Social Contributions

Mitsui, as a sogo shosha, is looked on to give full consideration to its economic role and its social raison d’être. Mitsui is also expected to create value for society not only through its business activities but also to go beyond its main business activities and help to address some of the many issues society confronts.

Along with the trends toward globalization, advances in IT, and other developments, today's world has become considerably more diverse, is experiencing greater and greater fluidity, and is aiming for a convenient and wealthy society. On the other hand, society is confronting a broad range of issues related to the environment, such as global warming, poverty, differences in educational levels, and other problems.

Mitsui’s Operational Guidelines for Social Contributions Policy specifies three areas for focus based on its strengths, know-how, and understanding. These are international exchange, education, and environment.

Within these three areas, Mitsui has chosen multicultural symbiosis, human resource development with an international perspective, and the global environment as fields for focusing its social contribution activities. By continuing our initiatives in these fields, working together and sharing them with society, we believe our activities will have follow-on effects that will lead on to solutions to larger-scale social issues.

In addition, we are anticipating that the interest and sensitivities of our management and staff toward social issues will increase, therefore, providing them with information and planning volunteer programs.

Guiding Principles

We will build a congenial relationship with our stakeholders by striving to create a harmony with the global community and local communities in accordance with the Mitsui & Co. Management Philosophy (Mission, Vision and Values), and we will actively contribute to the creation of a future where the dreams of the inhabitants of our irreplaceable Earth can be fulfilled.

Action Guidelines

1. In order to respond in an appropriate manner to the needs of the global environment, and international and regional society, Mitsui will actively promote social contributions that go beyond its normal business activities in addition to contributing to society through the implementation of Yoi-Shigoto in its normal sphere of business.
2. Mitsui will establish the three important areas of ‘International exchange’, ‘Education’ and ‘Environment’ for its social contributions, and will implement social contribution activities befitting of Mitsui & Co.
3. In addition to the making of economic contributions, such as donations etc., Mitsui also aims to carry out proactive social contributions that involve the participation of its executives and employees.
4. Mitsui promotes social contributions with an emphasis on transparency and accountability in respect of its stakeholders. It also aims for the continued improvement of activities through communication and cooperation with its stakeholders.

Social Contributions (Fiscal Year Ended March 31, 2010)
The breakdown of social contribution expenses, which totaled ¥2,341 million on 400 activities, is shown below. Percentages are based on monetary amounts.

<table>
<thead>
<tr>
<th>Activity Category</th>
<th>Percentage (Monetary Amounts)</th>
<th>Number of Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 International exchange and cooperation</td>
<td>5%</td>
<td>45</td>
</tr>
<tr>
<td>2 Education, social education</td>
<td>9%</td>
<td>73</td>
</tr>
<tr>
<td>3 Environmental protection</td>
<td>43%</td>
<td>46</td>
</tr>
<tr>
<td>4 Social welfare</td>
<td>1%</td>
<td>75</td>
</tr>
<tr>
<td>5 Health and medicine</td>
<td>34%</td>
<td>11</td>
</tr>
<tr>
<td>6 Sports</td>
<td>0%</td>
<td>12</td>
</tr>
<tr>
<td>7 Academic activities, research</td>
<td>0%</td>
<td>12</td>
</tr>
<tr>
<td>8 Arts and culture</td>
<td>5%</td>
<td>46</td>
</tr>
<tr>
<td>9 Archeology, preservation of traditional culture</td>
<td>1%</td>
<td>1</td>
</tr>
<tr>
<td>10 Local community involvement</td>
<td>1%</td>
<td>61</td>
</tr>
<tr>
<td>11 Assistance to disaster-stricken communities</td>
<td>1%</td>
<td>9</td>
</tr>
<tr>
<td>12 Assistance for disaster-prevention community work</td>
<td>0%</td>
<td>1</td>
</tr>
<tr>
<td>13 Human rights</td>
<td>0%</td>
<td>5</td>
</tr>
<tr>
<td>14 NPO infrastructure-building work</td>
<td>0%</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>400</td>
</tr>
</tbody>
</table>

For a list of projects, please access "Social Contribution Activities" on Mitsui’s website:
In 2005, Mitsui launched the Mitsui & Co., Ltd., Environment Fund as the grant program operated by Mitsui itself, with the aim of supporting activities and research to contribute to solving global environmental problems by providing funding to NPOs and to universities and other institutions. The financial resources are provided primarily by the Company, but Mitsui accepts contributions from its executives, employees, and retirees.

