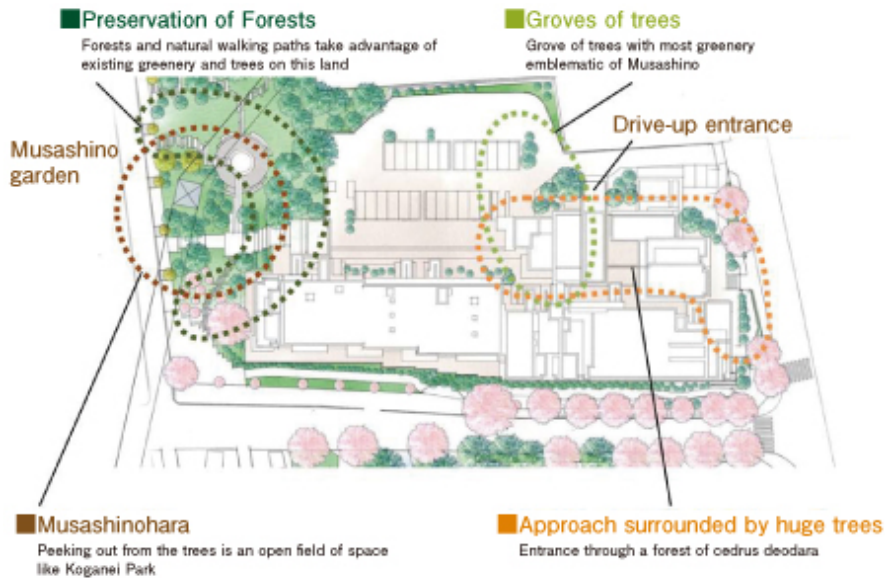
The layout of buildings was decided while considering the trees to be preserved, as we decided which trees to preserve as is or transplant based on the judgment of an arborist.

Moreover, we planted new cherry trees along pedestrian pathways and along Sengawa, recreating streets lined with cherry blossom trees for the community. The trees were planted to preserve a continuous line of cherry trees along Park City Musashino Sakurazutsumi, which had been developed first on the western side of the property, and Musashino City Sakurazutsumi Park and Sakurazutsumi Danchi Chuo Park on the southern side of the property.

Our efforts on this front were recognized with the Good Design Award in fiscal 2013.



Musashino Garden Featuring Existing Trees



Layout of greenery at Park City Musashino Sakurazutsumi Sakurakeitei

### Tokyo Wonderful Project's Total Development Area is 46% Greenery

The Tokyo Wonderful Project is a joint development project involving seven companies including Mitsui Fudosan Residential Co., Ltd. in Toyosufuto in Koto-ku, Tokyo. About 46% of the total development area (roughly 3.2 hectares) is greenery, creating a new greenery space in the Toyosufuto area, which is a man-made area of land lacking in any natural resources. In addition to securing space for greenery, attention was paid to quality as well. The greenery was designed so that there is diversity and sustainability in the area's ecosystem, based on indicators and targets set as a result of ecosystem surveys conducted prior to development.



Layout of greenery in Tokyo Wonderful Project

### Tokyo Midtown Certified as Urban Oasis

In October 2013, Tokyo Midtown (Minato-ku, Tokyo) was certified by the Organization for Landscape and Urban Green Infrastructure as an Urban Oasis under its Social & Environmental Greenery Evaluation System (SEGES). Tokyo Midtown is a large-scale multi-purpose property developed with the "On the Green" environmental concept. It has around 4 hectares of greenery and open spaces, which is roughly 40% of the development area, including the neighboring Minato Hinokicho Park, offering a precious green space to relax within the city.



Greenery in Tokyo Midtown offers a place to relax



## Daiichi Engei Co., Ltd.'s Rooftop and Wall Greenification Business

Daiichi Engei Co., Ltd.'s greenery business provides integrated services from design and architecture to installation, maintenance and management. The company can also do special greenery work on rooftops and walls, in addition to outdoor greenery.

In October 2013, the rooftop garden at JR Yotsuya Station (Shinjuku-ku, Tokyo) that the company designed and installed on top of the station won the Review Committee Special Award at the 12th Rooftop, Wall and Special Greenery Technology Contest sponsored by the Organization for Landscape and Urban Green Infrastructure and supported by the Ministry of Land, Infrastructure and Transport and the Ministry of the Environment. This project features a

lightweight construction that uses thin layers of base materials made from recycled wood and greenery technology including water-saving and power-conserving equipment such as automated sprinklers with rain sensors. It also features a three-dimensional design with embankments and leaf shapes as motifs reminiscent of the remnants of the Edo Castle moat around the station.

JR Yotsuya Station is the first Eco Station featuring environmental conservation technologies other than greenery. It was designed to be environmentally friendly with rooftop greenery. As a model for future train stations, JR Yotsuya Station was recognized with the award on this occasion.



JR Yotsuya Station's rooftop garden

## Restoring Natural Habitats

### Restoring Mudflats on Idle Coastal Land Near Ago Bay

The Nemu no Sato Hotel & Resort is located near Ago Bay in Shima City, Mie Prefecture, where there has been considerable loss of mudflats and seaweed beds that play a vital role in purifying seawater and natural ecosystems. Companies, governments and academia have been cooperating to restore these mudflats and seaweed beds with the aim of restoring bounty to the sea.

Based on the concept of “working, learning, playing in a new Satoumi\*<sup>1</sup>” proposed by Shima City, since fiscal 2012, the Nemu no Sato Hotel & Resort has run a project to restore roughly 2 hectares of mudflats along idle coastline nicknamed “Niu no Ike” next to Satoyama Aquatic Park with technological support from the Mie Prefecture Fisheries Research Institute. By restoring the mudflats next to Niu no Ike near Satoyama Aquatic Park, we aim to restore the natural habitat stretching from forests to farmlands and then the sea of Satoumi.

In fiscal 2013, we held six natural habitat experience program events for customers on the mudflats that have been restored over the past year, where they can experience first-hand the ecosystem full of saltwater clams, flathead mullet, Japanese black porgy and crabs.



Watergates

\*1 Satoumi means a coastline environment shaped and maintained with human intervention to promote biodiversity and ecosystems.

Before mudflat restoration



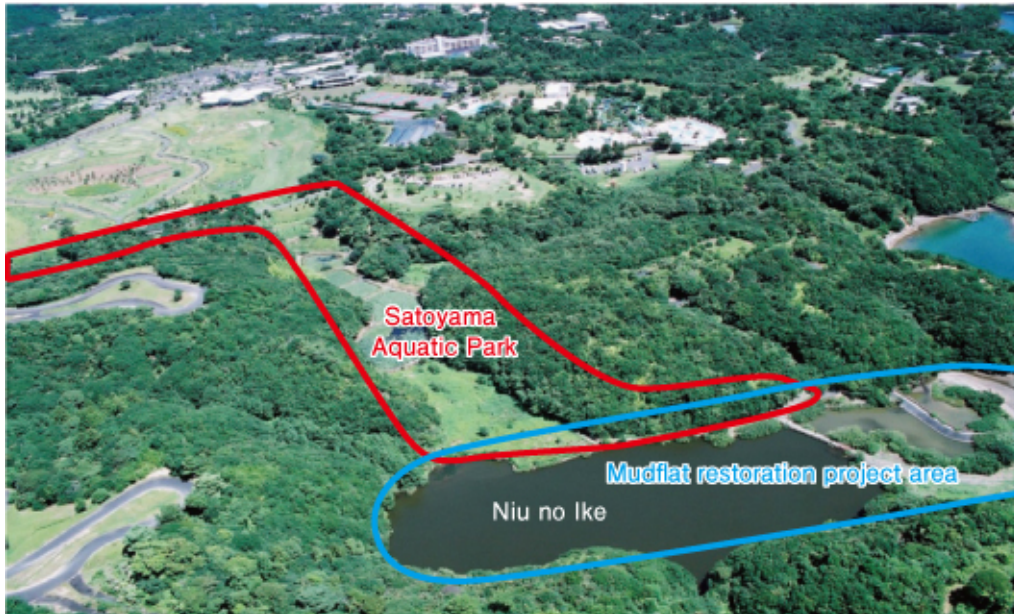
Abandoned farmland and idle lands became fresh water ponds



After mudflat restoration



Idle land filled with seawater after water gates were opened



Mudflat Restoration Project (Niu no Ike) and Satoyama Aquatic Park

The Ago Bay Coastline Idle Land Mudflat Restoration Project, a joint project involving Mie Prefecture, Shima City, Nemu no Sato, and Hotel Kintetsu Aquavilla Ise Shima, received the Environmental Award of Excellence from the Hitachi Environment Foundation in June 2014.

## Providing Spaces and Opportunities to Interact with Nature

### Restoration of Satoyama Aquatic Park and Wilderness Experience Programs

The Nemu no Sato Hotel & Resort is located within the Ise Shima National Park where nature abounds with land bordering mountains and the sea. The restored Satoyama Aquatic Park is nestled around a hilly area in the national park, allowing visitors to experience first-hand the natural habitat of land bordering mountains preserved with the help of people to increase biodiversity. The Satoyama Aquatic Park has ponds, lakes, marshes, bamboo groves, shiitake mushroom crops, and lots of Japanese horned beetles.

Nature guides with intimate knowledge of the natural habitat take visitors on wilderness experience programs, such as the Satoumi Trekking program through Satoyama Aquatic Park to observe forests and the seas, the Natural Creature Explorers program for observing living creatures in the lakes and marshes of Satoyama Aquatic Park, and the Forest and Sea Firefly Watching tour of *Luciola lateralis* and sea fireflies at Ago Bay.



Satoyama Aquatic Park

### Yaeyama Wilderness Experience Program

At the resort hotel Haimurubushi (Taketomi, Yaeyama, Okinawa Prefecture), night tours of the premises are offered to guests as a way to easily experience the nature of Yaeyama. Starting from the sunset, nature guides stroll through the premises explaining the animals and plants unique to Okinawa while observing the stars in the night sky. Yaeyama fruit bats, Ryukyu brown hawk owls, and land hermit crabs (natural monument) can be seen on the tour, and depending on the season, the Southern Cross constellation can be seen in the sky. In fiscal 2013, a total of 4,847 people, including 647 children, went on the tour.

Wildflower tours are also offered on occasion for experiencing nature and picking seasonal wildflowers that grow naturally on the premises.



Night tours of the premises



## Parents and Kids' Eco Café Nature Kids in Nibangai

At Park City Kashiwanoha Campus Nibangai (Kashiwa, Chiba Prefecture), we held an event for residents in March 2014 called Parents and Kids' Eco Café Nature Kids in Nibangai. This event was held with assistance from the Ministry of the Environment's program to enhance environmental education for families and certify opportunities to experience nature in fiscal 2013. Experts were invited to provide classroom instruction about the natural environment in Kashiwanoha and living things in the area, as well as outdoor field trips.



Observe aquatic plants in biotopes on the premises

### Programs

1. **What is an oak tree?**  
This talk is about the bountiful nature surrounding Nibangai.  
You might even see a fox!?
2. **Look for living things: learning about the nature of Nibangai**  
1) Raising plants and biotopes in Nibangai  
2) Parents and their children explore nature for living things
3. **Draw living things in Nibangai**  
Draw pictures of the living things you saw today or would like to meet in the future.

Eco Café with Parents and Kids, Nature Kids in Nibangai Program

## Initiatives for Sustainable Forest Resource Procurement

Under its Eco-Action Plan 2016, Mitsui Home Co., Ltd. has adopted the policy of ensuring legal and sustainable forest resource procurement while aiming to increase the use of sustainable forest resource for all lumber in 2016 to 100%. In order to achieve this goal and ensure that it adheres strictly to a policy of sustainable forest resource procurement, the company put in place a set of resources procurement guidelines for the group while posting details on its website.

