



Consumer Service Business Unit

July 3, 2013
Mitsui & Co., Ltd.

A Cautionary Note on Forward-Looking Statements:

This material contains statements (including figures) regarding Mitsui & Co., Ltd. (“Mitsui”)’s corporate strategies, objectives, and views of future developments that are forward-looking in nature and are not simply reiterations of historical facts. These statements are presented to inform stakeholders of the views of Mitsui’s management but should not be relied on solely in making investment and other decisions. You should be aware that a number of important risk factors could lead to outcomes that differ materially from those presented in such forward-looking statements. These include, but are not limited to, (i) change in economic conditions that may lead to unforeseen developments in markets for products handled by Mitsui, (ii) fluctuations in currency exchange rates that may cause unexpected deterioration in the value of transactions, (iii) adverse political developments that may create unavoidable delays or postponement of transactions and projects, (iv) changes in laws, regulations, or policies in any of the countries where Mitsui conducts its operations that may affect Mitsui’s ability to fulfill its commitments, and (v) significant changes in the competitive environment. In the course of its operations, Mitsui adopts measures to control these and other types of risks, but this does not constitute a guarantee that such measures will be effective.

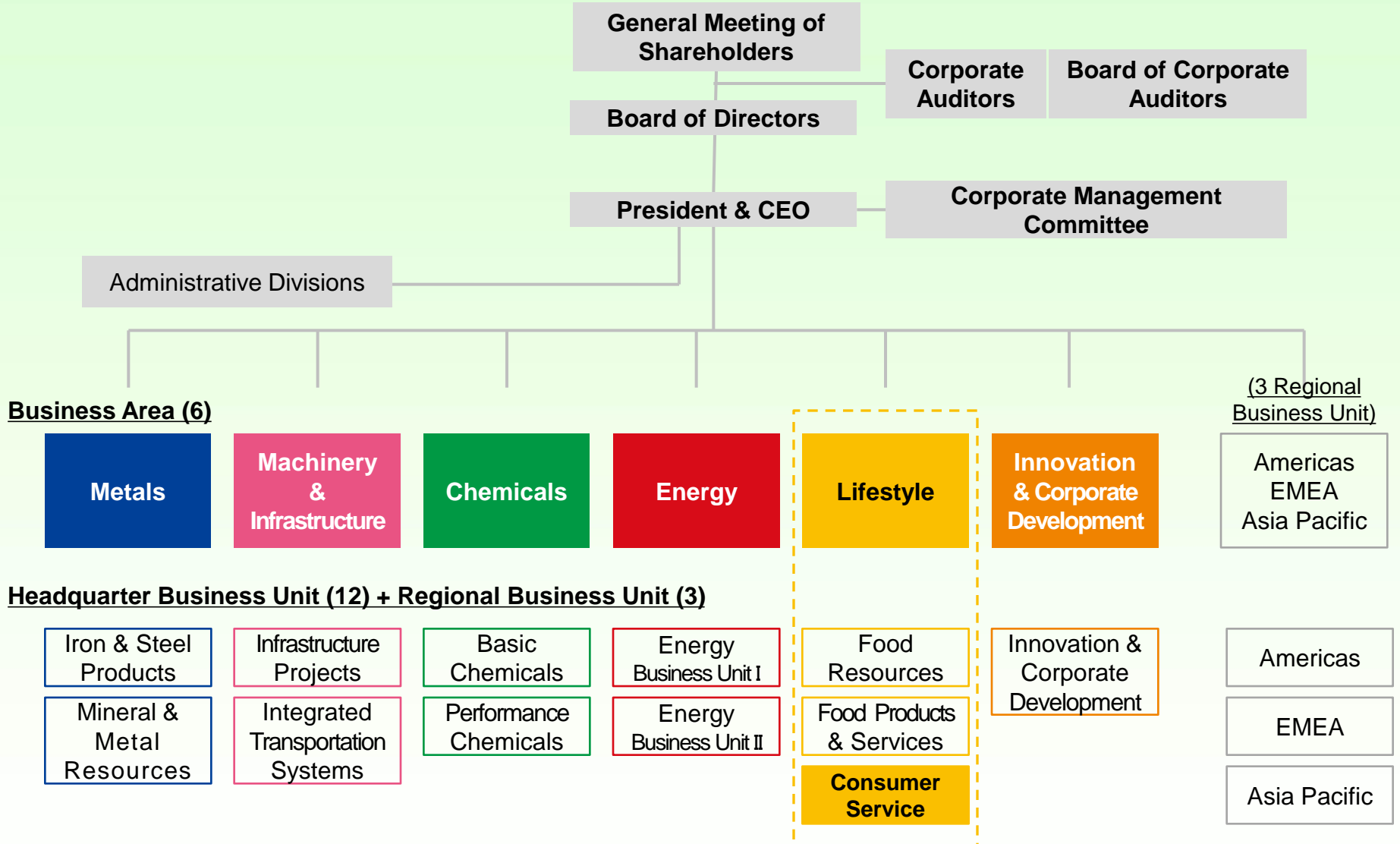
Agenda

1. Consumer Service Business Unit in Mitsui
2. Overview
3. Strategy in each operating business field
 - Medical & Healthcare
 - Real Estate
 - Services
 - Housing & Industrial Materials
 - Fashion
 - Media
4. Q&A

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1. Consumer Service Business Unit in Mitsui

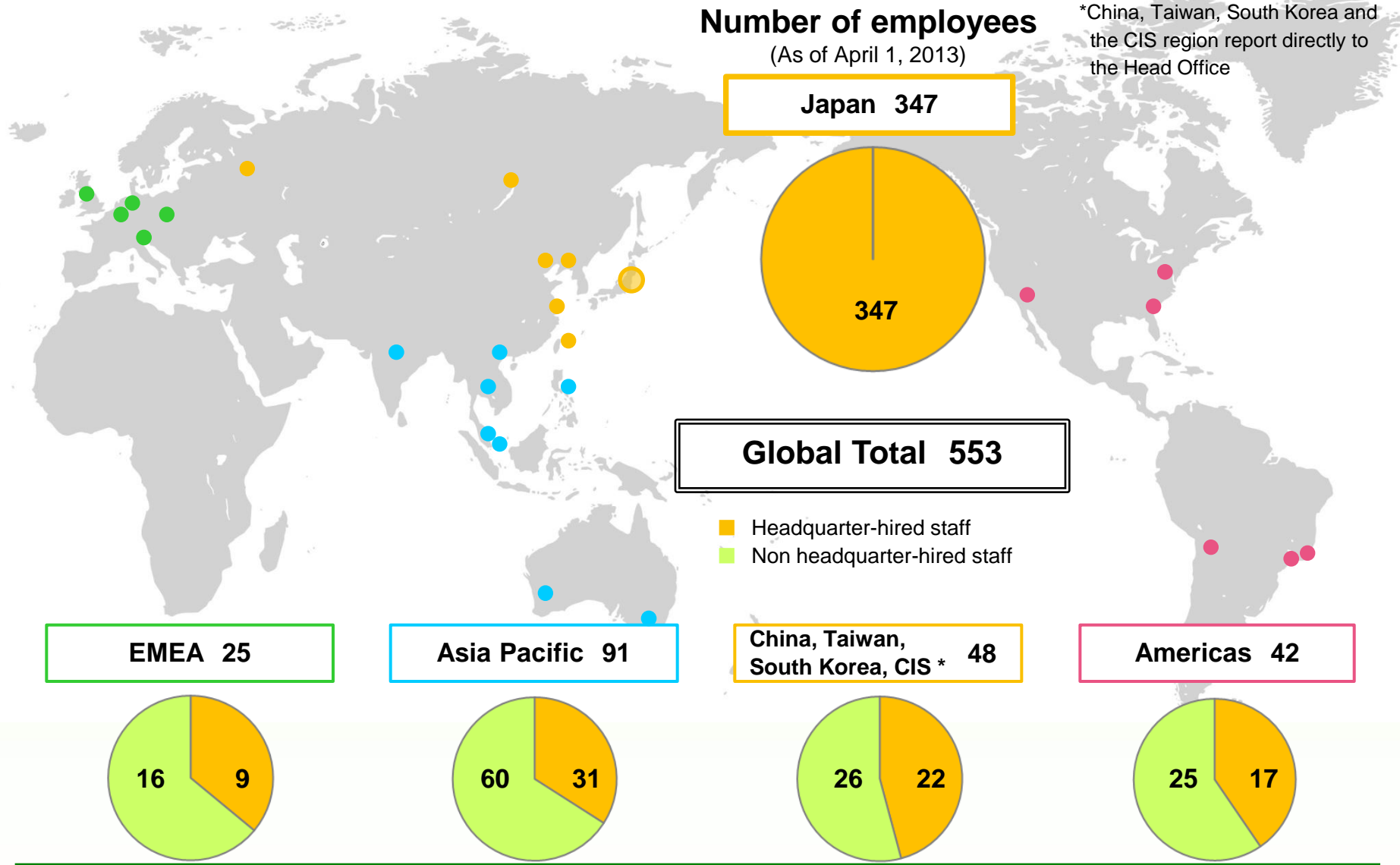


*EMEA: Europe, the Middle East, and Africa

1. Consumer Service Business Unit in Mitsui

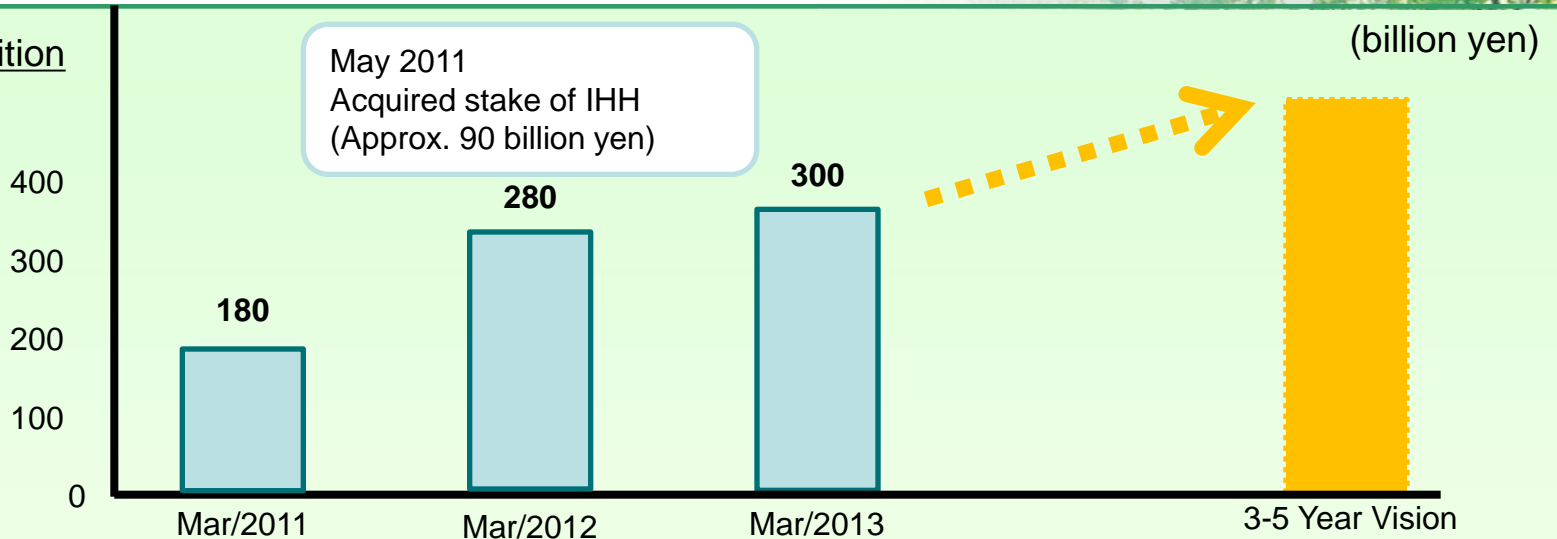
Number of employees
(As of April 1, 2013)