Compared with the grant programs of other institutions in Japan, by the grant program of the fund, Mitsui provides grants for a wider range of activities, and the period of grants is three years, which is relatively longer than that of other grant providers. In addition, other distinguishing features of the fund’s grants are that the amounts provided are larger and that the grants cover the personnel costs of NPOs.

Mitsui offers two types of fund programs, Activity Grants and Research Grants. Activity Grants provide support for those activities that contribute to the environment, while the Research Grants provide assistance for research related to the environment. Each year, Mitsui accepts project proposals from grant applicants in Japan and overseas. These are examined and selected carefully by several deliberation panels, which are composed of outside experts, Mitsui management, and staff.

Grants Provided in FY10/3

During the fiscal year ended March 31, 2010, a total of 51 grants were provided with a total value of ¥524 million. (Please refer to Graph 1.) Since its launch in fiscal 2005 through March 2010, Mitsui has made a total of 230 grants, with a total value of ¥2,642 million.

Data on Activity Grants provided by field (Graph 2) show that relatively more projects were chosen in the categories of “soil and forests,” “biodiversity/ecosystems,” and “sustainable development.”

Data on Research Grants indicate that a relatively high percentage was provided for research on “biodiversity/ecosystems.”

Data on grants provided by region (Graph 3) show that Japan accounted for the majority of Activity Grants, receiving 21 grants, followed by Asia Pacific with 10 grants. Most Research Grants were made available in Japan, where 11 grants were provided, followed by Asia Pacific. The examples of projects receiving grants during the fiscal year ended March 31, 2010, are listed in the table on page 27. Further information may be found on Mitsui’s website: http://www.mitsui.co.jp/csr/fund/

Support through “the Mitsui & Co., Ltd., Environment Fund” for Activities and Research Related to Global Environmental Issues
Post-Project Evaluation
Mitsui conducts assessments of the results and remaining issues of the activities that are conducted with Activity Grants after such projects are completed. Thus far, in most cases, granting organizations of Japan have made no follow-up assessments after projects have been completed. Mitsui has adopted the "Plan-Do-Check-Act" (PDCA) cycle, which it applies to regular business activities, in managing the fund and, beginning in the year ended March 31, 2009, began to conduct assessments following the conclusion of grant projects. Assessments are conducted together with outside professional organizations, and the first step is establishing evaluation criteria. These include not only the measurement of the level of attainment of the planned objectives but also the consideration of the efforts made for improvement, the impact and the sustainability of projects, and the sustainability of the related organizations.

Based on these criteria, visits are made to grant recipients, and they are provided with feedback on the assessment of results. These assessments have received a favorable reception from recipients as the opportunity to look back over their activities from an objective standpoint and improve their activities going forward. In addition, these assessments offer an opportunity for Mitsui to identify issues related to the systems and operation of the fund as well as make improvements.

Interchange among Grant Recipients
In addition to providing grants, since the fiscal year ended March 31, 2007, Mitsui has held a Grant Recipient Interchange Meeting, to which grant recipients of Activity Grants are invited. The objectives of this meeting are to share the results of activities and encourage networking among grant recipients. In the meeting, lectures are delivered as well by specialists of various fields in operating NPOs to support grant recipients in improvement of their capability for the administration of their organizations and projects.

In the fiscal year ended March 31, 2010, about 140 representatives of 95 grant recipient organizations from Japan attended the interchange meeting. Eight organizations gave presentations on the results of projects, while 13 organizations presented posters related to their activities. In addition, in the meeting, seminars on NPO fund-raising and preparation of project plans were held, which were followed by a reception where participants actively exchanged views.

Examples of Grant Projects (Fiscal Year Ended March 31, 2010)