### The Mitsui Home Group Resource Procurement Guidelines (Overview)

#### 【Procurement Philosophy】

As a company that draws on trees and forests in the conduct of its business activities, Mitsui Homes adheres strictly to a policy of sustainable forest resource procurement to ensure an abundant ecosystem and to maintain regional society. Moving forward, the company will work diligently to reduce its global environmental load.

#### 【Procurement Policy】

1. Confirm the legality of timber and lumber products
2. Procure sustainable forest resources
3. Protect precious species
4. Management and maintain the supply chain

#### 【Scope】

Implement measures for timber and lumber products according to three classifications by their environmental impact (amount used and portion used)

I : Classification: major construction material

II : Classification: principal wood product

III : Classification: outdoor wood product

## Preserving and Integrating Landscapes and Streetscapes

The Mitsui Fudosan Group has established its own guidelines for staying in harmony with the surrounding environment and creating bustling spaces when forming neighborhoods, with the aim of preserving and integrating the landscape and streetscape. The creation of neighborhoods by creating streets in Nihonbashi is a part of this initiative.

▶ P14 Special Feature 2 & Nihonbashi

### Harmony with the Surrounding Environment

#### Creating Neighborhoods with Ayumo City

In the comprehensive development project Ayumo City, which combines housing, retail and public facilities, Mitsui Fudosan Residential Co., Ltd. began selling detaching housing units at Fine Court Seibu Tachikawa Ayumo City (Tachikawa and Akishima, Tokyo) in June 2013. In creating neighborhoods with Ayumo City, we emphasize landscaping that unifies with Tamagawajousui and the surrounding natural environment, which has a long history. For example, we created designs that express the natural flow of water throughout the neighborhood.



Uzumaki Park



Shizuku Park

With Ayumo City, we also plan streets so that they are enjoyable to stroll along and enjoy the scenery. We systematically planted Japanese snowbell trees, a native species, in the parks and residential areas, to form a beautiful line of trees more than 990 meters long. Along residential streets, we planted a variety of species of trees to give the streets character, creating breathtaking streetscapes that change with the seasons. By selecting a wide variety of native plant species, we have also created a home for birds and butterflies in the area.



Fine Court Seibu Tachikawa Ayumo City

#### Preserving Streetscapes with Own Guidelines

At Fujisawa Sustainable Smart Town (Fujisawa, Kanagawa Prefecture), we strive to maintain streetscapes based on our own Town Design Guidelines. We decide area plans and landscape designs based on related laws and regulations with the aim of supporting sustainable maturation and advancement of communities. For items outside this scope, we have established our own Town Design Guidelines. When rebuilding and renovating have an impact on the landscape, before we submit our plans to Fujisawa City, a town management company\*2 contracted by local community organizations is put in charge of maintaining and updating the streetscapes in line with our Town Design Guidelines.

\*2 Fujisawa SST Management Co., Ltd. (TMO) established jointly by nine companies including Mitsui Fudosan Residential Co., Ltd.

### Creating Bustling Spaces

#### Yokohama, People, Communities, Design Award Received

In May 2013, we received the 6th Yokohama, People, Community, Design Award's Community Landscaping Award for the public open spaces at Yokohama Mitsui Building (Nishi-ku, Yokohama).

This award is given out for activities that were particularly successful in creating local neighborhoods in Yokohama and efforts to create attractive communities with buildings designed to blend in with the streetscape while contributing to the creation and preservation of urban landscapes.

This award recognizes the public open spaces at the Yokohama Mitsui Building for their contribution to creating open spaces for people to relax surrounded by greenery, as well as the creation of spaces along the water's edge for people to relax along the waterfront.



Public open spaces at Yokohama Mitsui Building

## Improve Health and Comfort

The Mitsui Fudosan Group makes every effort to support the health of its customers. At the same time, we engage in activities that allow customers to use our products and service in comfort.

### Healthcare Support Services Using ICT

At Kashiwanoha Smart City (Kashiwa, Chiba Prefecture), we launched a trial service for providing comprehensive healthcare assistance for expectant and nursing mothers and households with children through a consortium comprising Kashiwa City, Mitsui Fudosan and other companies, for a period of about one month starting on January 31, 2014 (dubbed the Fiscal 2013 ICT Community Creation Promotion Project).

Designed to ascertain the feasibility of the service, the trial project entailed special smartphone apps to communicate with healthcare providers, an electronic mother and child health record service able to receive information from Kashiwa City, special wristbands to monitor and record physical activity on a daily basis, and a health visualization service that lets participants easily view their health condition and physical changes. We aim to continue implementing initiatives like this project in order to provide comprehensive healthcare support services in collaboration with academia and the public and private sectors as a major program for Kashiwanoha Smart City in the future.



Wristband activity monitors



Health visualization service

### Undertaking Demonstration Tests for Home Use Plant Factory

Mitsui Fudosan, Chiba University, Panasonic Corporation and Mirai Co., Ltd. conducted a joint experiment called the network home use plant factory over a period of one year, from September 2012 to August 2013, at Kashiwanoha Smart City. Home use plant factories installed in five households were networked together, and experts helped with cultivating the plants while the household monitors exchanged information.

Through this experiment, we learned that 1) home use plant factories provide a reliable harvest with fast growth, 2) the vegetables are high in nutritional value, and 3) networking helped create communities of like-minded people interested in growing their own vegetables.

Looking ahead, plans are in place to establish ubiquitous network-type home use plant factories across the entire city. Ultimately, the goal is to build smart networks of futuristic fields that produce safe, reliable, and healthy vegetables for optimal use.



Home use plant factory

## Quality Management

The Mitsui Fudosan Group works diligently to ensure the quality management of its buildings as well as every other facet of its business operations including products and services as the foundation for providing security, safety, and comfort to its customers. We are convinced that the delivery of security, safety, and comfort based on quality is a prerequisite for realizing customer satisfaction (CS).



### Quality Management in Each Business

Each business draws up its own design guidelines, manuals, etc. on quality management and puts them into practice to ensure quality is managed thoroughly. The guidelines, manuals, etc. are also reviewed and revised as needed to reflect customer feedback, problems that have taken place, etc. Taking into consideration the impact of the Great East Japan Earthquake, re-examinations of safety-related matters during periods of disaster were carried out at each department.

#### Principal Guidelines, etc. of Each Business Area

##### Office Buildings Business

- **Office Building Design Manual (including BCP design manuals)**  
Provides direction for planning and design by organizing and combining know-how on product planning and operational management.
- **Office Building Business Standard Operation Flowchart**
- **Office Building Sign Planning Guidelines**
- **Office Building Backyard Standards**
- **Various Forms on Construction Quality Management**
- **CO<sub>2</sub> Reduction Measure Explanation Sheet**

##### Retail Properties Business

- **Retail Properties Design Request Form**  
Provides direction for planning and design by organizing and combining know-how on product planning and operational management.
- **Shopping Center Universal Design Guidelines**
- **Tenant Interior Design Manual**
- **Design Criteria**

##### For-Sale Condominium Business

- **Total Quality Project Management (TQPM)**

##### Detached For-Sale Residence Business

- **Detached Housing Design Standards**  
Unique design standards based on the Building Standards Act, the Japan Housing Finance Agency standards as well as our abundant experience and achievements in order to provide high-quality housing.

##### Rental Housing Business

- **PAX-M (revised in March 2013)**  
A quality management manual that was compiled in fiscal 2007 and put into practice starting with new development projects launched in fiscal 2008.



## Hotel Business

### •TQPM Manual: Hotel Version

Manual concerning the design and construction of Mitsui Garden Hotels.

## Condominium Quality Management Process Total Quality Project Management (TQPM)

Mitsui Fudosan Residential Co., Ltd. engages in quality management across every facet of its business activities from design to the completion of construction based on its proprietary quality management technique Total Quality Project Management (TQPM).

TQPM is based on the ISO9001 series of international quality standards and comprises two components. The first encompasses the design phase and entails “design gate management,” a proprietary design standard, while the second covers the construction phase and involves “KQI examination,” a process of quality confirmation examination. By adhering strictly to the policies of quantitative and routine quality management while engaging in the comprehensive management of quality, Mitsui Fudosan is able to ensure a consistent level of quality management at all Mitsui for-sale condominiums even when designers and builders differ.

In 2011, Mitsui Fudosan's TQPM quality management system acquired ISO9001 certification<sup>\*3</sup>, the international standard for quality management. The Company's system was also awarded a top-level rating under the maturity evaluation VeriCert® approach, representing the first such accreditation as a developer. VeriCert® is based on ISO9004 and awarded by the Bureau Veritas Japan, one the of the world's leading certification agencies.

\*3 ISO 9001 certification is limited to mid-to-high-rise condominiums in the Tokyo metropolitan area.

## Performance Evaluations by Evaluation Bodies

Housing Performance Indication System evaluation reports are obtained at both the design and construction stages for for-sale condominiums from a third party organization registered with Japan's Minister of Land, Infrastructure, Transport and Tourism as an objective evaluation of quality management (excluding certain properties).

In addition, the custom-built detached residences of Mitsui Home Co., Ltd. are also made to perform up to the high standards of the Housing Performance Indication System.

## Enhancing Customer Satisfaction (CS)

The Mitsui Fudosan Group works diligently to improve the quality of its customer-oriented products and services while consistently promoting communication as a part of efforts to satisfy each and every customer.

### Mitsui Housing LOOP

Mitsui Housing LOOP is a membership service that provides various services for residents' homes and lifestyles for residents in housing that the Mitsui Fudosan Group has supplied to date (about 230,000 households in the Tokyo metropolitan area), including condominiums, built-for-sale housing, custom-made housing, and rental housing. Through these services, we aim to strengthen relations with our customers based on a platform where relationships with customers form an expanding circle.

Since launching the services in April 2012, we have increased membership to over 110,000 people, and we continue to enhance and increase the number of services.

# 三井のすまい LOOP

Membership Service

### For-Sale Condominiums that Meet Needs of Each Generation

Mitsui Fudosan Residential Co., Ltd. aims to improve customer satisfaction by providing services in tune with the needs of each generation, from children to senior citizens.

When planning the development of Park Homes Tsukiji Green Side (Chuo-ku, Tokyo), which became available for sale in March 2014, we surveyed and analyzed the needs of the expanding population of senior citizens through questionnaires and group interviews.

Based on this information, we strive to create residences well suited for each generation, by designing spaces that fit the lifestyles of senior citizens, enhancing healthcare services, and offering a residence concierge that provides tenants with a variety of lifestyle support.



External view of Park Homes Tsukiji Green Side (rendering)

Park City Osaki The Tower (Shinagawa-ku, Tokyo) became available for sale in November 2013. The property's common facilities reflect the recommendations of specialists in various fields in order to create an ideal environment for raising children in an urban setting. Of these, the Creative Kids Garden is a play area for children that helps with skill development.



Creative Kids Garden

### Mitsui Offices Charter Created

In the building business of the Mitsui Fudosan Group, we have aimed to provide the best workplaces for employees based on the business concept of Workers First Initiatives.

In April 2014, we formulated the Mitsui Offices Charter as an evolutionary step of this concept. Under the Charter and the slogan of “advancing offices to the next level,” we strive to create Mitsui Offices that offer continuity and security, comfort and efficiency, and space and innovation to workers, their companies and our communities without being bound to the traditional concepts of office buildings.

By providing opportunities for interactions between tenant companies, visitors and neighbors, we aim to advance the creation of innovative new value through diversity. The Mitsui Fudosan Group is making every effort to achieve its vision for Mitsui Offices.