*China, Taiwan, South Korea and the CIS region report directly to the Head Office

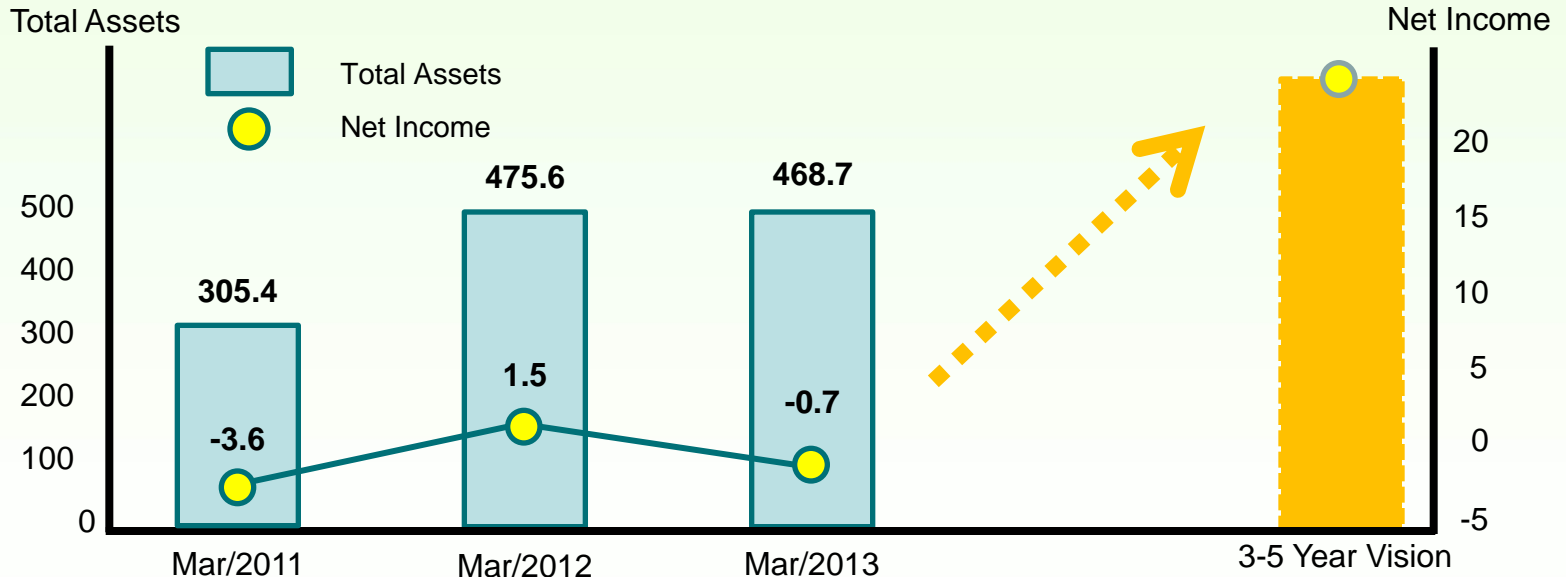


1. Consumer Service Business Unit in Mitsui

Investment Position



Consolidated Total Assets / Net Income



*3-5 year vision included Media Business Division, which was transferred from IT Business Unit.

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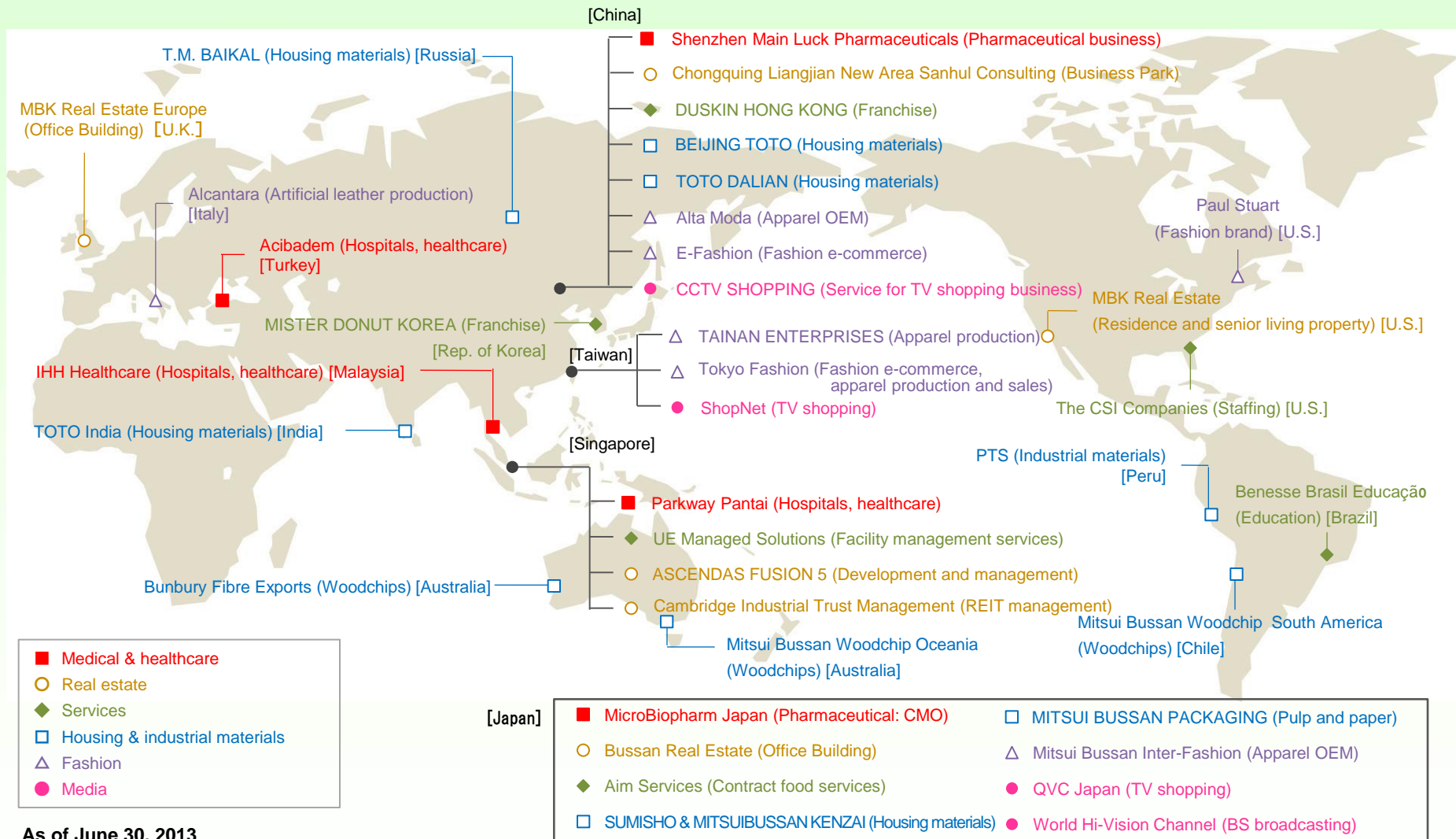
2. Overview: Business Fields and Activities

Business Field	Business Activities	Major Affiliates & Investments
Medical & Healthcare	<ul style="list-style-type: none"> ➤ Support for management and operation of hospitals ➤ Support for pharmaceuticals development, manufacturing and sales 	IHH Healthcare MicroBiopharm Japan
Real Estate	<ul style="list-style-type: none"> ➤ Real estate development and management ➤ Real estate related services 	Bussan Real Estate MBK Real Estate
Services	<ul style="list-style-type: none"> ➤ Contract food service, Facility management ➤ Global expansion of service businesses 	Aim Services CSI Mitsui & Co., Facilities
Housing & Industrial Materials	<ul style="list-style-type: none"> ➤ Housing materials, woodchips, pulp and paper products, packaging materials and off-the-road tires for mining equipment 	Mitsui Bussan Packaging Sumitomo & Mitsui Bussan Kenzai Mitsui Bussan Woodchip Oceania
Fashion	<ul style="list-style-type: none"> ➤ Apparel & fashion goods procurement, Brand marketing business, Fashion e-commerce 	Mitsui Bussan Inter-Fashion Paul Stuart, Tokyo Fashion
Media	<ul style="list-style-type: none"> ➤ TV shopping ➤ Broadcasting 	QVC Japan, ShopNet, CCTV Shopping World Hi-Vision Channel

2. Overview: Recent Activities (News Releases etc.)

2011	Feb	Housing & Industrial Materials	Acquired woodchip processing company and plantation forest company in Australia
	Apr	Medical & Healthcare	Acquired stake of Integrated Healthcare Holdings Acquired stake of pharmaceutical and chemicals business from Mercian Corporation
	Dec	Medical & Healthcare	Integrated Healthcare Holdings acquired shares of Turkish Healthcare Group Acibadem
2012	Mar	Services	Lifenet Insurance Company was listed on the TSE Mothers market
	Jul	Medical & Healthcare	IHH Healthcare was listed on the Malaysian and Singaporean stock exchanges
	Aug	Housing & Industrial Materials	Established a woodchip processing and exporting Joint Venture in Chile
	Aug	Real Estate	Participated in a Building Development Project in Singapore Business Park
	Aug	Housing & Industrial Materials	Acquired shares of TOTO India (Manufacture and sales of Sanitary Ware)
	Nov	Fashion	Participated in E-Fashion in China
	Dec	Medical & Healthcare	Participated in IV products manufacturing and sales joint venture in India with Otsuka Pharmaceutical Factory
2013	Jan	Media	QVC Japan has announced the completion of its new building “QVC Square”
	Jan	Fashion	Acquired U.S. luxury brand Paul Stuart
	Feb	Real Estate	Participated in developing master plan and promoting inward investment in business park in Chongqing, China
	Feb	Services	Established new company for Sendai Aquarium (provisional name)
	Mar	Medical & Healthcare	Announced to open a clinic specializing in treatment of liver diseases and living donor liver transplant surgery in Singapore
	May	Real Estate	Participated in smart city development in Malaysia as a master developer