<table>
<thead>
<tr>
<th>Field</th>
<th>Types of Grant</th>
<th>Recipients</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate Change</td>
<td>Activity Grant</td>
<td>Kiko Network (NPO)</td>
<td>Development and testing of an educational program on global warming for children</td>
</tr>
<tr>
<td></td>
<td>Research Grant</td>
<td>Hokkaido University</td>
<td>Clarification of historical changes in habitats through analysis of seabed sediment layers in Beppu Bay</td>
</tr>
<tr>
<td>Marine Resources and Foodstuffs</td>
<td>Activity Grant</td>
<td>Ehime University</td>
<td>Activities to develop and disseminate a teaching tool for sustainable selection of marine products</td>
</tr>
<tr>
<td></td>
<td>Research Grant</td>
<td>Nagoya University</td>
<td>Providing assistance to the apiary (beekeeping) business and related agricultural production through clarification of the factors accounting for the decline in the number of bees</td>
</tr>
<tr>
<td>Soil and Forests</td>
<td>Activity Grant</td>
<td>Association to help Chernobyl, Chubu district, Japan (NPO)</td>
<td>Activities to absorb and purify the soil polluted with radioactive material from the accident in the Chernobyl nuclear plant in Ukraine through cultivation of rapeseed and activities to make use of biofuels</td>
</tr>
<tr>
<td></td>
<td>Research Grant</td>
<td>Hokkaido University</td>
<td>Monitoring of the decline in forests in the Daxing’anling region of China through the use of remote sensing</td>
</tr>
<tr>
<td>Energy</td>
<td>Activity Grants</td>
<td>World Wide Fund for Nature China</td>
<td>Promotion of wider use of micro-hydroelectric power generating plants to restrain the cutting of forests and preserve biodiversity in the giant panda preservation area of Sichuan Province in China</td>
</tr>
<tr>
<td></td>
<td>Research Grant</td>
<td>Tokyo University</td>
<td>Research on measures to improve the living standards of relocated persons by the promotion of hydroelectric power generation</td>
</tr>
<tr>
<td>Water Resources</td>
<td>Research Grant</td>
<td>Tohoku University</td>
<td>Joint international development of highly energy-saving sewage processing technology that can be applied in developing countries</td>
</tr>
<tr>
<td>Biodiversity</td>
<td>Activity Grant</td>
<td>Omotehama Network (NPO)</td>
<td>Seashore protection activities to encourage breeding of loggerhead turtles in the Omotehama Seashore area of Aichi Prefecture in Japan</td>
</tr>
<tr>
<td></td>
<td>Research Grant</td>
<td>Prefectural University of Kumamoto</td>
<td>Research to investigate the reasons for changes in the natural environment in the Ariake Sea and make proposals for measures to restore the coastal ecosystem</td>
</tr>
<tr>
<td>Sustainable Development</td>
<td>Activity Grant</td>
<td>Asaza Fund (NPO)</td>
<td>Activities with a diverse range of participants for the recycling-type protection of the environment in the Lake Kasumigaura catchment basin</td>
</tr>
<tr>
<td></td>
<td>Research Grant</td>
<td>Kyushu University</td>
<td>Research on the feasibility of a low-carbon-type society through an energy-saving lifestyle through studies of model cases in the vicinities of large cities</td>
</tr>
</tbody>
</table>
Multicultural Collaboration Activities

Mitsui has provided support since 2005 to the Brazilian community in Japan, mainly to the Brazilian children who are at the ages for compulsory school education. Mitsui’s activities in this field have been highly evaluated by the parties concerned and will be continued with the aim of achieving proper multicultural collaboration.

Activities in Japan

Educational Activities

1 Scholarships for Brazilian Children in Japan

Until 2008, Mitsui donated education-related materials to 30 Brazilian schools. However, after September 2008, many Brazilians in Japan lost their jobs because of the recession. As a consequence, many families returned to Brazil, and the number of families that could afford to send their children to relatively expensive Brazilian schools in Japan drastically decreased. This resulted in a sharp decline in the number of pupils and the closure of many schools. In view of this situation, from the fiscal year ending March 31, 2010, Mitsui shifted the focus of its activities “from providing things to providing support for people” by awarding scholarships through 25 schools to cover monthly tuition. As of March 2010, 284 children are commuting to schools thanks to this scholarship program.

2 Correspondence Courses for Training Teachers for Brazilian Schools in Japan Provided for Four Years

Mitsui also decided to support the joint remote area education program sponsored through the collaboration of Brazil’s Mato Grosso National University and Japan’s Tokai University. This program enables its students to obtain official Brazilian teacher’s licenses to qualify for teaching positions. Since July 2009, 300 persons have been participating in this program.

3 Seminars for the Kaeru (Going Home) Project in Areas where Brazilians Reside in Japan

Mitsui invited two lecturers from Brazil and held seminars in such cities as Toyota City in Aichi Prefecture and Hamamatsu City in Shizuoka Prefecture, where populations of Brazilians are concentrated, with the aim of the parents and the parties concerned to deepen the understanding of the problems faced by children who return to Brazil, and a total of 627 people attended these seminars. Mitsui is scheduled to sponsor these seminars during the fiscal year ending March 31, 2011.

In conducting these activities, Mitsui is pleased to have the cooperation of NPO Action for a Better International Community (ABIC).

Providing Job Support and Other Activities

In addition to providing support for NPOs and other organizations in areas with concentrations of Brazilian residents, Mitsui Bussan Forest Co., Ltd., has also offered temporary employment to Brazilians in company-owned forests in Japan (a total of 112 positions during the fiscal year ended March 31, 2010). Mitsui personnel are also members of the committee organized by the Ministry of Education, Culture, Sports, Science & Technology-Japan to make policy suggestions regarding the education of children of non-Japanese parents who qualify as Japanese residents. In addition, Mitsui has proactively provided support and cooperation to the relevant government offices in this area.