# その先の、オフィスへ

## 三井のオフィス

**Holding Customer Service Role Playing Contests**  
Mitsui Fudosan Retail Management Co., Ltd., which manages retail properties, works together with its facility management staff to enhance the satisfaction of customers by providing services that leave a lasting impression. The Fifth Customer Service Role Playing Contest was held in September 2013. A total of 1,400 shop staff from stores located in each of the Mitsui Fudosan Group's retail properties participated in a series of preliminary competitions. From this total, 39 were selected to vie for the top customer services position.



Customer Service Role Playing Contests

Every year, store staff have advanced through preliminary competitions in the Customer Service Role Playing Contest sponsored by the Japan Council Of Shopping Centers. In the contest held in January 2014, four shop staff participated.

### Initiatives Aimed at Enhancing Customer Satisfaction at Hotels

Mitsui Fudosan Hotel Management Co., Ltd., which manages the Mitsui Garden Hotel network, holds a CS contest and all-out greetings campaign at all of its hotels annually. At the First All-Out CS Contest held on February 26, 2014, 31 individuals representing their hotels used role playing to simulate interactions with customers.



All-Out CS Contest

Steps have been taken to put in place a CREDO, which outlines behavioral guidelines for all Mitsui Garden Hotel employees. Hotel managers and CS captains take the lead in ensuring that all employees practice the guidelines outlined in this CREDO. In addition, a "CREDO Communication" is published and a CREDO prize awarded to employees that exhibit outstanding customer service. Through these and other means, every effort is made to enhance CS capabilities.

Moreover, directors and officers in charge of each hotel attend biannual CS Promotion Meetings to discuss and consider various matters pertaining to the improvement of customer service.

### Implementing Such Initiatives as Customer Questionnaires

The Mitsui Fudosan Group undertakes a variety of activities as a part of efforts to turn an ear toward the comments of customers. CS surveys are conducted encompassing a wide area including tenant companies, tenants of condominiums and detached housing as well as hotel guests. The feedback gained through these surveys is extremely helpful in improving the Group's initiatives. In the retail properties business, the opinions and comments of customers are gathered at customer opinion boxes and through "Coffee Break" group interviews in conjunction with the customer membership organization LaLa Club. These opinions and comments are used to improve the operations of facilities and in other areas including the creation of stores.

## Examples of Improvements Based on User Opinions

### Office Buildings

- The prevention of crime
- Measures aimed at providing separate smoking areas
- Improvements to common-use areas
- Improvements to elevator operating programs
- Improvements to restroom facilities
- Meetings to observe elevator rescue drills
- Tours to observe building facilities

### Retail Facilities

- Installation of additional coin lockers and larger coin lockers
- Refurbishments to kid's spaces
- Installation of air purifiers and microwave ovens in baby rooms
- Installation of curtains in diaper changing rooms
- Updates to women's restrooms
- Increase number of strollers at pick-up locations
- Increase stroller drop-off locations
- Increase cart drop-off locations
- Improvements to parking lot signs
- Installation of additional benches and signs within each property
- Improvements to smoking room doors
- Change pet rules (reassess areas where pets are allowed)



## Our Efforts at Cooperation and Integration

### Basic Stance

We seek to create communities that integrate and cooperate with the region and greater society. This is the starting point for all of our activities. We believe it is essential to create communities that are linked together and help each other out while respecting the diversity of values held by our customers, tenants and other communities.

## Coexistence and Collaboration with the Community

### Our Efforts at Regional Disaster Prevention

The Mitsui Fudosan Group aims to create communities that are resilient in the face of disaster by integrating safety and security into the fabric of regional communities.

#### Efforts at Capital Gate Place

At Capital Gate Place, the built-for-sale condominium property in Tokyo's Chuo Ward where sales commenced in June 2013, we implemented disaster prevention measures so that the building can function as a disaster shelter not only for its residents but also for the local community.

Normally serving as public spaces, Capital Gate Place's open spaces will be turned into temporary evacuation areas in the event of a disaster. For our local community disaster relief activities, we also installed a local community disaster relief warehouse covering an area of approximately 200m<sup>2</sup>, where equipment such as manhole toilets is stored.



Capital Gate Place

#### Disaster Prevention Measures That Take into Account Entire Communities

At the integrated residential, commercial and public facility "Ayumo City" joint development projects being promoted by Mitsui Fudosan Residential Co., Ltd. and other companies (in the cities of Tachikawa and Akishima within Tokyo), we have been implementing disaster prevention measures that take into account entire communities.

We have installed emergency shelters, emergency toilets, and cooking benches in parks within the districts so that they can serve as disaster relief areas that will be able to support mutual assistance in the neighborhoods. We also help in the staging of community events designed to raise awareness of disaster prevention.

To facilitate interaction between new residents and those living in the surrounding areas, we have positioned parks on the outer peripheries of the developments. To give people the chance to meet, we also hold a range of events in the parks to coincide with, for example, the launch of detached housing or the opening of a retail facility.



Emergency toilet (reference photo)



Cooking bench (reference photo)



## Our Efforts to Support Communities

In addition to supporting disaster prevention region-wide, the Mitsui Fudosan Group engages in a variety of ways to support communities.

### Making Retail Properties the Center of Regional Communities

The subject of a grand opening event in November 2013, the West Wing at LaLaport TOKYO-BAY (Funabashi City, Chiba Prefecture) has strengthened our response to the needs of families and active seniors. We are aiming for retail facilities to become local community focal points by providing functions that support the lives of the local people, including clinic malls (several clinics specializing in different aspects of medicine under one roof), and by making enhancements, such as amusement features that can be enjoyed by three generations.



The West Wing at LaLaport TOKYO-BAY

### Activities of the Sustainable Community Study Group

In cooperation with Advisory Board members (experts) and a range of outside organizations, Mitsui Fudosan Residential Co., Ltd. and Mitsui Fudosan Residential Service Co., Ltd. are engaged in the activities of the Sustainable Community Study Group. A residential housing complex concept since the time of Great East Japan Earthquake, this is an initiative that aims to create sustainable regions through collaboration between, for example, condominium residents who mutually help and assist each other and residents in the surrounding areas.

The study group assists in the forming of communities through a variety of measures. These measures include the holding of community events—such as resident “Park Homes Greeting” (a new tenant welcoming association), hands-on disaster prevention drills, and barbecues—and distributing copies of the group's Concept Book, which summarizes the importance of community, to condominium management associations.

Between November 2013 and January 2014, the study group conducted the “Questionnaire Survey Relating to Condominium Communities” that was directed at the management associations of around 1,600 condominiums in the Kanto area that are managed by the Mitsui Fudosan Group. The group surveyed the condominium management associations' levels of interest in community, the community maturity levels, and the awareness of issues concerning communities. It is planned that the results of the survey will be utilized in condominium development and management operations.

Outlines of these initiatives, the survey results and other information can be viewed on the Sustainable Community Study Group official website.

#### ► Sustainable Community Study Group



Park Homes Greeting  
(tenant welcoming association)



Concept Book

## Participation in Regional Cleaning Activities

At our business locations and group companies throughout Japan, we participate in activities to clean areas in the local community as a way to interact with local residents and give back to the community.

- **Office Buildings**

At the Nihonbashi Ichome Mitsui Building (Chuo-ku, Tokyo) and at the Shinjuku Mitsui Building (Shinjuku-ku, Tokyo), we pick up trash in the areas around the buildings.

- **Retail Facilities**

As a way to deepen connections with local communities, we enlist the help of employees at retail facilities and the staff of tenant stores (with their consent) to clean up their communities. At our LaLaport properties, for example, cleaning takes place once a week or once a month.

- **Hotels**

Hotel staff at Mitsui Garden Hotels lend a helping hand in cleaning up communities as a part of their overall efforts to give back to the community.

- **Tokyo Midtown**

Our employees and staff from tenants in Tokyo Midtown (Minato-ku, Tokyo) are involved in a group to make Roppongi beautiful by cleaning areas around the famous Roppongi intersection. We utilized a website to call for volunteers and organize the cleanup. In March 2014, the group reached the cumulative total of 700 cleanup campaigns.

- **Mitsui Fudosan Facilities Co., Ltd.**

Since 2006, we have helped clean up the area around Sumida River the day after its annual fireworks display. On July 28, 2013, 49 employees helped clean the area, collecting more than 30kg of trash.



## Involvement and Cooperation with Customers and Tenants

The Mitsui Fudosan Group makes an effort through events to bring people together by getting our customers, office building tenants and commercial facility stores involved in cooperative activities.

### | &EARTH Park

&EARTH Park events are jointly held by the retail facility business of Mitsui Fudosan and Mitsui Fudosan Residential Co., Ltd. Customers from nearby retail facilities and residents from neighborhood condominiums participate in the event, which aims to promote the formation of communities in the area, the revitalization of the region, and higher awareness of environmental issues. Mainly geared toward children, the event program includes: &EARTH Classroom, where lessons are given on the environment and community; the Song Classroom, where everyone makes up a community song; and the Art Cardboard Box House, where children draw pictures on cardboard box houses for emergency use.

In fiscal 2013, &EARTH Park events in which a total of 1,202 people took part were held at four locations.



Urban Dock LaLaport Toyosu (March 2014)



#### &EARTH Park Events Held in Fiscal 2013

**First event: LaLaport Kashiwanoha (Kashiwa City, Chiba)**

Date: November 9, 2013 Participants: 208 people

**Second event: Urban Dock LaLaport Toyosu (Koto-ku, Tokyo)**

Date: March 1, 2014 Participants: 263 people

**Third event: LaLaport Shin Misato (Misato, Saitama)**

Date: March 2, 2014 Participants: 346 people

**Fourth event: LaLaport Yokohama (Tsuzuki-ku, Yokohama)**

Date: March 8, 2014 Participants: 385 people

### | Efforts at Kasumigaseki Building

At the Kasumigaseki Building (Chiyoda-ku, Tokyo), we held a variety of events to enhance communication between office workers and local communities.

#### Water Sprinkling at Kasumi 2013 (August 8)

A total of 53 groups from the public and private sectors participated in this event, to which about 360 people came, including children. In the space of about 15 minutes, 2,500 liters of water were sprayed.



Water sprinkling

### Kasumi Terrace Flower Festival 2013 / Kasumi Maruche 2013 (October 28–31)

A large number of people, including tenants in the Kasumigaseki Building and office workers from nearby companies, participated in an event to display flowers in an open plaza and an event to sell produce from various regions of Japan. At the Kasumi Maruche, we also raised donations to support the reconstruction of areas afflicted by the Great East Japan Earthquake by having five companies from Ishinomaki City in Miyagi Prefecture sell special produce from booths and open up food vans.



Flower Festival



Kasumi Maruche

## Social Contributions

Based on its own Social Contribution Activity Policy, the Mitsui Fudosan Group engages in various social contribution activities—centered on the four fields of the global environment, local communities, culture and education, and international exchanges—while contributing to greater society through its core business of creating communities.

▶ P06 The Mitsui Fudosan Group's Approach to CSR

### Contributions to the Global Environment

#### Forest Conservation via Afforestation

Mitsui Home Co., Ltd. participates in the Miyagi no Sato Yama Mori Cooperative Revitalization Support Project, which aims to foster sustainable forests and contribute to the Tohoku region. This project supports the responsible utilization of forests by having Miyagi Prefecture act as a bridge between forest owners able to provide spaces for these activities and companies working to nurture forests. On October 24, 2013, afforestation training was given in Sendai City to 79 freshman employees, who planted approximately 600 tree seedlings.



Afforestation training

#### &Earth Classroom

Mitsui Fudosan Residential Co., Ltd. holds the &EARTH Classroom, which offers environmental field trips for children to learn about the environment and creating communities. This environmental classroom was offered 12 times in fiscal 2013 at retail facility and elementary school venues for children from four through elementary school age as a fun experience, interspersed with songs and quizzes, to learn about global warming and what they can do at home to help the environment.