2. Overview: Major Investments in Consumer Service Business



As of June 30, 2013

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Consumer Service BU Vision for 3-5 Years ahead

3-5 Year Vision

- ✓ Establish stable earnings base by capturing consumer demands in emerging countries
- ✓ Create value through repositioning from “agent” to “principal”
- ✓ Generate steady cash flow

Toward 2nd Year of Medium-term Management Plan

- ✓ Strengthen earnings base through enhancing value of existing business and assets
- ✓ Strengthen comprehensive and integrated capabilities through cross-divisional initiatives and create new business models

Key Action Plans

(1)Accelerate shift to emerging countries, (2)Reposition from “agent” to “principal”, (3)Promote strategic divestiture, (4)Challenge and create business for next generation, (5)Strengthen comprehensive business engineering capabilities

Medical & Healthcare

Business overview

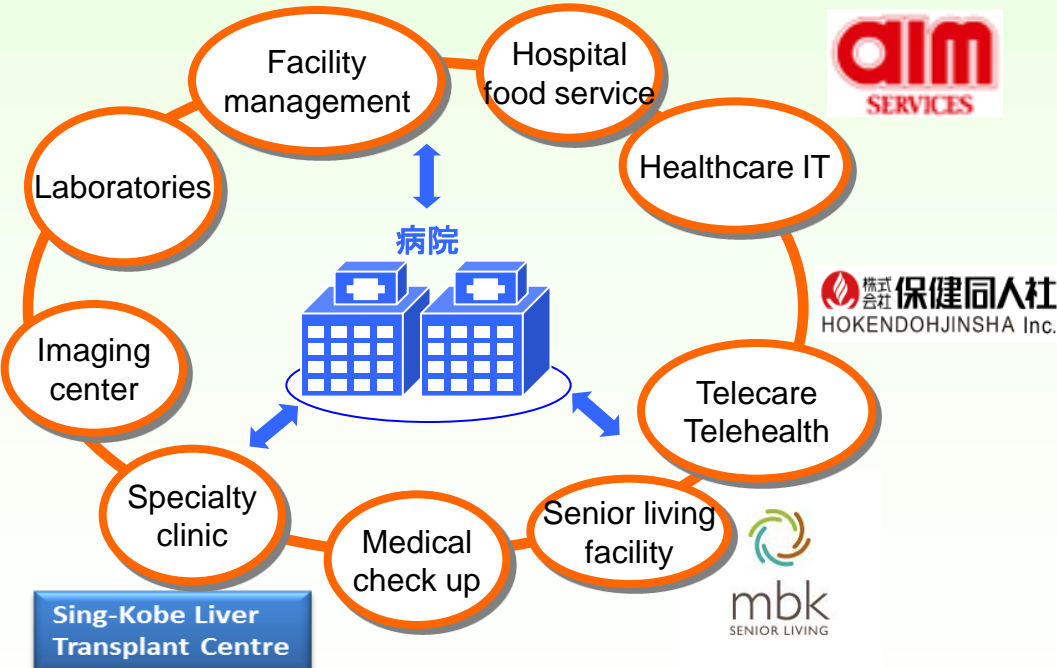
<Healthcare service networks area>

- Support to expand hospital operations and management globally and develop businesses in peripheral areas of hospital operations mainly through IHH Healthcare Bhd.

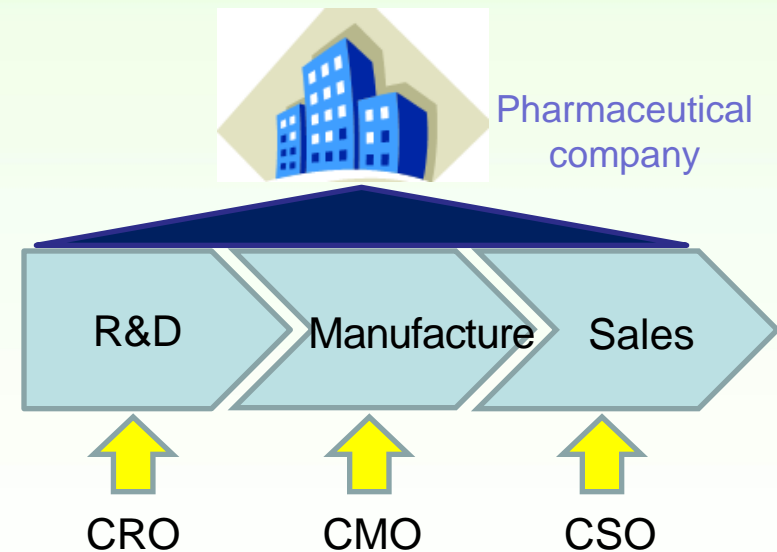
<Pharmaceuticals value chain area>

- Provide solutions, including the services of a contract research organization (CRO), contract manufacturing organization (CMO) and contract sales organization (CSO) at each stage in the value chain from pharmaceutical R&D to sales.

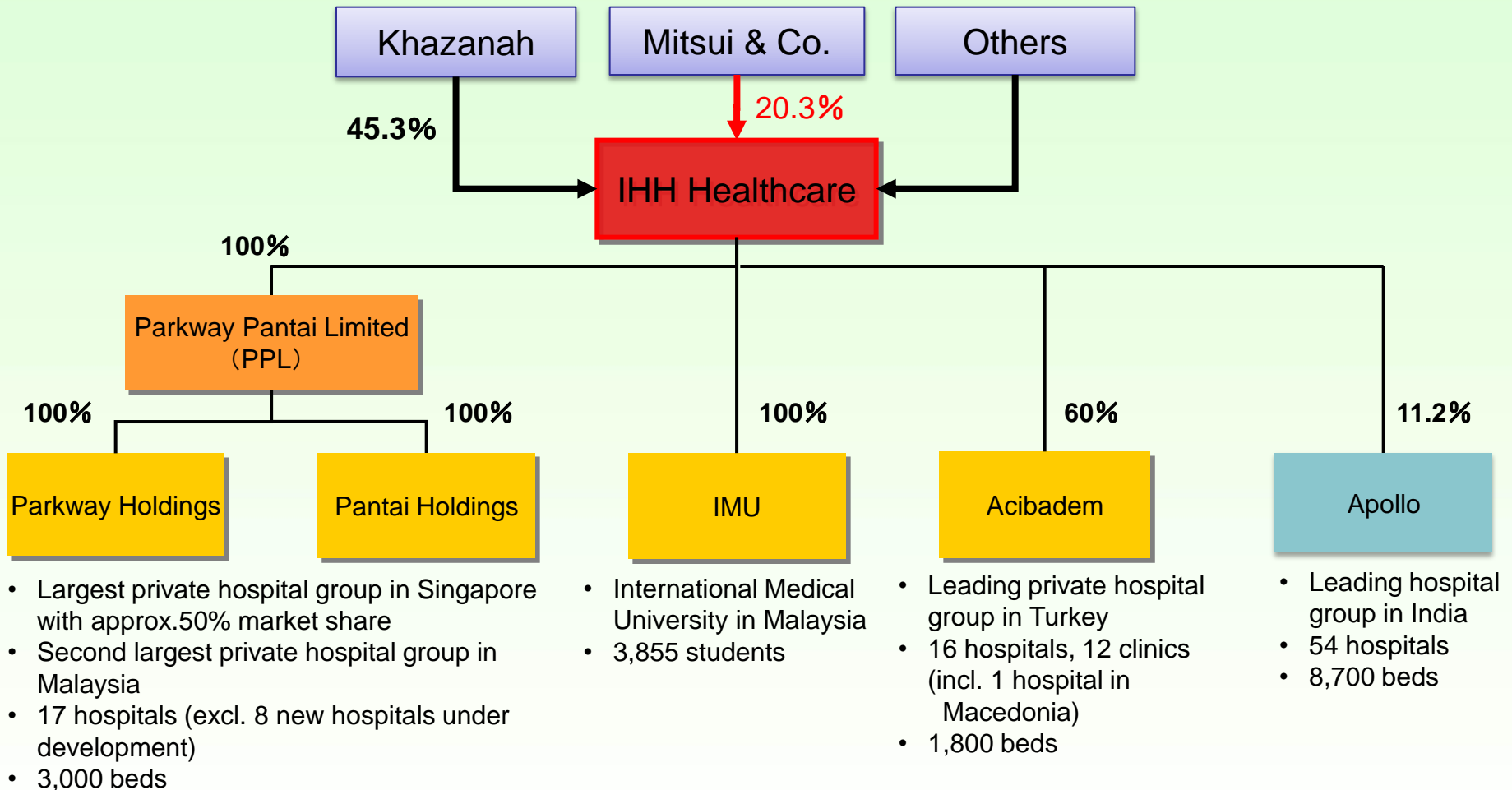
◆ Healthcare service networks area



◆ Pharmaceuticals value chain area



Medical & Healthcare: IHH Healthcare (1)

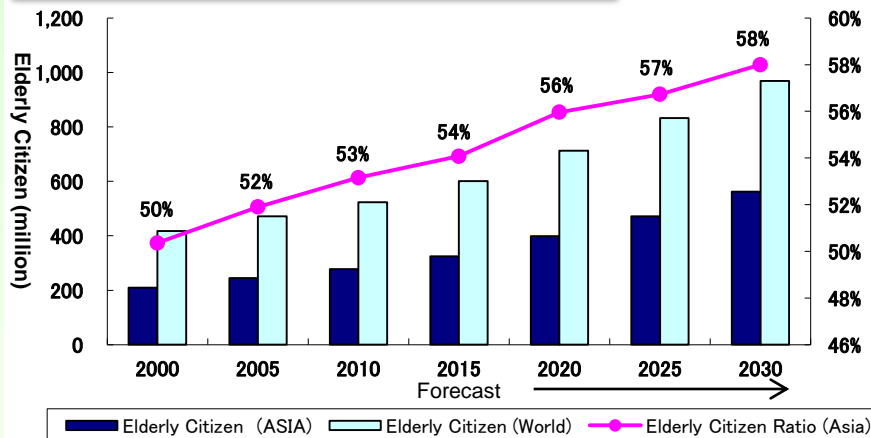


Medical & Healthcare: IHH Healthcare (2)

Business environment

Asian emerging countries, where the population is increasing and aging going forward, are facing the increase of medical expenses and qualitative and quantitative shortage in medical institutions.