Activities in Brazil (The Mitsui Bussan do Brasil Foundation)

The Mitsui Bussan do Brasil Foundation, a fund that was established in February 2008, implements initiatives to contribute to ties of friendship between Japan and Brazil and expand exchange programs. The principal initiatives of the foundation during the year ended March 31, 2010, were as follows.

1 Kaeru (Going Home) Project

Led by psychologist Dr. Kyoko Nakagawa, this project assists Brazilian children who have returned to Brazil from Japan in adapting to the local schools and communities. Care is offered in the three areas of psychological support, remedial learning, and environmental activities.

2 Mitsui-Endowed Lecture Program at the University of Sao Paulo

Mitsui has established a lecture program for Japanese studies in collaboration with the University of Sao Paulo. In addition to the lecture program, Mitsui has donated English-language materials introducing Japan’s politics, economy, culture, legal system, and other topics.
Aiming to Attain U.N. Millennium Development Goals (MDGs)

To attain the U.N. MDGs, in May 2008, Mitsui became a signatory of the Business Call to Action proclamation, an initiative promoted by then Prime Minister Gordon Brown of the United Kingdom, and the United Nations Development Programme (UNDP), which is aimed at reducing poverty in developing countries by drawing on corporate economic activities, expertise, technology, and other capabilities.

In addition, in November 2009, Mitsui President and CEO Masami Iijima met with UNDP Administrator Helen Clark and exchanged views on how Mitsui as a corporation should go about addressing the issue of poverty in developing countries.

As part of its program of social contribution activities, Mitsui is working with UNDP, and an agreement has been reached to construct a river water pumping facility at a village in Mozambique in Africa, for which Mitsui will donate an irrigation water pumping system running on solar power.

Looking ahead, installation of this pump facility will enable the community where it will be located to move more toward autonomy. Through this project, Mitsui will be making specific contributions in the sub-Saharan region, which contains many of the world's poorest countries. Accordingly, Mitsui has decided to move ahead with this path-breaking project involving a public/private partnership that will provide support to an African nation.

Mitsui’s Initiatives for Human Resources Development with an International Perspective

As part of its initiatives in the fields of “international exchange” and “education,” which are two areas cited for focus under Mitsui’s Social Contributions Policy, Mitsui is working to foster personnel with an international perspective and conduct activities to gain an understanding of the needs of various regions.

Mitsui-Endowed Lecture Programs

China: Peking University/Mitsui Innovation Forum

In this lecture program, Mitsui selects topics that are of strong interest in China and presents a series of six lectures each year. During the fiscal year ended March 31, 2010, since interest was increasing in the real estate market in China, Hiromichi Iwasa, President and CEO of Mitsui Fudosan Co., Ltd., spoke on the theme of “Innovation: Social and Economic Development and the Challenge of New Value Creation,” whereas Itsuro Terashima, Corporate Advisor of Mitsui Global Strategic Studies Institute, gave a talk on principal current topics in the world today. Well-established experts from China in the fields of finance, medical care, and other fields were also invited to speak, and the total attendance at the lecture series was approximately 1,300 persons. The Mitsui-endowed lecture programs as well other lectures were held at the Fudan University in Shanghai.

Russia: Saint Petersburg State University

To enhance the content of this lecture program, which has been held since 2007, Mitsui signed a three-year memorandum of understanding with Saint Petersburg State University in October 2009, and Mitsui President and CEO Masami Iijima gave a memorial lecture. In addition to the endowed lectures held twice each year, Mitsui has broadened the scope of the series to include all departments of the university and is aiming to expand the program through a study tour to Japan and the donation of materials for Japanese studies. During the fiscal year ended March 31, 2010, Tokai University Professor Yasuhiro Yamashita, Dean of the School of Physical Education, spoke on the topic of human innovation and education through sports, in particular, judo.

In addition to these lecture programs, the Mitsui (USA) Foundation (http://www.mitsui.com/about_mitUSAfound.shtml) and the Mitsui Bussan do Brasil Foundation (refer to page 28) conduct activities aimed at fostering personnel who will have an international perspective.

Mitsui Bussan Scholarship Program for Indonesia

This program was established to contribute to cultural exchange between Japan and Indonesia as well as help to foster personnel who can contribute to development in the latter country. Thus far, the scholarship has provided assistance to 26 persons, including those who have already graduated (with six of these having obtained their doctorates). During the fiscal year ended March 31, 2010, active public relations of the program was conducted, including explanatory lectures at high schools in Indonesia, distribution of materials at fairs held to promote study in Japan, and other activities.