&Earth Classroom



#### Lecture at Environmental Training Seminar Hosted by Sendai City Environmental Bureau

On July 18, 2013, employees from Mitsui Fudosan and Mitsui Fudosan Retail Management Co., Ltd. gave talks at the Waste Reduction and Recycling for Businesses Workshop hosted by the Sendai City Environmental Bureau.

Designed to heighten awareness of the reduction in business-related general waste, which has continued to increase in the aftermath of the Great East Japan Earthquake, the workshop was attended by 150 people from businesses in Sendai. In their talks, the employees showcased waste reduction initiatives, such as a variety of Mitsui Fudosan recycling systems and metering systems for retail facilities.

## Employee comment



Shogo Ogawa  
Facility  
Management  
Department  
Mitsui Fudosan  
Retail  
Management Co.,  
Ltd.

### There Was Interest in Waste Metering Systems

With regard to initiatives at retail facilities, we gave a talk divided into four parts: reduce, reuse, recycle, and waste optimization. There are also factors in implementing these initiatives at retail facilities in Sendai, such as Mitsui Outlet Park Sendai Port, and those present listened intently to what we had to say. After the talk, there were many inquiries about the waste metering system that is an initiative to reduce waste. The secret to success is to make stores aware by installing meters to curb the amount of waste generated from stores and making efforts to ensure garbage separation. We responded by saying that “Thorough waste separation is achieved by making concerted efforts to increasing awareness at the time of system installation.”

### Donations via ECO Garden Cards

Since March 2008, Mitsui Garden Hotels has implemented a program where customers can bring to the front desk an ECO Garden Card that requests their unused hotel room amenities be donated to the global environmental conservation group OISCA International. The amount donated in fiscal 2013 was ¥612,350.

At the Toba Hotel International in Toba City, Mie Prefecture, customers who have not used their hotel room amenities can bring an Amenity Card to the front desk. Depending on the number of times the card has been redeemed, under an initiative conducted by the hotel a donation is made to the ocean environmental conservation activities being undertaken by the Umikko Foundation.



ECO Garden Card and hotel amenity goods

## Contributions to Regional Society

### Meet a Service Dog Campaign

As our retail facilities aim to be centers for local communities, we have promoted &EARTH activities to provide spaces and opportunities for families and friends to have fun experiencing ways to give back to communities and conserve the environment. As a part of these ongoing efforts, our Meet a Service Dog Campaign event was held 17 times at 15 facilities in fiscal 2013. The event helped people deepen their understanding and knowledge of service dogs and people with vision impairments, while collecting donations for training service dogs.



Meet a Service Dog Campaign

### Regional Contributions at Hotels

At Mitsui Garden Hotels, we contribute to society with the aim of co-creating with the region. In fiscal 2013, we held luncheons for the users and staff at special nursing facilities, provided curry dishes for charity at local festivals, and supported the eco cap movement.

Once a year, we also invite a seniors' club to the Haimiburushi Resort located on one of the Yaeyama Islands in Okinawa and hold a dinner event.



## Contributing to Culture and Edition

### Get to Know through Experience! GREEN POWER

Designed to inform parents and children about renewable energy, a “Get to Know through Experience! GREEN POWER” event was held at the Urban Dock LaLaport Toyosu (Koto-ku, Tokyo) on November 9, 2013. Part of the GREEN POWER Project being promoted as a public-private partnership with the Ministry of Economy, Trade and Industry's Renewable Energy Office, its programs include the GREEN POWER picture story show and a wind power generation workshop that uses PET bottles.

GREEN POWER picture story show



### Learn about Disaster Prevention! Project

In March 2014, we held &EARTH Learn about Disaster Prevention! project events at 11 retail facilities in the Tokyo metropolitan area. The events were conducted in the form of hands-on workshops at which parents and children could enjoy learning about disaster prevention from the aspects of the importance of preventive measures and ideas for responses at the time of a disaster. In addition to distributing disaster prevention textbooks to all the participants, who collected rubber stamps in the books as they made their way around the four workshops, the staff presented items won by lottery that would help in the event of a disaster.

With the aim of strengthening collaboration and cooperation in local communities in the event of a disaster, local community disaster prevention stands were extensively deployed at each property in collaboration with their respective local governments.



General view of an &EARTH Learn about Disaster Prevention event

### Helping Children Learn about Society

At facilities used for business operations, we provide opportunities for local schoolchildren and students to learn about the meaning of work in society through hands-on work experience and visits to workplaces. In fiscal 2013, these opportunities were offered at 19 retail facilities, six hotels operated by Mitsui Garden Hotels, and at Tokyo Midtown (Minato-ku, Tokyo). Junior high school students were given frontline experience at the Hara Model Railway Museum in the Yokohama Mitsui Building (Nishi-ku, Yokohama City) and in Kawasaki City in July 2013 as well as in Yokohama City in February 2014.

## Ongoing Support of Culture

We continuously support a variety of cultural and artistic activities.

- **Shiki Theatrical Company's Kokoro Theater Project**

Since 2008, we have co-sponsored performances of the Kokoro Theater Project, which performs stories for children in a theatrical setting.

- **Sumida River Fireworks Festival**

Since 1985, we have backed and co-sponsored the Sumida River Fireworks Festival as an annual summer event that carries on old-town traditions.

- **Atrium Concerts at Nihonbashi Mitsui Tower**

Concerts are held by various artists in the open area of the Nihonbashi Mitsui Tower (Chuo-ku, Tokyo).

- **Mitsui Memorial Museum**

The NPO Mitsui Bunko manages the Mitsui Honkan (Chuo-ku, Tokyo), which has been designated as national treasures and other important cultural asset of Japan. The building stores numerous artifacts that are national treasures or important cultural assets of Japan. Mitsui Fudosan Group companies provide support for the museum.

- **Tokyo Midtown Award**

Intended to discover and support talent that will be responsible for the next generation, the Tokyo Midtown Awards were established in 2008. In fiscal 2013, the art and design competitions attracted 293 and 1,333 entries, respectively, from Japan and overseas. Including the grand prizes, the 14 award-winning works are decided in October.

## Contributing to International Exchange

### Clothing Support Project at Retail Facilities

Every year at our retail facilities, we hold the &EARTH Clothing Support Project “Bring a Smile to the World with Your Clothes,” which takes in clothing donations and redistributes them to refugees and victims of natural disasters around the world through the NPO Japan Relief Clothing Center. Mitsui Fudosan Group employees participate in running the project.

In fiscal 2013, the project was implemented at 17 retail facilities in both May and November 2013. A total of 9,245 people donated about 47,628kg of clothing and ¥674,649 in cash. Since the project's first event in fiscal 2008, a cumulative total of 32,527 people have donated 176,527kg of clothing and ¥2,835,664 in cash.



Clothing Support Project

### Te to Te Project

At our retail facilities, we also hold events on behalf of the Te to Te Project—Refugee Aid Sent from Japan, a refugee assistance program organized through the United Nations NPO, the UNHCR. Through this operation that has at its slogan “Fighting hand in hand, let's support the world's refugees,” the program conveys information about refugee aid that is easily understood even by children by such means as picture story shows. In fiscal 2013, these events were held 27 times at 14 facilities.



ニッポン発信の難民支援  
てとてプロジェクト



### Asian Entrepreneurship Award 2013

Aiming to make into a global innovation base the Kasiwanoha Smart City area, the urban development of which is being promoted as “A City of New Industry Creation,” Mitsui Fudosan co-hosted the only full-fledged international business contest in Japan from May 29–31, 2013. In addition to expanding people networks, such as those of Japanese venture consultants, on the final day the 20 Asian nominated tech venture companies presented their business plans in front of the jury and audience, and the winners of the Grand Prize and other awards were decided.



Group photo of the Asian Entrepreneurship Award 2013 winners

## Tools for Communication with Stakeholders

In addition to social and environmental reports, the Mitsui Fudosan Group is providing tools for all stakeholders via print media and the Web. The key tools are introduced here.

### Social and Environmental Reports, etc.

In addition to Mitsui Fudosan Group's Social and Environmental Initiatives (this Report), several Group companies report on their social and environmental initiatives on their own pamphlets and website.



&EARTH REPORT



Mitsui Home Co., Ltd  
Environmental and Social Report



Tokyo Midtown  
Management Co., Ltd.  
On the Green



Mitsui Fudosan Facilities Co., Ltd.  
Social and Environmental  
Initiatives



Mitsui Fudosan Hotel  
Management Co., Ltd.  
Mitsui Garden Hotels  
Social and Environmental  
Initiatives



Mitsui Fudosan Residential  
Co., Ltd.  
Environmental Initiatives



Mitsui Fudosan Retail  
Management Co., Ltd.  
Environmental  
Enhancement and Social  
Philanthropic Activities

### Tools for Customers

To enhance the customer satisfaction level, we engage in information transmission and information exchange via pamphlets, website and other forms suitable for the purpose of communication.



Guide Book for Moving InA  
guidebook for customers  
issued by Mitsui Fudosan  
Housing Lease, Co., Ltd.  
summarizing the points of  
residential life.





31sumai  
(Mitsui's residence)



IEKAKI Ideal Housing

## Environment Communication Tools

Original pamphlets are issued to support customers' and other stakeholders' environmental consciousness and environmental activities in everyday living.



Environmental  
Communication Pamphlet  
Introduces the Mitsui  
Fudosan Group's  
environmental concept.



Stories of Never-Ending  
Forests  
Showcasing the Mitsui  
Fudosan Group's Forest  
Conservation Activities



&EARTH Park  
Showcasing the Mitsui  
Fudosan Group's  
Environmental and CSR  
Activities



Environmental Vision Book  
Issued by Mitsui Fudosan  
Residential Co., Ltd. for  
customers

## Tools for Employees

Intra-company and intra-group publicity tools facilitate such efforts as the sharing of information on social and environmental initiatives and raising of CSR awareness.



Intra-company newsletter  
&you



Intra-group magazine  
MuFu!



Eco Life Handbook  
Tool for raising  
environmental awareness  
among employees。



Environmental Vision Book  
Issued by Mitsui Home, Co.,  
Ltd. for employees.



LaLaSta  
Community magazine for  
retail store staff

## Creating New Value and Markets

### Basic Stance

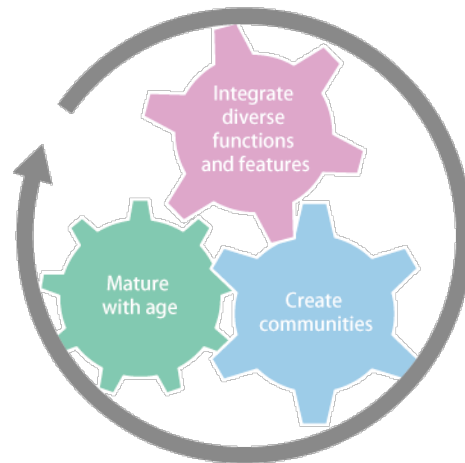
The Mitsui Fudosan Group has positioned the creation of new value and markets that keep abreast of social and economic changes through its core urban development activities as a core theme of its CSR endeavors. In this manner, the Group strives to contribute to the growth and development of society.

## Creating Value through Urban Development

As a part of its ongoing urban development activities, the Mitsui Fudosan Group works diligently to create and provide new value to its customers and society.

### Basic Stance toward Urban Development

The Mitsui Fudosan Group's basic stance toward urban development encompasses the following three activity goals. The first is to integrate diverse functions and features, which involves promoting mixed use and integrating the tangible and intangible aspects of the Group's operations. The second is to create communities, which entails connecting people who reside or gather in, or visit a particular area within that region. And the third is to work beyond the simple creation of neighborhoods to address specific needs as neighborhoods mature with age year after year through town management. By establishing a virtuous cycle that comprises these three activity goals, we are confident in our ability to create new value.