Population of elderly citizen*1 in Asia*2

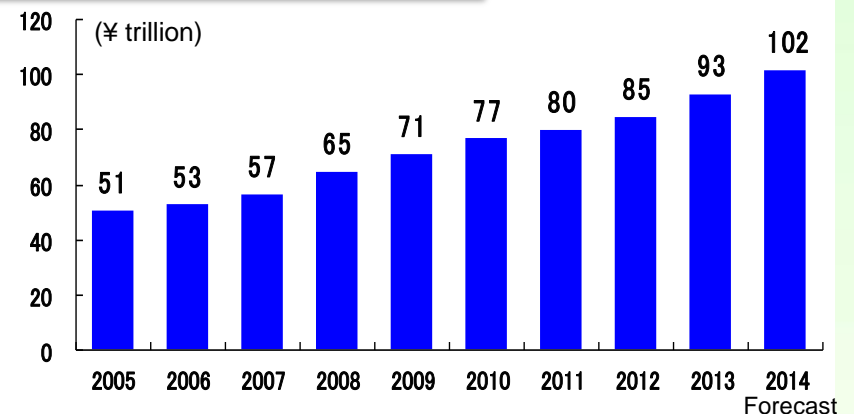


Source: World Health Organization (WHO) Population Prospects 2009

*1 over the age of 65

*2 India, China, Singapore, Japan, Malaysia, South Korea, Indonesia, Thailand, Philippines, Taiwan and Vietnam

Total Medical Expenses in Asia*1



Source: "Health Expenditure Indicators, Historical Data and Forecasts" of Business Monitor International

Strategy

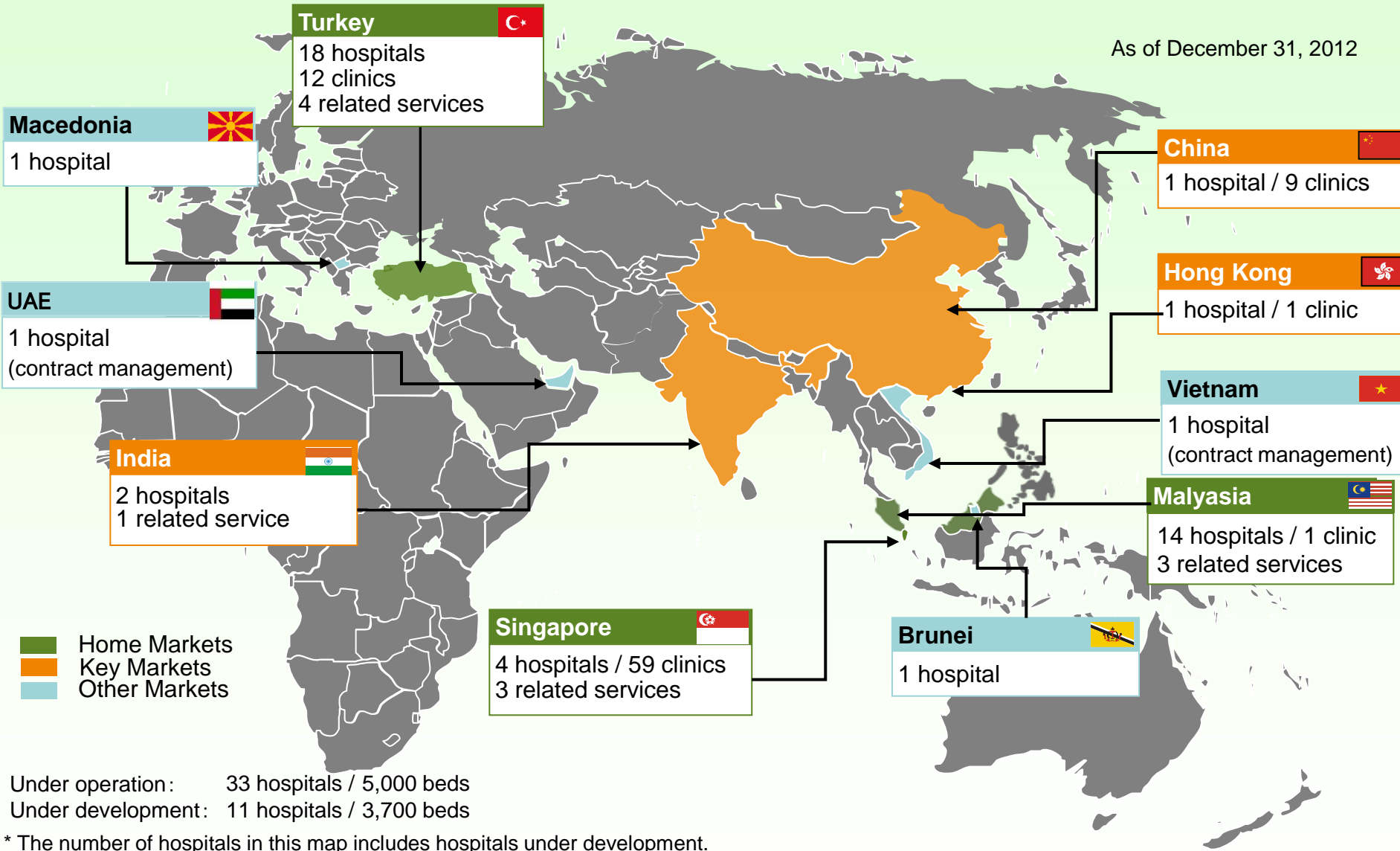
Contribute to enhancement of IHH's value through development of peripheral areas of hospital operations and geographic expansion of the hospital business

<Examples of the initiatives>

- In collaboration with Dr. Koichi Tanaka - a global authority on living-donor liver transplant surgery -, Mitsui will open a clinic specialized in liver diseases and living-donor liver transplants at Mount Elizabeth Novena Hospital in Singapore in September 2013.
- Mitsui is supporting IHH for their expansion of overseas hospital business, for example by introducing leading local partners in China.
- Mitsui is deeply involved in the formulation and implementation of the IHH group strategy and business promotion by the dispatched directors of IHH, PPL and Acibadem and 4 secondees to IHH and PPL.

Medical & Healthcare: IHH Healthcare (3)

As of December 31, 2012



Medical & Healthcare: IHH Healthcare (4)

IHH performance



*1 These figures are translated at the rate of 1RM = ¥25.97, the average rate in 2012.

*2 Performance for the year ended December 2012 includes results of Acibadem and Mount Elizabeth Novena Hospital.

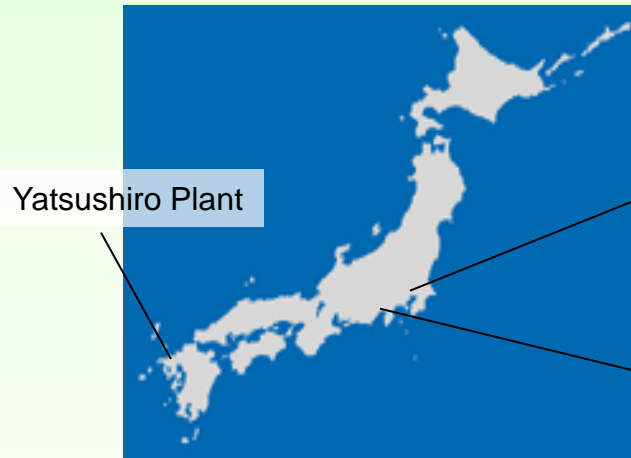
Medical & Healthcare: MicroBiopharm Japan (1)

- ✓ MicroBiopharm Japan Co., Ltd. : The core company in our contract manufacturing business for pharmaceutical products

Business overview

- Acquired in July 2011 (80% by Mitsui and 20% by Toray Industries, Inc.)
- Manufacturing and sales of active pharmaceutical ingredients, intermediates and functional chemicals utilizing fermentation technology.
- Sales of pharmaceutical products in China through an affiliated company (generic pharmaceutical company, Shenzhen Main Luck Pharmaceuticals Inc.)

<Locations of Micro Biopharm Japan Co., Ltd.>



Tokyo Head Office

Iwata Plant
Bio resource Laboratories
Bio-technical Development Center

<Shenzhen Main Luck Pharmaceuticals' plant>



Contract research
and development



Manufacturing utilizing
fermentation technology



Medical & Healthcare: MicroBiopharm Japan (2)

Business model of Micro Biopharm Japan Co., Ltd.

- Contract manufacture of active pharmaceutical ingredients (API) and intermediates to branded pharmaceutical companies.
- Supply API to generic pharmaceutical companies.
- Supply API to Shenzhen Main Luck Pharmaceuticals for production, as well as to sell pharmaceutical products to the Chinese market through Shenzhen Main Luck Pharmaceuticals.

Support for drug manufacturers



Branded pharmaceutical companies

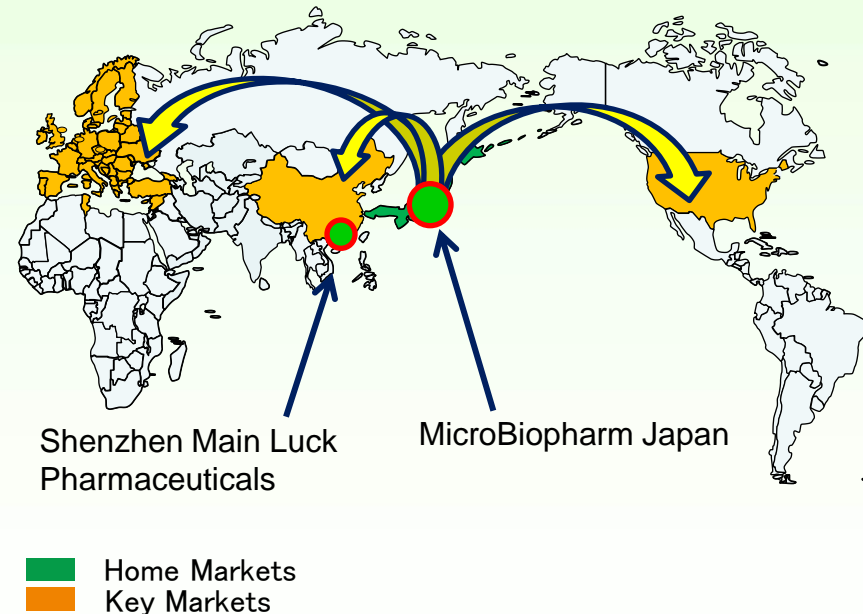
Generic pharmaceutical companies

- Contract Manufacture of API and intermediates

- Supply API

MicroBiopharm Japan

Sales to developed countries and China



Real Estate

Business overview

Promote domestic and overseas real estate businesses. Strive to create new real estate businesses and make contributions to the industry, in line with the corporate culture of Mitsui

➤ Domestic businesses

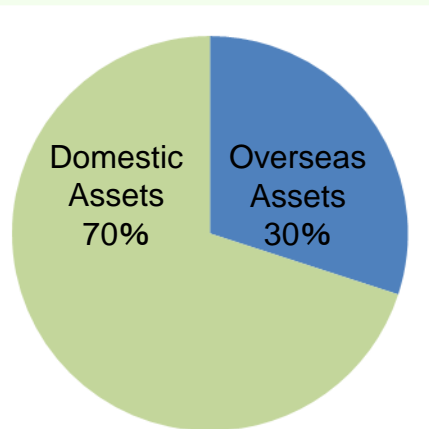
- ✓ Enhance the value of the Nishi-Shimbashi area through redevelopment, operation and management of office buildings in the area.
- ✓ Promote real estate businesses with Mitsui's functions and business engineering capabilities.

