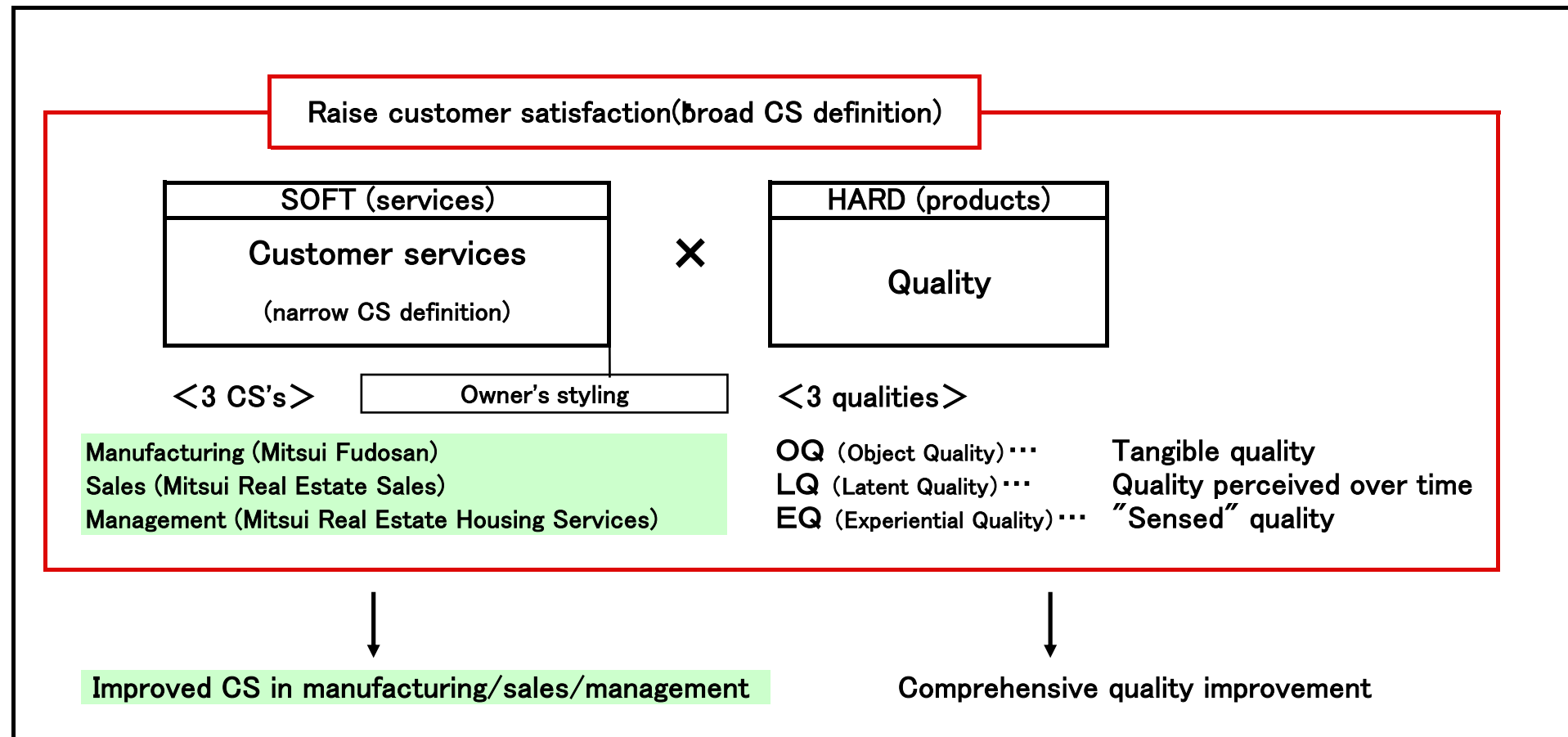


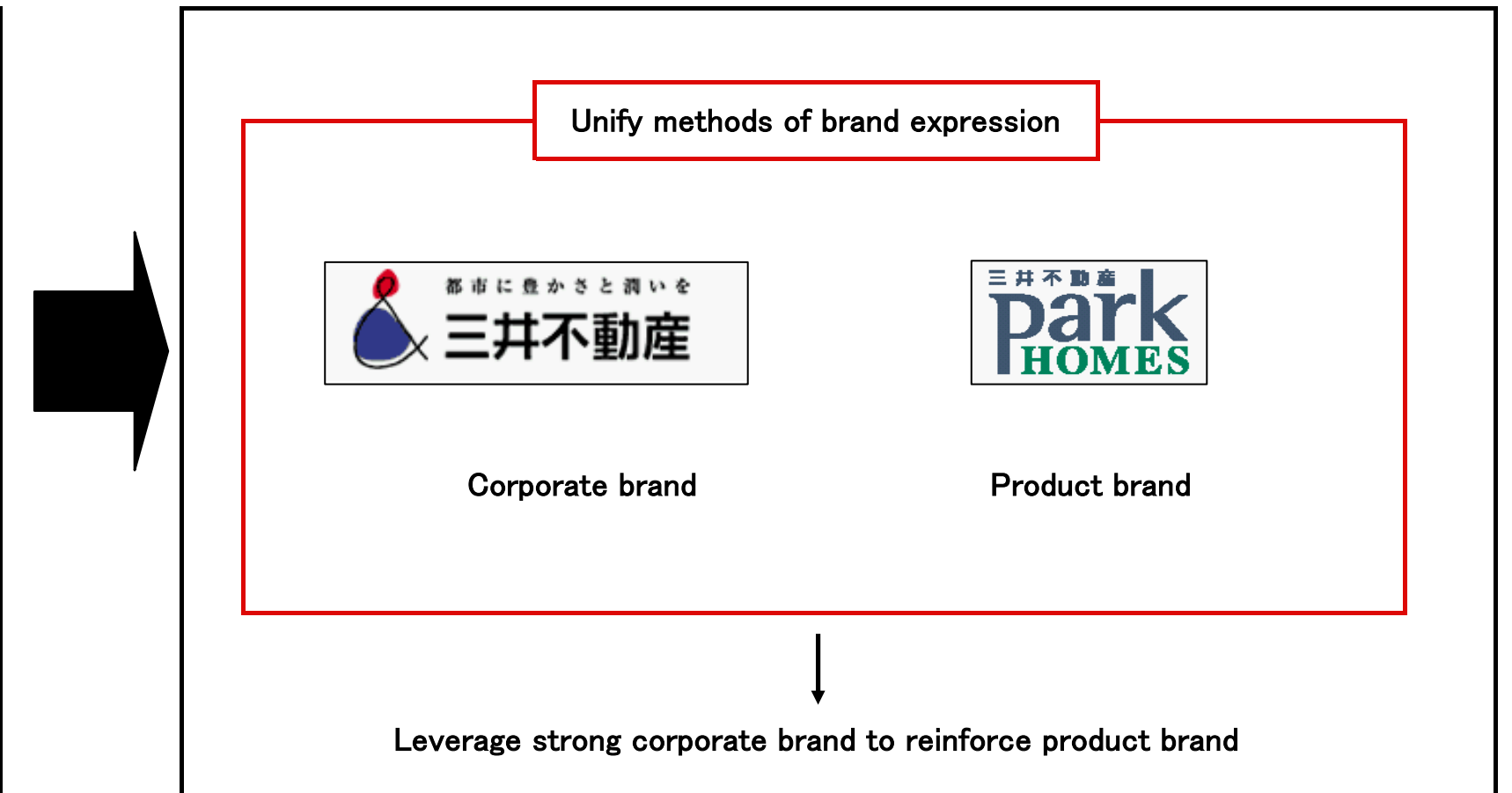
Mitsui Fudosan's Condominium "Power Brand" Strategy

Clarify/reinforce brand contents (quality and CS), then undertake brand advertising (CS x quality x advertising = Power Brand Strategy)

Brand contents

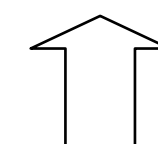


Brand advertising



New organization that clarifies goals and responsibilities

Mitsui Fudosan	Set up CS Business Office (CD Business & Quality Management sections) (April 2002, Tokyo) Set up After-Care Service Centers (April 2001, Tokyo metropolitan area, Osaka, Nagoya)
Mitsui Real Estate Sales	Establish Customer Support Center (April 2002, Tokyo metropolitan area)
Mitsui Real Estate Housing Service	Set up "Mate" (property manager) Business Office and Quality Control Section (April 2002, Tokyo metropolitan area)
Mitsui Fudosan Group Condominium Academy	Raise CS, mainly in sales, management, and after-care services



Brand advertising development

Common ads	Implement brand advertising (5 brand contents) <ul style="list-style-type: none"> Direct control of after-care services, Design quality, Housing performance display, Eco specifications, Design quality,
Project ads	Advertising based on brand manual
Environment	Eco specifications (saving energy, long life, eco-friendly materials), etc. Recycle paper and promote environmental education (distribute leaflets)