Basic Stance toward Urban Development

### Good Design Award Recipient for 14 Consecutive Years

At the Mitsui Fudosan Group, four departments and 10 projects received the Good Design Award in fiscal 2013 (sponsored by the Japan Design Association for the Promotion of Public Interest). This represents the high acclaim directed toward the Group's efforts to create value through urban development.

#### Projects to have received the award in fiscal 2013:

- Kashiwa-no-ha Area Energy Management System (Kashiwa City, Chiba Prefecture)
- Kashiwa-no-ha Home Energy Management System (Kashiwa City, Chiba Prefecture)
- Park City Kashiwanoha Campus Nibangai (Kashiwa City, Chiba Prefecture)
- Park Tower Shibakoen (Minato-ku, Tokyo)
- Park City Musashino Sakuratsutsumi (Musashino City, Tokyo)
- Park Tower Takanawa (Minato-ku, Tokyo)
- Park City Musashino Kosugi The Grand Wing Tower Fire and Disaster Prevention Condominium Plan (Nakahara-ku, Kawasaki City)
  - ▶ P40 Enhancing Safety and Security
- BS wall construction method (Mitsui Home Co., Ltd.)
- G frame construction method (Mitsui Home Co., Ltd.)
- 2x4 wood fire-resistant construction method (five story structure) (Mitsui Home Co., Ltd.)

## Aiming to Create New Markets

The Mitsui Fudosan Group aims to create new markets by offering solutions in tune with recent changes in society and the economy.

### Rolling Out Advanced Logistics Facilities

Operating conditions across the logistics industry have been changing as corporations review their supply chains and the e-commerce and mail-order service markets expand. As a result, we are witnessing growing demand for highly functional facilities. Under these circumstances, Mitsui Fudosan is leveraging its strengths as a comprehensive developer to address the needs of tenant companies. In specific terms, the Company is developing logistics facilities defined by their state-of-the-art features. In addition to offering highly efficient logistics functions, these facilities take into consideration global environmental concerns, provide BCP countermeasures in the event of a disaster, and deliver a comfortable workplace environment for all operating staff.

As of September 2014, we maintained a total of five Mitsui Fudosan Logistics Park facilities located mainly in metropolitan areas.



MFLP Yashio (Yashio City, Saitama Prefecture)



MFLP Sakai (Sakai-ku, Sakai City)



## Our Efforts for Shareholders

### Basic Stance

The Mitsui Fudosan Group engages in timely, detailed and appropriate investor relations activities in accordance with its own information disclosure policy. Management makes concerted efforts to build trust with all stakeholders, including shareholders, institutional investors and securities analysts inside and outside Japan, by respectfully engaging in dialog with them and considering their opinions in management decisions.

### Objectives of Investor Relations Activities

The objective of our investor relations activities is to provide useful information to market participants, including shareholders, institutional investors, securities analysts, and individual investors inside and outside Japan, while engaging in activities to build long-term relationships of trust with market participants with the ultimate aim of receiving fair evaluations of our businesses from these market participants.

To this end, Mitsui Fudosan aims to expand and augment its investor relations tools while disclosing information about its management strategies and financial condition in a timely, appropriate, and proactive manner.

### Basic Policy on Shareholder Returns

Mitsui Fudosan takes a long-term perspective to shareholder returns by improving shareholder value through the reinvestment of profits while comprehensively considering the expectations of shareholders for the direct return of profits. Mitsui Fudosan aims to improve dividend payments through future profit growth while maintaining a stable level of dividends.

In fiscal 2013, Mitsui Fudosan distributed an annual dividend of ¥22 per share, the same amount that was paid in fiscal 2012.

### Policy on Information Disclosure

Mitsui Fudosan discloses information in a timely fashion based on the principles of transparency, fairness, continuity, and timeliness in line with relevant laws and regulations, such as the Financial Instruments and Exchange Act, and the timely disclosure rules of the Tokyo Stock Exchange.

Mitsui Fudosan discloses information that is regulated by rules for timely disclosure through TDnet, a timely information disclosure network system offered by the Tokyo Stock Exchange. The Company's securities filings, quarterly reports, and other financial documents are disclosed through EDINET, an electronic disclosure system provided by the Financial Services Agency.

The same information is also available on our website.

### IR Communications

For individual investors and analysts, our website features a section with information for shareholders and investors in both Japanese and English. We provide information at the request of market participants about our management policies, financial conditions and performance, a library of investor relations materials, an event calendar, data about the stock and our shareholders, and information geared for individual investors.

For institutional investors and analysts in Japan, in addition to information provided on our website, we hold results briefings twice a year and participate in conferences with institutional investors and analysts. We respond to around 400 unique inquiries a year and also conduct tours of our properties.

For overseas institutional investors and analysts, we travel overseas several times a year to meet with investors and analysts, and mostly respond to individual inquiries.

Management takes into consideration the opinions of shareholders, institutional investors, analysts, and individual investors that have been shared with us through these meetings and individual inquiries.

### Disclosure of Business Reports on Our Website

Some documents that were distributed at the general meeting of shareholders held in June 2013 were subsequently disclosed on our website.

We created a system for publishing electronic documents on our website instead of mailing paper documents, based on provisions in the Articles of Incorporation, in order to stem growth in the volume of documents mailed. This is one way Mitsui Fudosan has worked to reduce environmental impact after the Great East Japan Earthquake.



A results briefing for investors and analysts

## Our Efforts for Our Employees

### Basic Stance

The Mitsui Fudosan Group aims to provide a work environment that welcomes diversity and nurtures vitality among its employees. Moreover, the Group aims to foster human resources with both generalist and expert abilities that are relevant to the creation of urban neighborhoods. To this end, we have set up systematic educational and training programs while also encouraging career formation through daily business activities.

## Work Environment : Creating an Environment for Everyone to Excel

### Supporting Work-Life Balance

Mitsui Fudosan has put in place various systems to support work-life balance and support childcare and family care, in order to create work environments that allow both men and women to excel at work while balancing the unique needs of their individual lifestyles.

To support employees from the start of their taking parental leave to their return to work, we have a system that involves three-way talks among the employee, the Personnel Department and their manager. In order to increase opportunities to think about work-life balance, we have declared that Mitsui Fudosan

Family Day will be held every Wednesday, on which no overtime is allowed. In fiscal 2013, Mitsui Fudosan Family Day was held on October 27, with a total of 91 families (302 people) participating. The event was an opportunity for employees and their families to deepen their connection with their community by visiting workplaces and getting together as a local community.

In addition, Mitsui Fudosan has established the Health Committee with the task of helping employees maintain and improve their health. It aims to increase the ratio of employees that go to periodic health checkups, asks health professionals and physicians to consult with employees that work long hours and are overworking, and takes other actions to improve the overall environment for occupational health. For employees taking advantage of our back-to-work program that were on a leave of absence due to illness or other reasons, we aim to create safe working conditions while paying respect to the wishes of that employee, by involving the Personnel Department, relevant managers, industrial physicians, and Health Management Center where health professionals are always available.



Mitsui Fudosan Family Day

#### Support for Childcare

- Maternal leave before and after childbirth (six weeks before, eight weeks after childbirth)
- Childcare leave system (until the end of April following the year in which the child turns two)
- Shortened work hour system for childcare (until the child enters the third year of elementary school)
- In-office nurseries

#### Support for Family Care

- Family care leave (up to one year per family member in need of care)
- Shortened work hour system for family care
- Family care consultations
- Family care seminars
- Nursing care leave

#### Support for Ensuring Work-Life Balance

- Special summer leave, special consecutive leave
- Refreshment leave (for employees who have reached a certain number of years of continuous employment) Family Care
- Return entry system [established in April 2014] (support for the reemployment of retired employees when certain conditions are met)

### Family Care Seminars for Employees

To support family care, Mitsui Fudosan offers family care seminars for its employees in collaboration with the care design office of the S&E Comprehensive Research Center, an internal think tank. These seminars are designed to provide employees with a basic awareness of nursing care and introduce them to our related support systems in order to prepare them for the possibility of nursing care needs emerging in their families. In fiscal 2013, we held two seminars that were attended by 54 employees.



### Establishment of In-Office Nursery in Nihonbashi

In support of the various ways employees work, Mitsui Fudosan opened the Kids Square Nihonbashi Muromachi with a capacity for 50 children as an in-office nursery in the Mitsui No. 2 Building (Chuo-ku, Tokyo) where the head office is located. The childcare center is operated as a consortium open to other corporate tenants in office buildings managed by Mitsui Fudosan. The facility brings childcare and work closer together.



Kids Square Nihonbashi Muromachi

### Our Efforts to Project Human Rights

Mitsui Fudosan has a Human Rights Awareness Raising Committee that formulates the Code of Employee Conduct with regard to human rights. Newly hired employees receive training about sexual harassment, power harassment and discrimination. Mitsui Fudosan also has a consultation service for sexual harassment in its Personnel Department that is available by telephone 24 hours a day. In fiscal 2013, we held six harassment training seminars throughout the year, and we will continue to conduct training on these topics. Mitsui Fudosan has established the Fair Employment Screening and Human Rights Awareness Raising Promotion Committee, and each Group company organizes Fair Employment Screening and Human Rights Awareness Raising Liaison Conferences to raise awareness of human rights issues across the Group.

## Fostering Human Resources that Possess a Broad Perspective and Expertise

### Aiming to be a Real Estate Solutions Partner

Mitsui Fudosan aims to be a real estate solutions partner that creates new value by embracing a multifaceted approach to changing customer needs and markets. To achieve this goal, Mitsui Fudosan is targeting the development of a diverse group of employees with both specialized and advanced business knowledge, and a broader perspective not limited to a specific field of expertise.

### Systematic Training Programs to Improve Various Skills

Mitsui Fudosan has established a systematic and diverse training program for employees in order to assist with the development of their skills in line with their individual capabilities and needs. All employees are trained in programs created by the Personnel Department to acquire the knowledge and skills needed as an employee of the Mitsui Fudosan Group. Employees may also advance onward with specialized training in programs created by each business unit to acquire the skills particular to a specific business and product.

In fiscal 2013, the Group conducted collective training for personnel in their fifth year of employment. This initiative was aimed at expanding training to better encompass younger staff. Moreover, Mitsui Fudosan is taking steps to continuously expand its foreign language training and overseas tenure training in order to foster employees with global skills. We also have systems that provide opportunities for employees to talk about their career and skill development with the Personnel Department and their managers. The Personnel Department conducts individual interviews with all employees once a year. These interviews help to identify issues as well as the status of training environments and labor conditions. In this way, we enable employees to take part in the development of their own skills as they see fit in line with their long-term goals.



Internal Training

### Examples of Distinctive Programs that Involve the Sharing of Management Awareness and Corporate Culture

#### Meet21 Training

MEET21 Training is a program where executives lead the instruction of a limited number of employees from each generation about management issues in a seminar format. This form of training encourages the sharing of information across roles and age groups.

#### Cross Expert Training

Cross Expert Training is a program that helps employees find role models by listening to stories about the experiences of business leaders and group managers.

## Hiring People from Diverse Backgrounds

Mitsui Fudosan seeks to hire people from diverse backgrounds to promote diversity, while prioritizing people with a broad base of knowledge and strong potential, as employees that will be responsible for Mitsui Fudosan's role as a real estate solution partner.

For college graduates, we offer business experience seminars for students thinking about applying for a job, and have them play a game about planning communities in order to deepen their understanding of the business from a developers' perspective.

As a part of the progress we have made in group management under Innovation 2017, our long-term management plan, we have held business forums with the cooperation of each company in the Mitsui Fudosan Group to give students a feel for our comprehensive capabilities.