➤ Overseas businesses

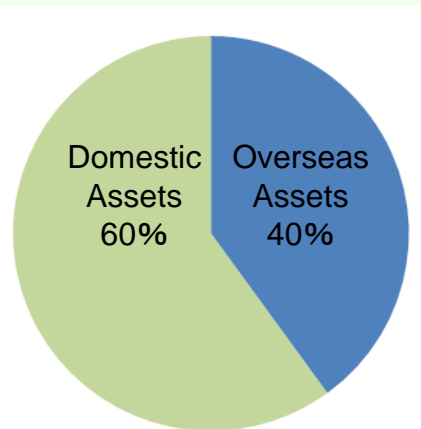
- ✓ Develop real estate businesses in regions centering around Greater Singapore, China and Indonesia.
- ✓ Sales of unit houses and ownership and operation of senior living facilities through MRE, a U.S. subsidiary.

Breakdown of domestic and overseas assets

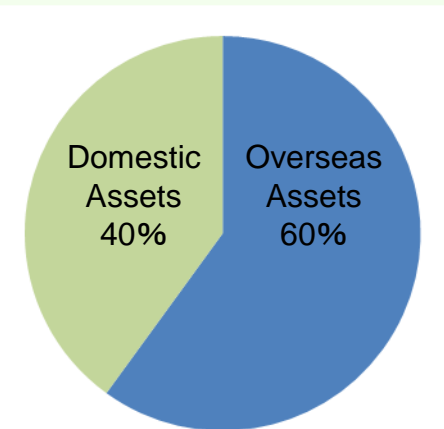
As of March 31, 2012



As of March 31, 2013



Forecast as of March 31, 2014



Real Estate: Domestic Business (Bussan Real Estate)

Company profile

Acquisition: April 1956

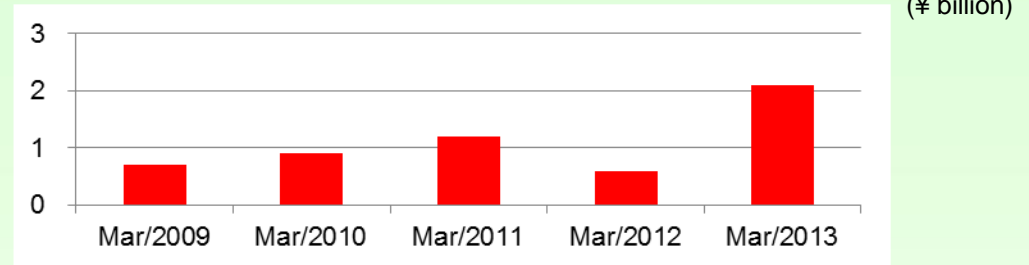
*Acquired a 90% stake from NISSAN MOTOR

Capital: ¥10 billion (100% shareholding)

Number of properties: 14 (As of March 31, 2013)

Business activities: Real estate development, leasing and management

Net income



Properties in Nishi-Shimbashi area

*Highlighted green



1. Hibiya Central Bldg.



2. Bussan Bldg. ANX



3. Bussan Bldg.



4. CYD Bldg.



Real Estate: Domestic Business (Others)

Fujisawa Sustainable Smart Town

[Background]

- May 2011: Announced a plan for Fujisawa Sustainable Smart Town jointly by Fujisawa City and 9 private sector companies
- October 2012: Decided to establish joint venture for this project
- March 2013: Announced the establishment of Fujisawa SST Management Company.
(Equity owners: Mitsui (8%), Panasonic, PanaHome, Dentsu, Mitsui Fudosan Residential, Nihon Sekkei, Tokyo Gas, NTT East, and Sumitomo Mitsui Trust Bank)

[Summary of Project]

Development Address: 4-1, 6-chome, Tsujido-motomachi, Fujisawa City, Kanagawa Prefecture

Land Area: Approximately 19 ha

Schedule: Open the town in spring 2014

Total Project Cost: Approximately 60 billion yen

"Bringing new energy" throughout the town, including residential areas, commercial facilities, and parks



For example, Smart Houses will adopt Panasonic's energy management system, which provides comfortable living by linking energy-creation, energy-storage and energy-saving equipment. The Smart Community Solar Power Generation System will supply a total 100 kW, utilizing land for public use managed by the municipal government. Smart Spot will provide total mobility sharing services for electric vehicles, EV bikes and electric-assisted bicycles, using renewable energy. Next Smart Zone will promote further advancement of initiatives such as town-wide efficient use and sharing of energy. Smart Station will serve as a shelter in the event of an emergency. We will continue to promote innovative smart town initiatives in each zone of the town.

©The above is a conceptual image.

Logistics facility development

1. Urayasu City, Chiba Prefecture



Completed in 2006; sold to Japan Logistics Fund, Inc. (a Mitsui subsidiary)

2. Kobe City, Hyogo Prefecture



Completed in 2007; sold to a foreign-affiliated fund

3. Tatsumi, Koto-ku, Tokyo



Completed in 2012; sold to Japan Logistics Fund, Inc. (a Mitsui subsidiary)

Development of condominium apartment for sale

1. French Embassy redevelopment project



88 units in total; scheduled for completion in August, 2013

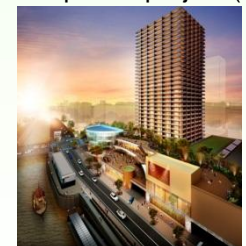
2. Harajuku Danchi redevelopment project



148 units for sale in total (former owners' residences: 72 units); completed in April, 2013

Redevelopment coordinator

Redevelopment project (Nagoya)



Redevelopment project under Mitsui's project management, completion targeted for 2016.

Real Estate: Overseas Business (Asia)

- Promote development with reliable local partners
- Contribute the project leveraging the functions and integrated strengths of Mitsui

Yulin Business Park in the Chongqing Liangjiang New Area in China <attracting companies to the business park>

- ✓ Promote inward investment in the Chongqing Liangjiang New Area (25% stake by Mitsui)
- ✓ In February 2013, a joint venture was established between Mitsui, JGC Corporation, and Chongqing Liangjiang New Area Development & Investment Group Co., Ltd. (Paid-in capital: Approximately ¥10 billion).
- ✓ The total land area of this business park is 3.2 square kilometers.

- Lower manpower cost than in the coastal regions
- Supply of labor force from agricultural to urban areas (Comprehensive Development Experimental Zone)
- The only free trade zone in the inland region, a railway network connecting to Europe, Yangtze River Logistics
- Rapidly growing inland market

Chongqing Liangjiang New Area

- #### Yulin Business Park
- The only business park in the inland region in which Japanese companies have been involved from the planning stage
 - Supported by JV established by Mitsui, JGC, and the local government
 - Integrated industrial and urban development

- Value chain connected to auto manufacturers (national market share of 10%)
- Value chain connected to notebook PC manufacturers (the largest in the world)
- Corporate income tax reduction by 10% (applicable only to the western regions)
- Other preferential treatments for investing companies

Reflect companies' needs and demands in the master plan and clearly articulate the concept of urban development.

[Location]



Singapore / Fusionopolis 5 <business park building development>

- ✓ Joint venture with Ascendas, a wholly owned subsidiary of Singaporean government. (25% stake held by Mitsui)
- ✓ Total project cost amounting to approximately 24 billion yen, completion targeted for August 2014.

[Location]



[Image of the completed development]



Malaysia / Iskandar <smart city development>

- ✓ Acquired a 19.99% stake to become an equity partner in May 2013; 60% stake held by a Khazanah subsidiary.
- ✓ The project is to develop a site in the Medini District, Iskandar (approximately 132 ha)

[Location]



[Image of the completed development]



Real Estate: Overseas Business (MBK Real Estate)

Company profile

Acquired a 50% stake in January 1990; wholly-owned subsidiary since 1997

Business activities:

- (1) Development and sale of unit houses in the South of the states of California
- (2) Leasing of senior living facilities in the states of California

Size of the business: (1) approx. 20 billion yen
(2) approx. 40 billion yen

Employees: (1) approx. 30, (2) approx. 1,100

Unit houses business

<Image>

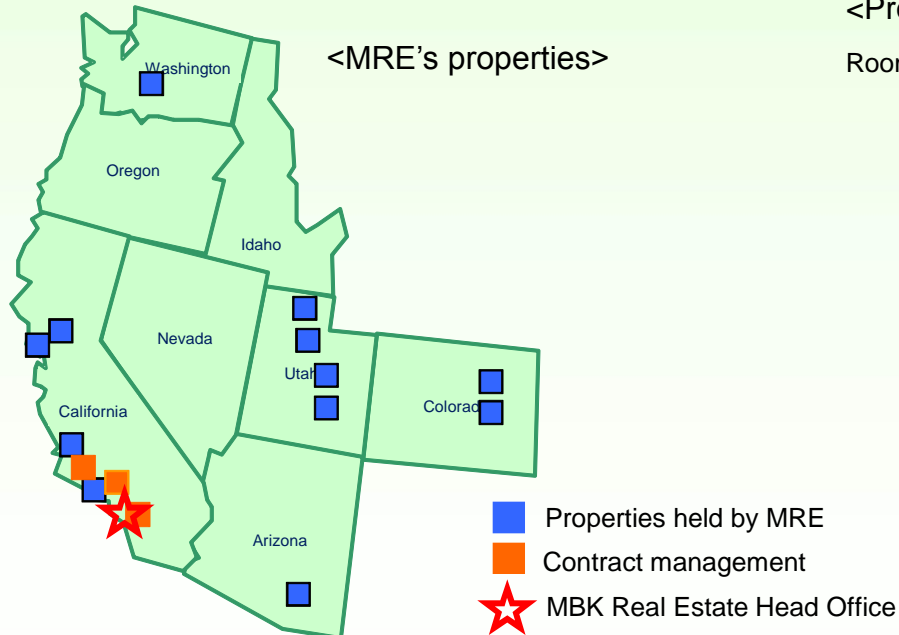


MRE / Unit houses on sales (As of May 31, 2013)

