
Formulation of Basic Policy against Customer Harassment

Tokyo, Japan, October 1, 2024 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has formulated the Mitsui Fudosan Group “Basic Policy against Customer Harassment.”

The Mitsui Fudosan Group aims to generate new value through cooperation, coexistence, and co-creation and provide spaces and services that are safe, reassuring, and full of charm based on the philosophy of the “& mark.”

To achieve this, it is essential to protect the mental and physical health of Group employees by ensuring a working environment in which they can work with peace of mind. While the Group will continue to respond sincerely to the opinions and requests of its customers, it will take a firm stand against any conduct that constitutes customer harassment in order to protect its employees. It will also respond to such conduct in a systematic manner, including consulting with the police, attorneys, and other external experts.

In addition to establishing this policy as a Groupwide policy, each company in the Group will formulate its own policy that is suited to its individual situation.

■ Definition of customer harassment

In accordance with the “Corporate Manual on Measures against Customer Harassment” published by the Ministry of Health, Labour and Welfare, the Group defines customer harassment as “any demand or behavior by a customer that is unreasonable or is accompanied by language or behavior that is socially unacceptable (verbal abuse, assault, threats, etc.) and is harmful to the employee’s working environment.”

Key examples of customer harassment include, but are not limited to:

- Violence, verbal abuse, or other harassing behaviors
- Excessive or unreasonable demands, demands unrelated to products or services
- Demands or attacks on individual employees
- Time and place constraints that exceed the reasonable range
- Slander via social media or the internet
- Other demands, language, or behavior deemed socially unacceptable in terms of content or manner

■ Mitsui Fudosan Group initiatives

The Group will implement the following measures to deal with customer harassment in a systematic manner.

- Spread awareness and conduct training on basic knowledge of customer harassment
- Establish methods and procedures for dealing with customer harassment
- Establish a consultation and reporting system in the event of customer harassment
- Cooperate with external experts (attorneys, etc.)

■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

(References)

- Group Management Philosophy and Long-Term Vision
<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>
- Group Materiality
https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/

* The initiatives outlined in this release are designed to help address the following 3 Sustainable Development Goals (SDGs).