In its recruiting activities for principal career track employees (mid-career professionals), Mitsui Fudosan does not restrict applications to those who were in a certain industry in their previous position, but seeks a broad range of human resources capable of thinking outside the box and possessing a wealth of experience.



Mitsui Fudosan Group business forum



Business experience seminar

## Environmental Training and Education

As a part of its environmental efforts, Mitsui Fudosan and Group companies train and educate their employees about the environment while also providing eco tours and other activities to increase their interest in the environment. We also encourage employees to take the Eco Test (a Certification Test for Environmental Specialists) administered by the Tokyo Chamber of Commerce and Industry.

### Environmental Training and Education

In fiscal 2013, Mitsui Fudosan trained employees in afforestation and provided staff in the Accommodation Division with training in environmental issues generally. Afforestation training is held every year in October. In fiscal 2013, a total of 33 employees from the Company participated in the training and planted around 700 larch trees.

In addition, independent environmental training and education activities are undertaken at the Office Building Division as well as Mitsui Fudosan Facilities Co., Ltd. and Mitsui Fudosan Hotel Management Co., Ltd.



Afforestation Training

## Environmental Training (Fiscal 2013)

Sponsor	Type of Training	Subject Participants	Number of Participants
Mitsui Fudosan Co., Ltd.	Afforestation (once)	Companywide	33
	Training on environmental issues generally and social contribution activities	Accommodation Division	33
Office Building Division	Nationwide Workers First Environment Promotion Convention (once)	Building Division, Mitsui Fudosan Building Management Co., Ltd., management companies	423
Mitsui Fudosan Facilities Co., Ltd.	Environmental training when first entering the Company	Newly hired employees	213
	Energy conservation management study group (five times)	Companywide	341

## Environmental Education (Fiscal 2013)

Provider	Content, Number of Classes, Number of Participants
Mitsui Fudosan Facilities Co., Ltd.	Street cleaning the day after the Sumida River Fireworks (once, 49 participants)
Mitsui Fudosan Hotel Management Co., Ltd.	Distribution of information through the publication of Eco Communications (monthly)

## Eco Tours

In fiscal 2013, eco tours were sponsored twice by Mitsui Fudosan, once by Mitsui Fudosan Facilities Co., Ltd., and twice by Mitsui Fudosan Hotel Management Co., Ltd.



Eco Tours (Mitsui Fudosan)

## Eco Tours (Fiscal 2013)

Sponsors	Details, Number of Tours	Number of Participants
Mitsui Fudosan Co., Ltd.	Tours of the Kashiwanoha Smart City Museum, advanced environmental housing and buildings, and an intermediate waste treatment facility (once)	32
	Tours of the Kawasaki natural gas power generation facility as well as advanced environmental housing and buildings (once)	23
三 Mitsui Fudosan Facilities Co., Ltd	Tours of a megasolar facility and a PCB detoxification treatment facility (once)	35
Mitsui Fudosan Hotel Management Co., Ltd.	Tours of a waste disposal facility and a PCB detoxification treatment facility (headquarters: once; Kansai: once)	Total 32

## Eco Test

As of the end of fiscal 2013, a cumulative total of 388 employees had taken and passed the Eco Test at Mitsui Fudosan. This represented around 24% of all employees. The cumulative totals of Group company employees to have taken and passed the test as well as the percentage of total employees for each Group company as of March 31, 2014 were as follows: Mitsui Fudosan Facilities Co., Ltd. 987 (74%); Mitsui Fudosan Building Management Co., Ltd. 282 (47%), and; Mitsui Fudosan Architectural Engineering Co., Ltd. 38 (45% excluding employees on secondment).



### Basic Stance

Corporate Social Responsibility (CSR) at the Mitsui Fudosan Group is conducted through its core business activities with an emphasis on the environment, quality, and efforts to create new value and markets. Corporate governance, risk management and compliance are the basis of our business activities, and we strive to advance and strengthen these functions.

# Environmental Management System and Social Contribution System

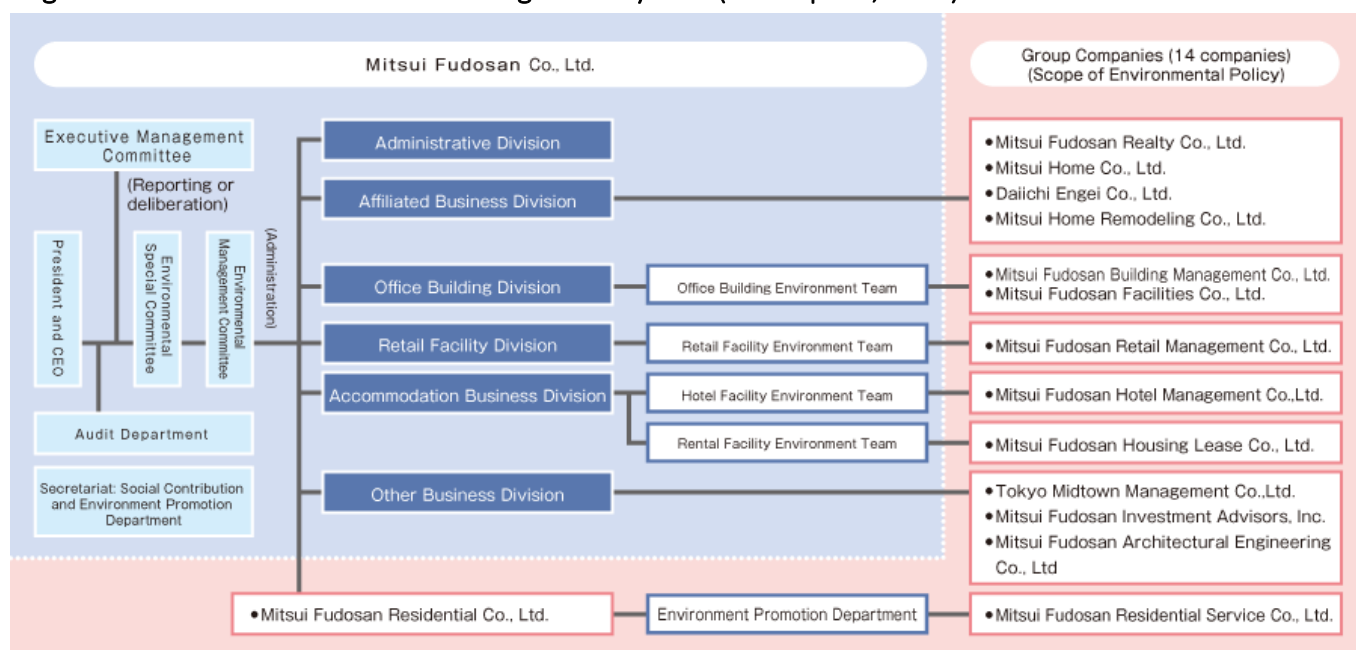
## Environmental Management System

The Environmental Management Committee, an organization which is headed by the President and CEO and subordinate to the Environmental Special Committee, was established to create fiscal year targets\* for each business segment and plan environmental initiatives alongside Group companies in accordance with environmental policies. Turning to Group companies that fall within the scope of the environmental policy, Uniliving Co., Ltd. was removed as of the end of March 2013. As of April 1, 2014, there 14 Group companies that fall within the scope of the environmental policy.

As of April 1, 2014, LaLaport Kashiwanoha and Mitsui Fudosan Facilities Co., Ltd. have acquired ISO 14001 certification. These entities systematically manage efforts to conserve the environment.

\* Details of fiscal 2013 targets and achievements for environmental efforts as well as fiscal 2014 targets are posted on the Company's website.

## Organization of the Environmental Management System (as of April 1, 2014)



### Notes:

1. Mitsui Home Co., Ltd., Mitsui Fudosan Facilities Co., Ltd., Mitsui Fudosan Retail Management Co., Ltd., Mitsui Fudosan Hotel Management Co., Ltd., and Tokyo Midtown Management Co., Ltd. promote environmental conservation activities by establishing their own environmental policies based on the Group Environmental Policy. These companies also conduct their own social and environmental reporting.
2. Effective April 1, 2014, Mitsui Fudosan Housing Service Co., Ltd. changed its company name to Mitsui Fudosan Residential Service Co., Ltd.

## Social Contribution System

The Social Contribution Committee under the Social Contribution Special Committee, which is headed by the President and CEO, was established to promote social contributions throughout the Mitsui Fudosan Group.

The Social Contribution Committee formulates the principles and policies that define the social contribution activities of the Mitsui Fudosan Group. It also keeps up to date the social contribution targets, objectives and plans of each business segment and affiliated company while monitoring and evaluating their progress toward targets.

The Social Contribution Activity Policy was created in March 2013 to serve as common ground for various activities to realize abundance and affluence in society from a global perspective.

## Environmental Data

Environmental Accounting  
(Mitsui Fudosan Building Business) 84

Environmental Activity Data  
(Mitsui Fudosan) 87

## Environmental Accounting (Mitsui Fudosan Building Business)

### Cost of Environmental Conservation

Investments in fiscal 2013 totaled ¥269,544,000 mainly for updating air-conditioning systems and installing new air-conditioning control equipment.

Spending during the fiscal year of ¥1,132,424,000 was primarily for the maintenance of equipment for managing energy usage in the operations of building facilities, and for cleaning medium-performance filters. Moreover, management costs totaled ¥178,539,000, which included efforts to ensure compliance with the Energy Conservation Law and the Tokyo Metropolitan government's environmental regulations. The Mitsui Fudosan Group has spent a cumulative total of ¥9,304,678,000 on environmental conservation since the base fiscal year.

#### <Calculation of Environmental Accounting>

- **Investment and expenses required for environmental conservation were calculated in the environmental conservation costs. In addition, fiscal 2002 is regarded as the base fiscal year for comparisons/calculations.**
- **Expenses for environmental conservation costs include depreciation allowance for equipment, etc. invested in.**
- **Among environmental conservation costs related to administrative activities, expenses for conducting occupational knowledge training and other expenses are posted.**
- **The basis for conversion into CO<sub>2</sub> with respect to environmental conservation effects is as follows. In order to compare with the base fiscal year, the numerical values for the fiscal year under review and the previous fiscal year were also calculated on the following basis.**  
**CO<sub>2</sub> emissions coefficient (other than electricity):**  
The CO<sub>2</sub> emissions coefficient indicated in the Enforcement Ordinance of the Act on Promotion of Global Warming Countermeasures (revised in December 2002).  
**CO<sub>2</sub> emissions coefficient (electricity):**  
The CO<sub>2</sub> emissions coefficient indicated in the Enforcement Ordinance of the Act on Promotion of Global Warming Countermeasures (revised in December 2002) (the numerical value for general electric power suppliers is used).
- **Targeted properties of the fiscal year under review differ from those of the previous fiscal year and base fiscal year.**



## Cost of Environmental Conservation (Fiscal 2013)

Scope of calculatons: Office buildings that Mitsui Fudosan owns or partially owns (targeted: 73 buildings)

Applicable period: April 1, 2013 – Marhc 31, 2014

Base fiscal year: Fiscal 2002

Classification		Contents of Major Initiatives	Investment Amount	Amount of Current Expenses	Amount of Expenses Accumulated from Base Fiscal Year
1	Environmental Conservation Costs to Reduce Environmental Impact Generated through Production/Service Activities in Business Areas(costs in business areas)	—	268,898	893,391	8,028,604
	Breakdown				
	1-1 Antipollution Costs	Effluent Treatment Facility, Smoke Density Measurements, Countermeasures against Legionella Bacteria, etc.	45,483	27,459	342,185
	1-2 Global Environment Conservation Costs	Renovation of Heat Sources, Renovation of Air-conditioners, Introduction of BEMS, Mid-performance Filter Cleaning, etc.	222,865	632,166	4,946,132
	1-3 Resource Recycling Costs	Facility to Recycle Wastewater, Expenses to Recycle Food Scraps, Expenses to Recycle Fluorescent Light and Batteries, etc.	550	233,766	2,740,287
2	Costs to Reduce Environment Load Generated Upstream or Downstream Due to Production/Service Activities(upstream/downstream costs)	—	0	0	0
3	Environmental Conservation Costs in Administrative Activities(Administrative Activity Costs)	Expenses to Comply with Environmental Laws and Ordinances, Expenses to Provide Environmental Education, etc.	0	178,539	740,732
4	Environmental Conservation Costs in Research and Development Activities(Research and Development Costs)	Environmental-related Research and Development Expenses, Depreciation on Facilities related to the Aforementioned Initiatives, Personnel Expenses for Environment-related	0	2,369	29,851
5	Environmental Conservation Costs in Social Activities(Social Activity Costs)	Planting Refurbishments, Maintenance Expenses for Outdoor Facility Planting, etc.	646	58,125	505,491
6	Costs to Handle Environmental Damage(Environmental Damage Costs)	—	0	0	0
Total			269,544	1,132,424	9,304,678

## Environmental Conservation

In overall terms, environmental load indicators for fiscal 2013 were essentially unchanged from the previous fiscal year. In contrast, the district heating and cooling (DHC) indicator (usage per unit of floor area at managed properties) was 775.95MJ per 1,000 m<sup>2</sup>, up approximately 8%. Meanwhile, the ratio of recycling versus total waste volume improved 4.96%.