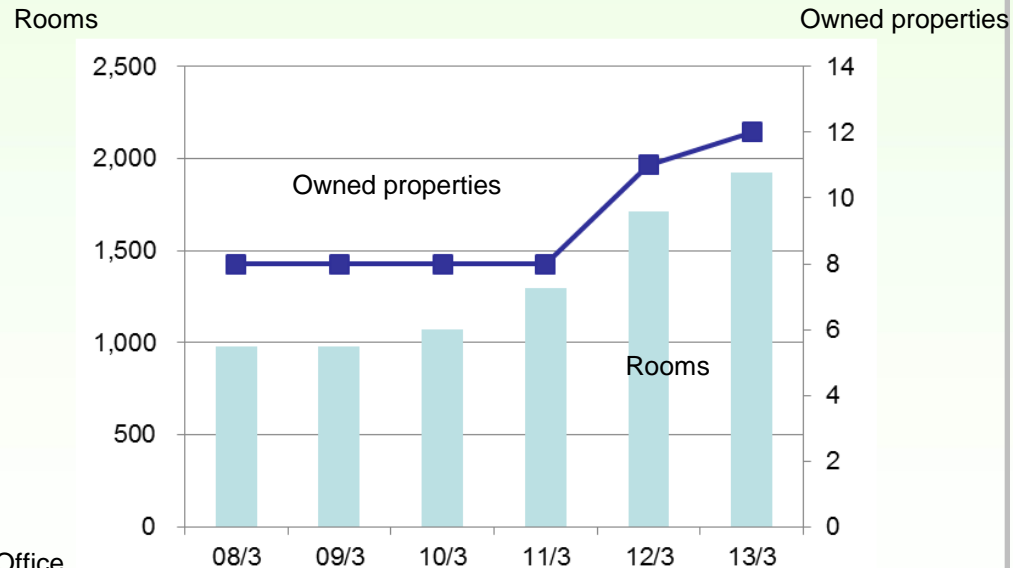
Project	Total Unit	Under Offer
Artesia	97	93
Aragon	81	17
Sea House	33	In preparation
Stanton	45	In preparation
North Hollywood	27	In preparation

Senior living facilities business

<MRE's properties>



<Properties held by MRE and rooms including contract management>



Services

Business overview

- ✓ **Expansion of domestic outsourcing business:**
 - Expansion of the existing business of Aim Services, Aramark Uniform Services Japan, and Mitsui & Co., Facilities and further promotion of PPP (public-private partnership) business

- ✓ **Global expansion of high-quality service business:**
 - Global expansion of high quality service business characterized by the integration of the Mitsui's expertise and our partners, such as Recruit and Duskin.



- **Domestic Outsourcing Business**
 - ✓ Contract food service business by Aim Services for offices, hospitals and other facilities
 - ✓ Total uniform rental service business by Aramark Uniform Services Japan
 - ✓ Facilities management service business by Mitsui & Co., Facilities for various types of facilities, such as offices, sports facilities and hospitals.

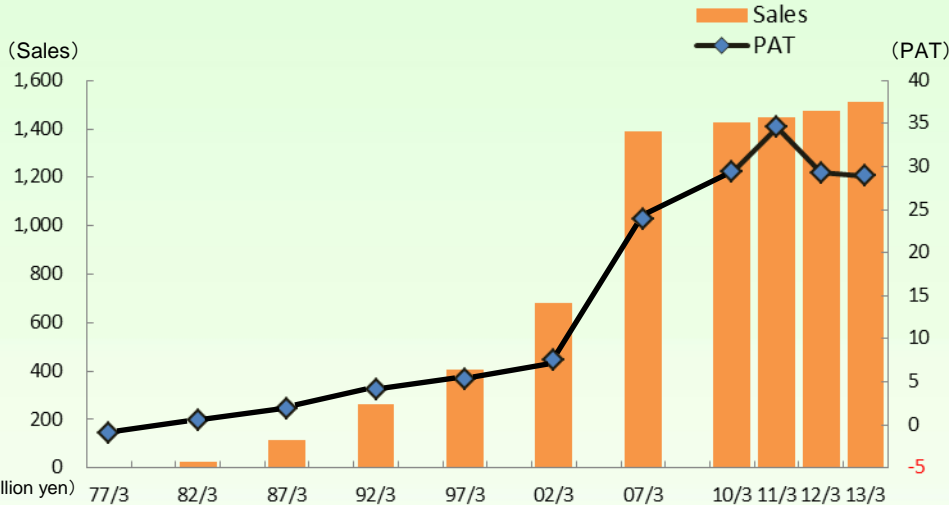
- **PPP Business**
 - ✓ To engage in public services as an outsourced private enterprise by leveraging the integrated strengths of Mitsui with Aim Services and Mitsui & Co., Facilities.

- **Global Expansion of Service Business**
 - ✓ Joint overseas business with our strategic partners, such as Recruit and Duskin.

Services: Expansion of domestic outsourcing business

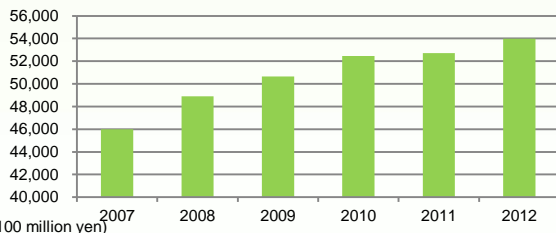
Aim Services Co., Ltd.

- One of the leading contract food service companies for offices and hospitals, etc ,and a core company for our services business.
- Established in 1976; 50%-50% held by Mitsui and Aramark Corporation (U.S.).
- Keep growing with outsourced non-core business of clients.



PPP business

- After the enactment of the “Public Service Reform Act”, entry of private-sector companies in the public service business is increasing.
- Aggressively promoting PPP business recognizing the growth potential of the outsourcing business from public sector by exerting integrated strengths of Mitsui.



Estimation of Public Support Service market (provided by NRI)

Mitsui & Co.
Aim Services
Mitsui & Co., Facilities

Integrated strengths



Services: Global expansion of high-quality service business

Outsourcing business

◆ Staffing: The CSI Companies



Area: U.S.

Business activities: Staffing

Partner: Recruit

◆ Facility management: UE Managed Solutions



Area: Singapore, Malaysia, Taiwan

Business activities: Facility management

Partner: United Engineers (Singapore)

Businesses with Duskin

◆ Dust Control Business: Duskin Hong Kong



Area: China, South Korea

Business activities: Rental of cleaning products

Partner: Duskin

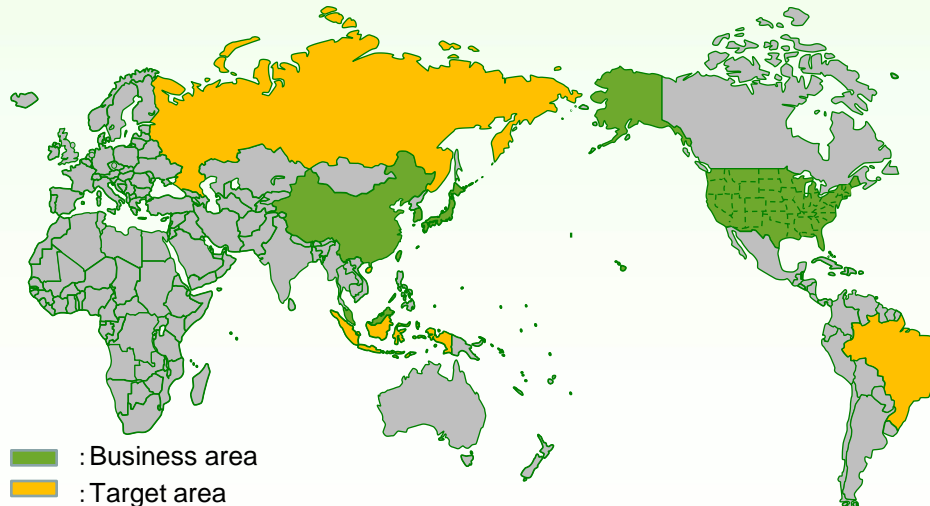
◆ Mister Donut Business: Mister Donut Korea



Area: South Korea, Malaysia

Business activities: Franchise

Partner: Duskin



Services: Strengthening Domestic Service Business

➤ Sendai Aquarium (provisional name)

✓ Project concept:

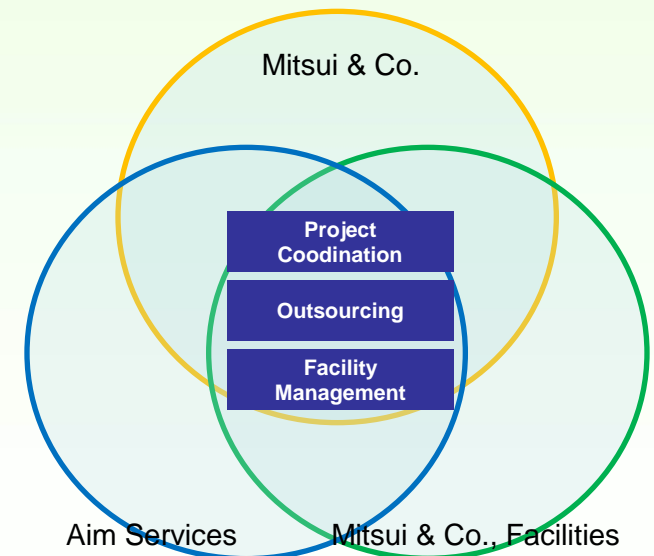
Aiming to make it an “Aquarium symbolizing reconstruction” by which the people of Tohoku region are inspired to hope and given the strength to move forward.

Project outline: Construct and operate an aquarium under a permit from Sendai City

Project site: Hinterland of Sendai Port in Miyagino-ku, Sendai City

Business overview:

- To engage in project coordination by leveraging the integrated strengths and high credibility of Mitsui.
- To outsource maintenance and management of restaurants, shops and facilities to Aim Services and Mitsui & Co., Facilities



Housing & Industrial Materials

Business overview

Build on traditional strengths in domestic housing materials and pulp and paper products business, through the development of opportunities in emerging markets for products such as woodchips, housing materials, and other industrial materials to capitalize on increasing consumption and changes in lifestyle and living environment in those countries.