Large-Scale Disaster Relief on a Global Group Basis

When disasters occur in Japan and overseas, on a global Group basis, Mitsui wants to help to prevent the spread of the after-effects of the disaster and provide relief for the fastest-possible recovery in affected areas. To this end, Mitsui and its Group companies offer financial assistance and needed materials, drawing on the special features and strengths of the Group.

The major earthquake that occurred in January 2010 in the Republic of Haiti caused extremely serious damage and resulted
in the loss of many lives. In view of this, and the magnitude of the damage inflicted by the quake, Mitsui and its overseas offices donated ¥10 million. In addition, the Mitsui USA Foundation provided a grant to match the approximately US$20,000 collected by employees, and subsidiaries of Mitsui & Co. (U.S.A.) provided various needed items, including solar-powered lanterns, and made donations.

In February, another major earthquake occurred, in the Republic of Chile, which caused extensive damage to roads and buildings. Many were also injured and lives were lost because of the tsunami that hit the coastal regions of Chile. To provide relief, Mitsui and its overseas offices made a donation of ¥10 million. In addition, Toyota Chile, a wholly owned subsidiary of Mitsui, responded to requests for contributions from the local communities affected and donated four Toyota Hiace ambulances.

Activities with Participation of Mitsui Personnel

Along with activities that contribute to society, Mitsui expects that its staff members will take an interest in and heighten their sensitivity to social issues through participation in volunteer activities. Mitsui, therefore, engages in the activities that are described below.

**Mitsui Global Volunteer Program (MGVP)**

To develop a sense of unity among staff members in Japan and overseas and create an environment that encourages staff members to participate actively in volunteer activities, in October 2009, MGVP began activities focusing on the topics described below.

1. **“Try It V-1000” Program**

   Under this program, Mitsui donates ¥1,000 for each employee who has participated in a volunteer activity for a period of one year. For the period ending in September 2010, the decision was made to make a donation to the Special Olympics (United States), which offers support for sports activities of intellectually challenged persons.

2. **Global Volunteer Month (November)**

   During this one-month period, Mitsui doubles its donations under the Try It V-1000 Program and conducts a concentrated program of activities in various parts of the world. As a result, the cumulated number of participants for the period rose to 422.

3. **Issuance of Volunteer Work Report**

   To facilitate the sharing of information on volunteer activities, Mitsui also published a brochure on 34 of the activities that had been conducted in 28 locations around the world, mainly those held in connection with Global Volunteer Month, and distributed about 10,000 copies to all Mitsui employees.

It has been about 30 years since Mitsui began to establish Toyota dealerships in Chile, and the donation following the earthquake was a reflection of Toyota Chile’s close ties to the local communities and the strong desire of all its employees to contribute to recovery from the earthquake.

In addition to these activities, Mitsui and its overseas offices donated ¥10 million to provide relief following the Sumatra, Indonesia, earthquake that occurred in September 2009. Mitsui’s employees, including those of overseas regional business units, have also collected donations and made the proceeds available for disaster relief.

![Toyota Chile donated ambulances to the relief effort following the major earthquake in Chile.](image)

### Table for Two (TFT) Program

During the fiscal year ended March 31, 2010, Mitsui conducted an in-house questionnaire survey and, with the cooperation of AIM SERVICES CO., LTD., made special refinements in the menus of employee cafeterias and box lunches. As a consequence, a cumulated total of 8,977 persons (or about 18,000 meals when converted to the number of servings provided), more than twice the previous year’s level, participated in the program.

For further information on the specific activities of this program, please access http://www.tablefor2.org/en/index.html

### Joint Activity Programs with Grant Recipients of Mitsui & Co., Ltd., Environment Fund

Mitsui promotes participation of its employees in joint activities and exchange with grant recipients of the Mitsui & Co., Ltd., Environment Fund to raise environmental awareness among its employees. During the fiscal year ended March 31, 2010, activities included collaboration with the NPO Asaza Fund in rejuvenating idle agricultural land in Ibaraki Prefecture of Japan and collaboration with the NPO Fujisan Club to continue cleanup activities at the base of Mount Fuji. A total of about 340 employees and their family members participated in these activities.

Also, among domestic offices and branches in Japan, the Niigata Branch joined with the NPO Tokidoki Oendan, a group for the protection of the Japanese crested ibis, in repairing a feeding field for these birds. Similarly, the Takamatsu Branch worked with the town of Inocho in Kochi Prefecture to help restore marshland in Barnett Bay in the vicinity of Houston.