Compared with the base fiscal year (fiscal 2002), indicators across-the-board are decreasing (improving). Looking at electricity, electricity usage per unit of floor area at managed properties, 6,650 kWh of electricity was used per 1,000 m<sup>2</sup> in fiscal 2013, a decrease of 4,290 kWh per 1,000 m<sup>2</sup> (down approximately 39%) compared with the base fiscal year, which was 10,940 kWh per 1,000 m<sup>2</sup>. This represents an improvement in electricity usage per unit of floor area.

For water, water usage per unit of floor area at managed properties, 49.54 tons of water was used per 1,000 m<sup>2</sup>, a reduction of 28.42 tons per 1,000 m<sup>2</sup> (down approximately 36%) compared with 77.96 tons per 1,000 m<sup>2</sup> in the base fiscal year.

From a recycling versus total waste volume perspective, the ratio was 73.48% in fiscal 2013 compared with 44.77% in the base fiscal year, for a 28.71 percentage point improvement in the recycling ratio. Moreover, turning to waste volume per unit of floor area, the amount of waste generated per unit of floor area declined to 0.61 tons per 1,000 m<sup>2</sup> in fiscal 2013, a reduction of 0.58 tons per 1,000 m<sup>2</sup> (down approximately 49%) compared with the base fiscal year, which was 1.19 tons per 1,000 m<sup>2</sup>.

## Environmental Conservation Effects (Fiscal 2013)

Scope of calculatons: Office buildings that Mitsui Fudosan owns or partially owns (targeted: 73 buildings)

Applicable period: April 1, 2013 – Marhc 31, 2014

Base fiscal year: Fiscal 2002

Cotents of Effects	Environmental Load Index					
	Current Fiscal Year(Fiscal 2013)	Previous Fiscal Year(Fiscal 2012)	Base Fiscal Year(Fiscal 2002)	Year-on-year Change(Current fiscal year-Previous fiscal year)	Compared with Base Fiscal Year(Current fiscal year-base fiscal year)	
Energy-saving for Administrative Purpose						
Consumption by Floor Area of Crude Oil Equivalent to Fuel/ Electricity for Administrative Use(after correction based on occupancy ratio)[crude oil equivalent kl/ thousand m <sup>2</sup> ]*1	2.02	1.99	3.16	0.03	-1.14	
Consumption by Floor Area of CO <sub>2</sub> Equivalent to Fuel/ Electricity for Administrative Use(after correction based on occupancy ratio)[equivalent t-CO <sub>2</sub> / thousand m <sup>2</sup> ]*2	3.12	3.09	4.87	0.03	-1.75	
Break-down of Each Energy	Electricity: Consumption by Floor Area of Electric Power Consumed for Administrative Use(after correction based on occupancy ratio)[thousand kWh/ thousand m <sup>2</sup> ]*3	6.65	6.43	10.94	0.22	-4.29
	Gas: Consumption by Floor Area of Gas Consumed for Administrative Use(after correction based on occupancy ratio)[thousand m <sup>3</sup> / thousand m <sup>2</sup> ]*4	0.30	0.33	0.32	-0.03	-0.02
	DHC: Consumption by Floor Area of DHC Purchased for Administrative Use(after correction based on occupancy ratio)[MJ / thousand m <sup>2</sup> ]*5	10,801.83	10,025.88	24,258.57	775.95	-13,456.74
Water: Consumption by Floor Area of Water Consumed for Administrative Use(after correction based on occupancy ratio)[t / thousand m <sup>2</sup> ]*6	49.54	46.81	77.96	2.73	-28.42	
Consumption by Floor Area of Disposed Waste(after correction based on occupancy ratio)[t/ thousand m <sup>2</sup> ]*7	0.61	0.59	1.19	0.02	-0.58	
Improvement of Recycling Rate to Total Waste[%]	73.48	68.52	44.77	4.96	28.71	

- \*1 Crude oil equivalent to fuel/electricity use [kl] / (total floor area [thousand m<sup>2</sup>] x occupancy ratio)
- \*2 CO<sub>2</sub> equivalent to fuel/electricity use for administrative use [kl] / (total floor area [thousand m<sup>2</sup>] x occupancy ratio)
- \*3 Electric power consumed for administrative use [thousand kWh] / (total floor area [thousand m<sup>2</sup>] x occupancy ratio)
- \*4 Gas consumed for administrative use [thousand m<sup>3</sup>] / (total floor area [thousand m<sup>2</sup>] x occupancy ratio)
- \*5 DHC purchased for administrative use [MJ] / (total floor area [thousand m<sup>2</sup>] x occupancy ratio)
- \*6 Water consumed for administrative use [t] / (total floor area [thousand m<sup>2</sup>] x occupancy ratio)
- \*7 Amount of disposed waste [t] / (total floor area [thousand m<sup>2</sup>] x occupancy ratio)

## Environmental Activity Data (Mitsui Fudosan)

### Scope of Data Collation

Mitsui Fudosan gathers data on its environmental activities at its office buildings, retail facilities, hotels and other properties in accordance with the Energy Conservation Law, including some data on water usage and waste at these properties.

#### Scope of Data Collation

Type	Fiscal Year	Energy/CQ	Water	Waste	
Overall	No. of target facilities (facilities)	2009	162	129	107
		2010	164	148	112
		2011	156	148	110
		2012	153	148	104
		2013	152	132	95
	Total floor area (m <sup>2</sup> )	2009	4,430,281	4,447,107	4,256,707
		2010	4,575,496	4,529,654	4,351,480
		2011	4,512,623	4,481,880	4,068,876
		2012	4,500,657	4,506,491	4,141,918
		2013	4,633,067	4,978,585	4,529,604
Office buildings	No. of target buildings (buildings)	2009	93	88	74
		2010	98	94	79
		2011	93	93	76
		2012	87	87	68
		2013	86	78	60
	Total floor area (m <sup>2</sup> )	2009	2,503,671	2,582,642	2,515,621
		2010	2,599,676	2,593,805	2,592,577
		2011	2,555,284	2,555,284	2,322,536
		2012	2,514,419	2,547,082	2,372,743
		2013	2,514,713	2,810,053	2,687,257
Retail facilities	No. of target facilities (facilities)	2009	29	28	25
		2010	33	31	24
		2011	36	36	26
		2012	36	34	28
		2013	38	36	27
	Total floor area (m <sup>2</sup> )	2009	1,756,019	1,776,566	1,658,695
		2010	1,796,010	1,793,142	1,666,151
		2011	1,784,818	1,784,818	1,666,955
		2012	1,820,319	1,800,628	1,695,133
		2013	1,880,535	1,905,842	1,759,935
Hotels	No. of target facilities (facilities)	2009	7	7	7
		2010	8	8	8
		2011	8	8	7
		2012	7	7	7
		2013	11	11	7
	Total floor area (m <sup>2</sup> )	2009	76,932	76,932	76,932
		2010	87,293	87,293	87,293
		2011	81,951	87,293	73,925
		2012	68,583	68,583	68,583
		2013	149,114	167,040	76,952
Other	No. of target facilities (facilities)	2009	33	6	1
		2010	25	15	1
		2011	19	11	1
		2012	23	20	1
		2013	17	7	1
	Total floor area (m <sup>2</sup> )	2009	93,659	10,967	5,459
		2010	92,518	55,415	5,459
		2011	90,568	54,485	5,459
		2012	97,335	90,198	5,459
		2013	88,704	95,650	5,459

Note 1: Office buildings include Tokyo Midtown. "Other" includes rental housing, facilities under the control of the General Administration Department and branches. Moreover, resort hotels have been included in the scope of collation for hotels from fiscal 2013 (excluding waste).

Note 2: Energy usage and CO<sub>2</sub> emission total floor area data takes into consideration the operating month.

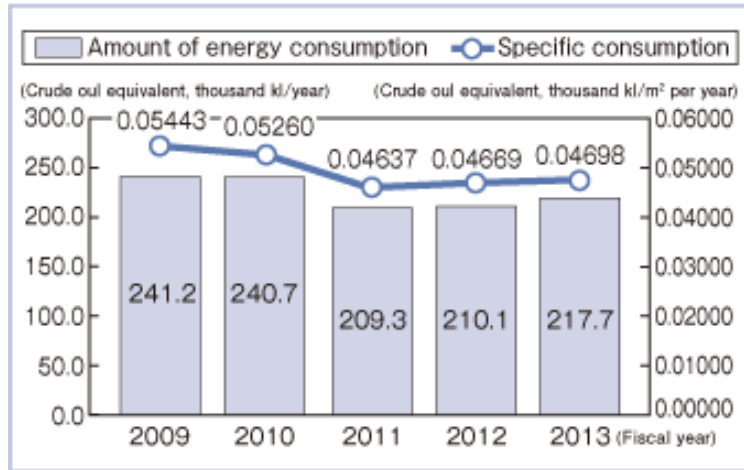
<Adjustments to figures>

There was an error in certain information presented in the 2013 edition of the report with respect to the scope of collation (total floor area). The related information has been corrected in this report.

## Energy Usage

While total energy usage was 217,700 kl of oil equivalent per year in fiscal 2013, an increase of 3.6% compared with the previous fiscal year, the increase in energy usage per base unit (of floor area) was held to 0.6% year on year at 0.04698 kl (oil equivalent) per  $m^2$  annually. This was largely attributable to the inclusion of three resort hotels in the scope of collation. While total energy usage has climbed year on year, energy usage per base unit saw only a slight upswing due to the increase in floor area.