Plantation & Woodchips

Afforestation, processing of woodchips and sales of woodchips to Asia, including Japan and China, through wholly-owned subsidiaries in Australia and Chile



Pulp & Paper

Processing and distribution of paper pulp and packaging materials through Mitsui Bussan Packaging Co., Ltd.



Housing & Construction Materials

Import and sales of Russian lumber for house construction in Japan by investing in a Russian lumber company

Manufacturing and sales of sanitary ware in China and India

Distribution of housing materials in Japan through Sumisho & Mitsuibussan Kenzai Co., Ltd.



Industrial materials

Export and sales of Bridgestone's off-the-road tires for construction and mining vehicles

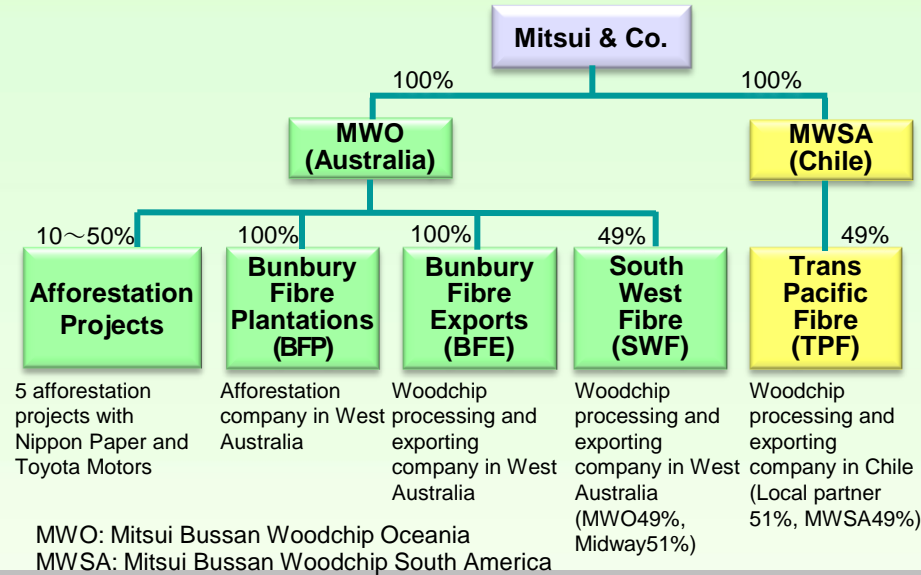
Housing & Industrial Materials: Woodchips

Woodchip market

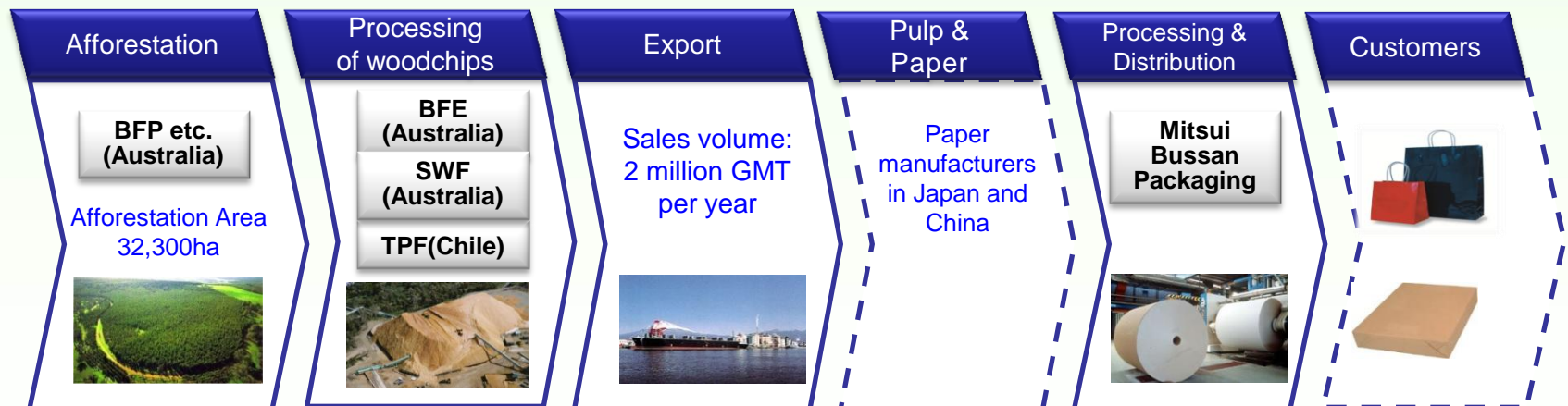
◆ Import of woodchips to China and Japan
(Mitsui's forecast after 2013)



Business structure

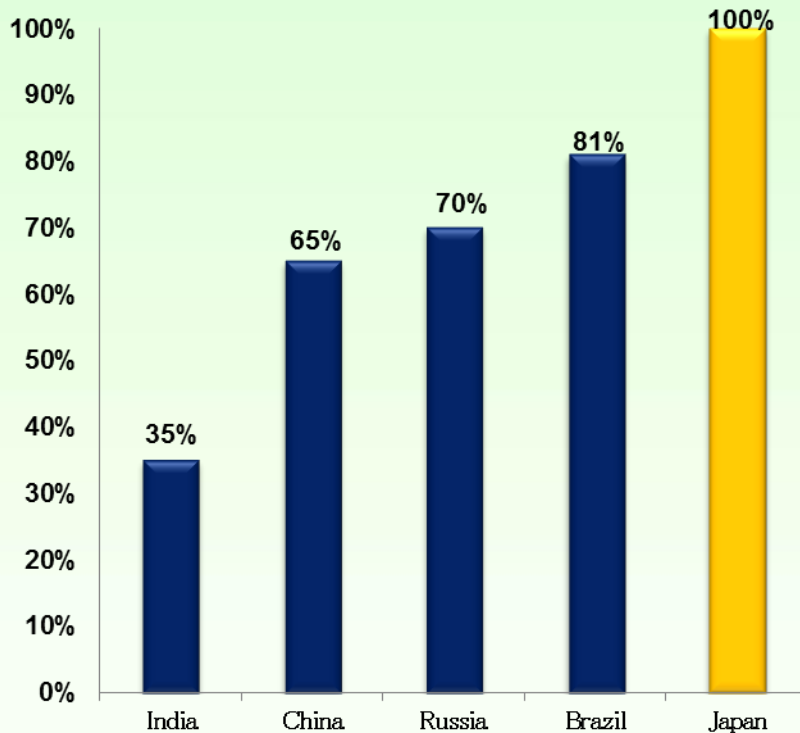


Value chain of woodchips and pulp & paper products



Housing & Industrial Materials: Businesses with TOTO

Diffusion of sanitary ware in BRICs (2011)



Source: WHO/UNICEF Progress on Sanitation and Drinking-Water 2013

Businesses with TOTO

◆ China

Established sanitary ware manufacturing companies (Beijing TOTO, TOTO (Beijing), TOTO Dalian, Nanjing TOTO) jointly with TOTO Ltd. in 1994-1995 (15% to 25% stake held by Mitsui)

◆ India

Invested in TOTO India in April 2013 (30% stake held by Mitsui). A sanitary ware factory is under construction in Gujarat, India and scheduled to start production in 2014.

Factory location



Factory for manufacturing sanitary ware



◆ Other emerging economies (Russia, Brazil, etc.)

With TOTO, jointly developing large-scale construction projects, etc. utilizing Mitsui's overseas network.

Housing & Industrial Materials: Lumber Business (Russia)

TM BAIKAL Co., Ltd.

◆ TM BAIKAL Co., Ltd. (TMB)

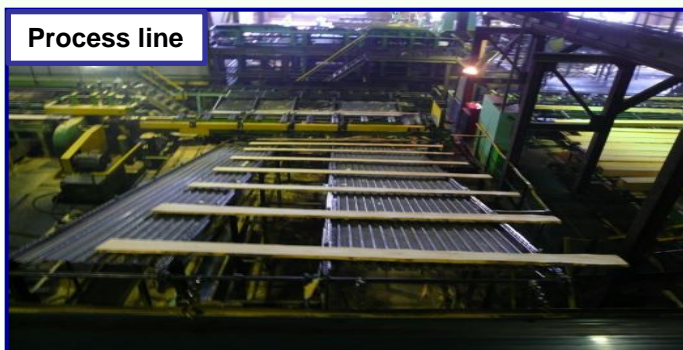
Location: Irkutsk (Southwest of Lake Baikal)

Establishment: May 1991

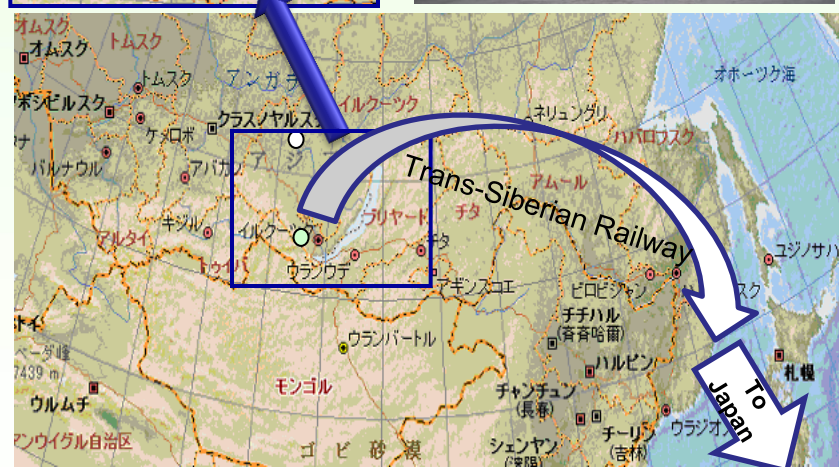
* More than 20 years in operation since the Soviet era.

Ownerships: Ministry of Economic Development of Russia (51%),
Tajima Mokuzai (35%), and Mitsui (14%)

Business Activities: Export and sale of red pine lumber from Siberia
to Japan



- ◆ TMB has developed a system to ensure stable procurement of high quality raw timber and production in the course of its operation for over 20 years.
 - ✓ A 15% share in the Japanese market for Russian timber (2012)
 - ✓ Popularity ranking No.1 in the housing interior finishing materials section (cradling) in a survey conducted by Japan Forest Products Journal
- ◆ Logistics to the Japanese market: Overland transport via the Trans-Siberian Railway from Irkutsk to the Port of Nakhodka, in the suburbs of Vladivostok, for transshipment to various Japanese ports.