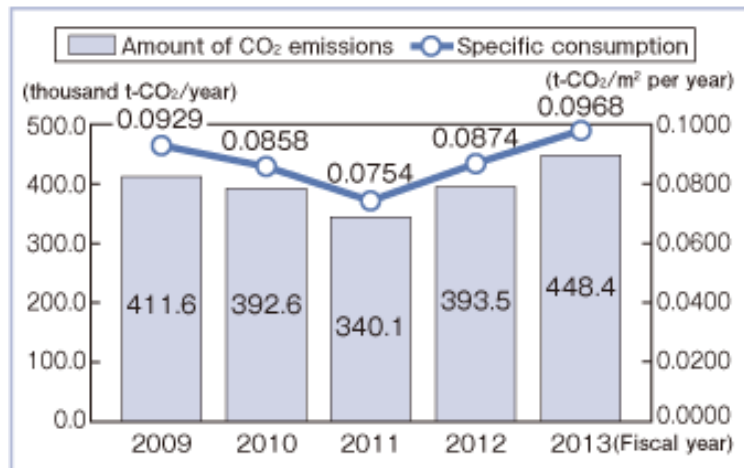
Trends in the Amount of Energy Consumption



## CO<sub>2</sub> Emissions

In fiscal 2013, CO<sub>2</sub> emissions totaled 448,400 t-CO<sub>2</sub>/year, an increase of 14.0% compared with the previous fiscal year. CO<sub>2</sub> emissions per base unit (of floor area) were 0.0968 t-CO<sub>2</sub>/m<sup>2</sup>/year, up 10.8% compared with the previous fiscal year. These increases are the result of suspended operations at nuclear power plants since the Great East Japan Earthquake, which led to an increase in the CO<sub>2</sub> emissions coefficient related to electricity usage in fiscal 2013. On this basis, the rate of increase was larger than other indicators including energy usage.

Trends in the Amount of CO<sub>2</sub> Emissions



Note: The amount of CO<sub>2</sub> emission is calculated based on the Manual for Calculating and Reporting Greenhouse Gas Emissions (the Ministry of the Environment and the Ministry of Economy, Trade and Industry of Japan). The amount of CO<sub>2</sub> emission for each fiscal year is calculated using the definitive value of the electricity emission coefficients of each respective previous fiscal year.



## Water Usage

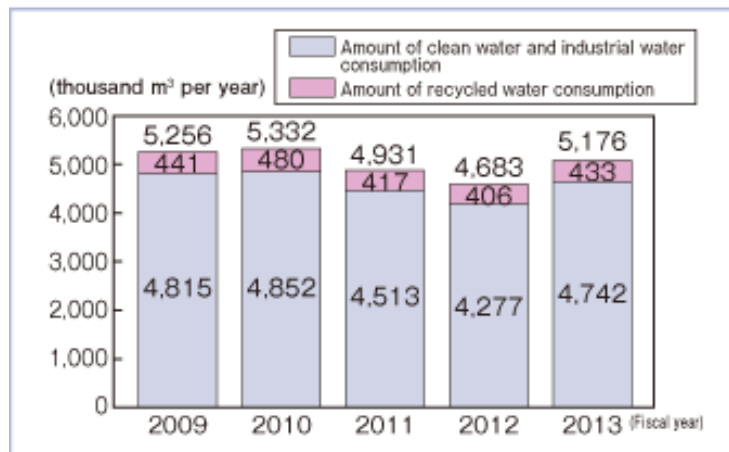
While water usage\*1 has trended downward since fiscal 2010, overall usage was 5,176,000 m<sup>3</sup>/year in fiscal 2013, an increase of 10.5% compared with the previous fiscal year. Clean water and industrial water usage\*2 was 4,742,000 m<sup>3</sup>/year, up 10.9% year on year. On a per unit basis (of floor area), this was 0.953 m<sup>3</sup>/m<sup>2</sup>/year, an increase of 0.4% compared with the previous fiscal year. These movements were mainly the result of the inclusion of three resort hotels in the scope of collation. While clean water and industrial water usage was up, the increase in floor area together with a decrease in specific consumption at office buildings and retail properties, specific consumption saw a slight upswing.

Recycled water usage increased 6.7% year on year to 433,000 m<sup>3</sup>/year. The ratio of recycled water usage to total water usage was 8.4%, slightly lower than the 8.7% recorded in fiscal 2012.

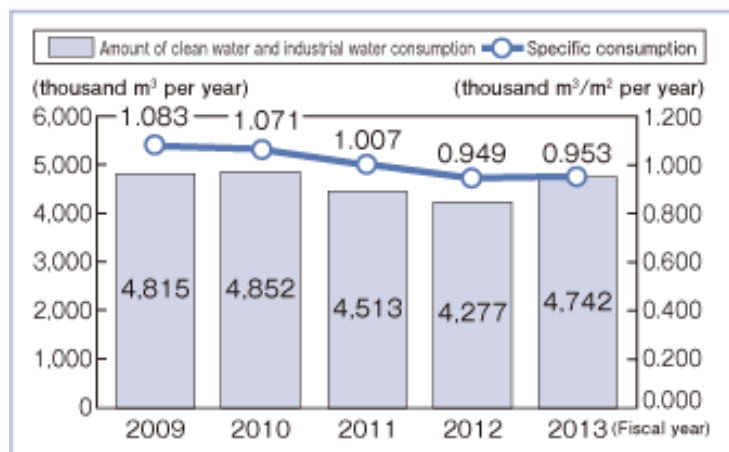
\*1 Water usage: The total of clean water, industrial water, and recycled water usage. It does not include use of rainwater.

\*2 Clean water and industrial water usage: Clean water and industrial water usage excludes well water usage.

### Trends in the Amount of Water Usage



### Trends in Clean Water and Industrial Water Consumption



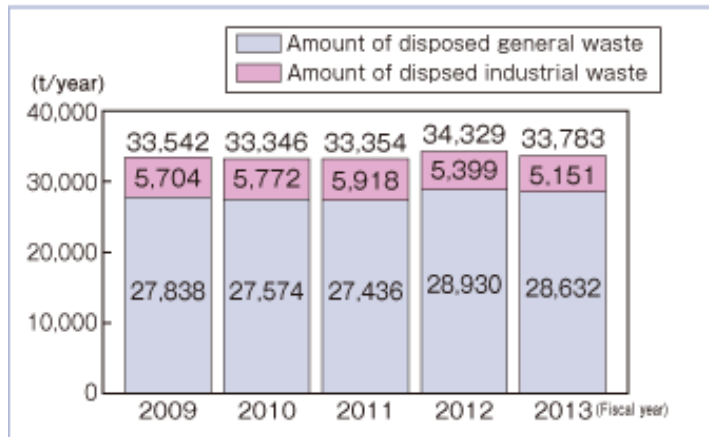
## Waste Emissions

Waste emissions totaled 33,783 tons/year in fiscal 2013, a decrease of 1.6% compared with the previous fiscal year.

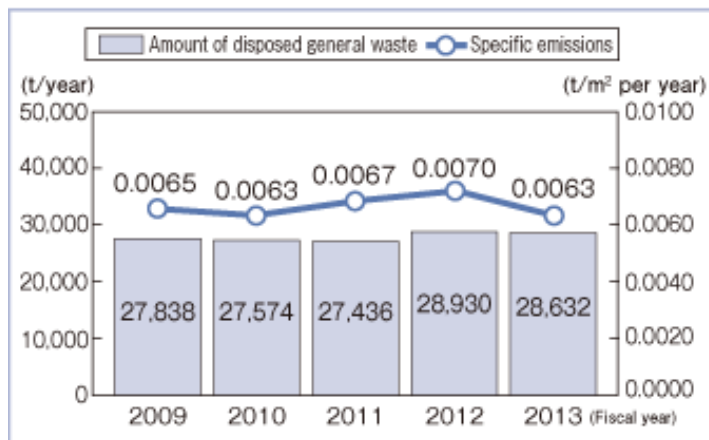
General waste emissions amounted to 28,632 tons per year, a decline of 1.0% compared with the previous fiscal year, and on a per unit basis (of floor area), general waste emissions was 0.0063 tons/m<sup>2</sup>/year, down 10.0%. While emissions increased at office buildings, these results reflected continued progress in reducing volumes at retail properties and the overall increase in floor area.

Industrial waste emissions came to 5,151 tons/year, a reduction of 4.6% compared with the previous fiscal year. Industrial waste per base unit (of floor area) was 0.0011 tons/m<sup>2</sup>/year, a decline of 15.4% year on year. This was largely attributable to successful efforts to reduce the amount of emissions at office buildings and the increase in floor area.

### Trends in the Amount of Disposed Waste



### Trends in the Amount of Disposed General Waste



### Trends in the Amount of Disposed Industrial Waste



## Third-party comment

### Taking on Social Issues and Creating Communities as Models for the Future



Toshiharu Ikaga  
Professor, School  
of Science for  
Open &  
Environmental  
Systems  
Graduate School  
of Science &  
Technology, Keio  
University

The major highlight this year is that the report comes in two versions: a compact printed version and an expansive online version. I believe the compact printed version is an essential tool for communicating with a broad assortment of stakeholders.

In the special feature about Smart Cities covered every year, I was particularly interested in the Company's initiatives to promote health and longevity in addition to Kashiwanoha AEMS and other cutting-edge systems. This concept is similar to the Smart Wellness way of thinking that has gained traction in various countries over the past few years, and I believe it will become an increasingly important social issue around the world. Kashiwanoha Smart City aims to solve social issues like these with the collaboration of local government, universities, and residents with Mitsui Fudosan at the center. It is a very hands-on task that requires a long-term vision.

The Nihonbashi area in the heart of Tokyo is also highlighted in the report as Mitsui Fudosan undertakes a sweeping redevelopment of the area that goes beyond individual buildings. I highly approve of the Company's continued efforts to draw out the attractiveness and added value of the area's diverse streets from both a physical aspect, such as district power and heat supply businesses that consider the environment as well as safety and security during disasters, and a spiritual aspect with the Nihonbashi Omotenashi Project. Also in this year's report, the Company discusses its broadening and deepening involvement in the conservation and use of Group-owned forests. The Company has been using wood material made from thinned out trees for the interiors of large-scale condominium buildings, and this has been proven to have a positive impact on the health of residents. Using forests is a core part of the Company's initiatives that connect to health and longevity, and I look forward to watching the Company progress on this front.

Mitsui Fudosan has been stepping up efforts in line with its Social Contribution Activity Policy drawn up in March 2013. The Yui no Ba initiative to support companies in areas affected by the natural disaster is worthy of a long-term commitment, in my opinion, as Mitsui Fudosan can leverage its resources and expertise as a real estate company.

Most of the stories in this report are an apt description of the Company's efforts to improve the attractiveness of communities over the next 50 or 100 years. I hope the Mitsui Fudosan Group will take on the challenge of solving various social issues and create communities that will become the blueprint for a better Japan and world in the future.

## Third-party comment

### Expecting Results from the &EARTH Philosophy through a Diverse Array of Initiatives



Ayako  
Yamakawa  
Representative,  
Energy  
Conscious  
Consumer  
Lifestyle  
Advisor

This marks the fifth time since fiscal 2010 that I have been kindly asked by the Mitsui Fudosan Group to comment on its social and environmental efforts. Every year, I can see how the Group's initiatives have blossomed in scope. Beginning with the visualization of energy, Kashiwanoha Smart City is designed to conserve, create, and store energy, and Kashiwanoha AEMS has made it possible to manage energy across the entire community in a unified manner. In addition to this physical infrastructure, I highly approve of the Company's efforts to provide services that improve health and hold events to promote human interaction, in order to build communities among residents. I look forward to Mitsui Fudosan becoming an industry leader as it builds on the successes of its model for smart cities, and hope it leads to other advances as well.

The Company also showcases its initiative to plant, make, and use forests. Properly managed forests are a resource for absorbing and fixating CO<sub>2</sub>, and play a role in preventing landslide damage. Finding uses for the timber harvested from the periodic thinning out of forests is essential. Timber thinned out from the forests maintained and managed by the Group is used to make the interiors of housing and buildings developed by the Group, and it is also used as a construction material. I approve of this approach and hope it is expanded. By appealing to the importance of planting, making, and using forests, the Company is furthering an understanding of how to utilize forests while broadening demand.

I also highly commend the Company's steady progress in standardizing specifications for energy-conserving homes and promoting the 3Rs.

I hope the Group realizes its vision for &EARTH through a diverse range of basic and sophisticated initiatives to conserve the environment, from both a hard and soft approach.