Fashion

Business overview

In addition to the traditional agent and trading business in Japanese market, we focus on the field of brand marketing business and fashion EC, etc. for the global market, mainly in the emerging countries in Asia.



◆ Procurement and OEM (manufacturing of products under brands of others) for apparel

- OEM business for domestic apparel manufacturers through Mitsui Bussan Inter-Fashion Ltd.
- Sales of functional materials in the U.S. and European markets through Mitsui Bussan Techno Products Co., Ltd.

◆ Brand marketing business

- Import of brand products such as Max Mara
- Brand licensing business involving brands owned by Mitsui, such as Pierre Cardin and Hanae Mori
- Global brand marketing business through Paul Stuart, Inc. (U.S.), which Mitsui acquired in December 2012

◆ Fashion e-commerce (EC) business

- Fashion EC business in Japan through BFB, Inc.
- Production of apparel products and EC business in Taiwan, China and South East Asia through Tokyo Fashion
- Fashion EC business in China through E-Fashion

Fashion: Brand marketing business

Acquired Paul Stuart, Inc. (U.S.) (“PS”) in December 2012 to develop brand marketing business in the global market



Historical relationship with PS

1975: Started importing PS products to the Japanese market

1991: Started licensing business in the Japanese market
(number of licensees: 13 as of June 30, 2013)



December 2012: Acquired 100% of shares of PS.

Shop network

U.S.: Three flagship stores in New York and Chicago

Japan: Two flagship stores, in addition to 150 stores in major department stores in Japan



Flagship store in New York

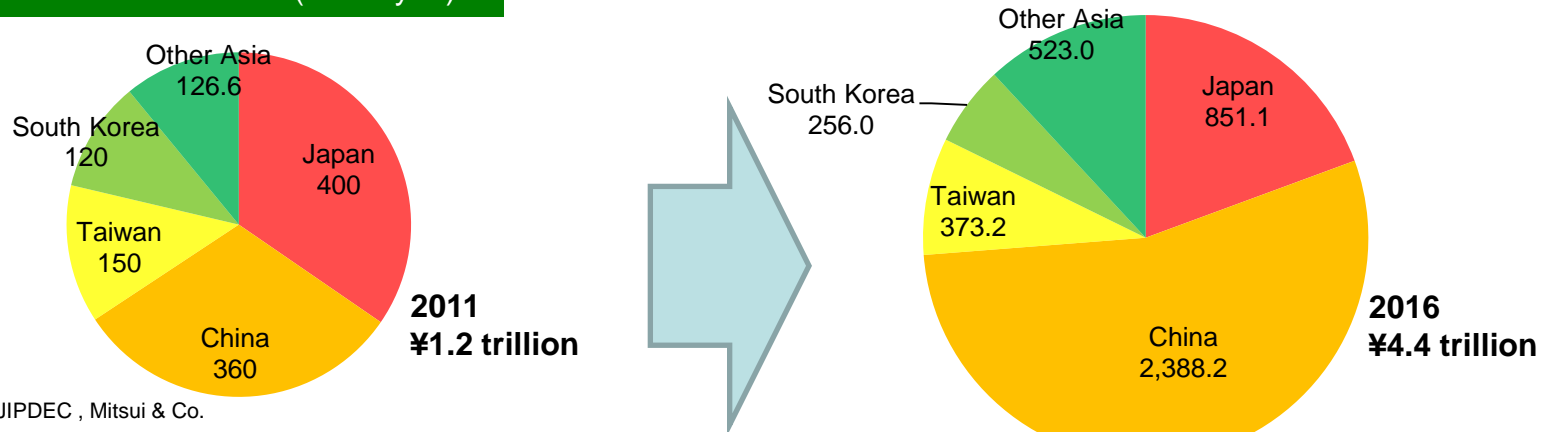
Mitsui's strategy

- Development of the business base of PS through further expansion of the retail business in the U.S. and the licensing business in Japan, as well as business expansion in emerging countries.
- Strengthen earnings base of Mitsui by expanding the brand marketing business in the global market.

Fashion: Fashion E-commerce business

Penetrate into the fashion market in emerging countries through investments in fashion EC companies

Asian fashion EC market (billion yen)



Source: JIPDEC , Mitsui & Co.

- ✓ Rapid growth of the fashion EC market in Asia, particularly in China.
- ✓ Penetrate into the fashion EC market through investments in fashion EC companies in Japan, China and other Asian countries.

Our investments

Company name (location)	BBF, Inc. (Japan)	E-Fashion (China)	Tokyo Fashion (Taiwan)
Year of our investment	2008	2012	2013
Brands	UGG, Burton, Azabu Provador etc.	GAP, TOMMY HILFIGER etc.	Own brands only
Business Activities	Development and operation of EC websites on behalf of apparel companies; ODM business (OEM business involving products designed by BBF) for TV shopping companies such as QVC Japan, Inc.	Development and operation of EC websites on behalf of apparel companies	Manufacturing and EC business of its own private brand products targeted at young women in China, Taiwan and Southeast Asia

Media

Business overview

- TV shopping
 - ✓ QVC Japan, Inc. (Japan)
 - ✓ Global expansion of TV shopping business, leveraging experience in Japan (Taiwan, China)

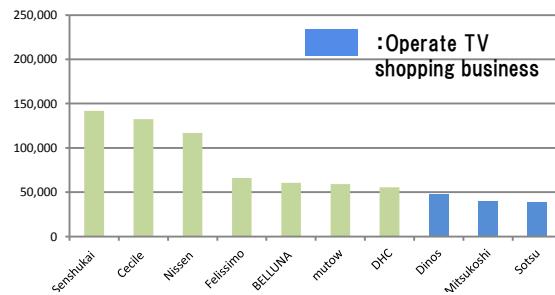
- Broadcasting
 - ✓ World Hi-Vision Channel, Inc. is engaged in BS television service under the name of “TwellV”
 - ✓ TV programs for children and Anime (Kids Station)

Direct marketing sales rank (Top 10)

The size of direct marketing market has doubled in the past 10 years. Catalogue mail order has decreased, while TV shopping and E-commerce have increased.

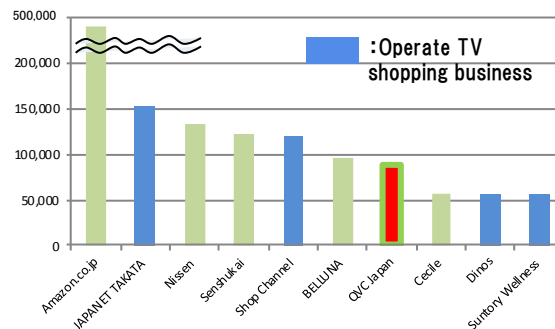
2000

(million yen)



2011

(million yen)



Broadcasting

“TwellV”:
Nationwide Free-to-air Broadcasting Station



“Kids Station”: Pay-TV Channel for Kids and Family



Media: TV Shopping

QVC Japan, Inc.

Establishment: June 2000

Capital: 11.5 billion yen

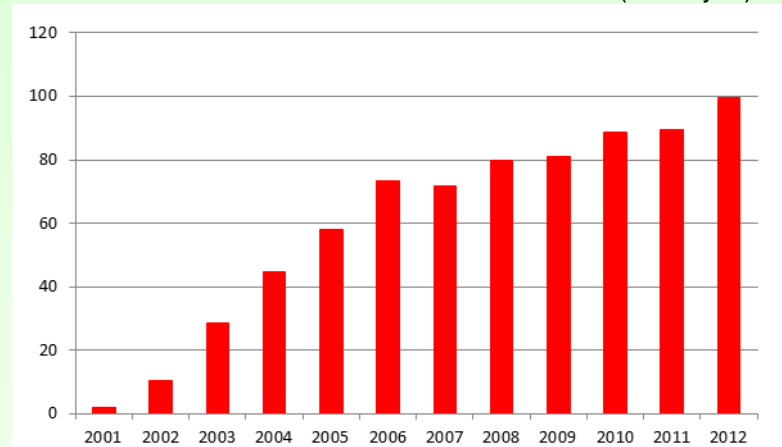
Ownership: Mitsui 40%, QVC, Inc. (U.S.) 60%

Households with access to QVC program:
 26 million households
 (CATV, Sky Perfect TV and IPTV)
 38 million households (BS)

Employees: 1,608 (As of June 2013)



Sales (billion yen)



Global businesses

- Expand TV shopping business in overseas markets, leveraging the business experience with QVC Japan, Inc.
- Providing support for the establishment of call centers and proposals for efficient logistics operation, in addition to developing merchandise strategy and organizing programs, by dispatching experts.

ShopNet Co., Ltd. (Taiwan)

Establishment: 2003 (Mitsui made investment in 2009)

Ownership: Mitsui 87%, Chinatrust Group 13%

Business activities: TV shopping in Taiwan

Households with access to ViVa: 5 million households (CATV throughout Taiwan)



CCTV SHOPPING CO., LTD. (China)

Establishment: 1998 (Mitsui made investment in 2011)

Ownership: Mitsui 25%, CITVC 51%, Others 24%

Business activities: Services for Chinese TV shopping operators

Households with access to CCTVS: 58 million households (CATV throughout China)



Media: Broadcasting – World Hi-Vision Channel/TwellIV

World Hi-Vision Channel, Inc.

Establishment: July 2006

Capital: 2.5 billion yen

Ownership: Mitsui 100%

Features:

- (1) Key BS broadcasting station with nationwide coverage
- (2) 24-hour broadcasting completely free of charge
- (3) Comprehensive programs comprised of high-quality, wholesome, premium contents

Our programs: “Global Vision”

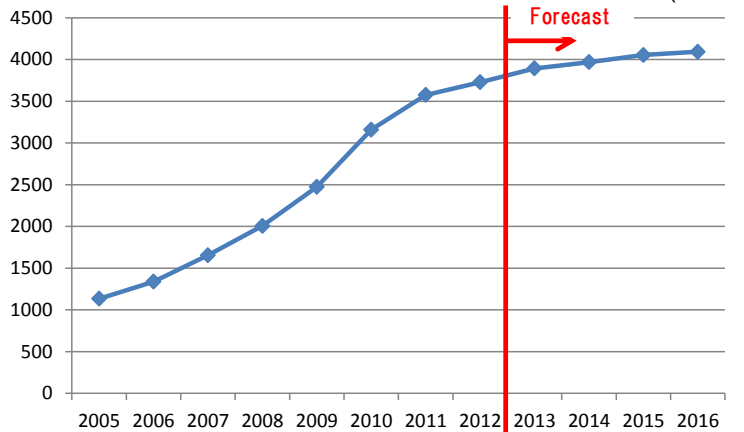
“TV Show Host by Mr.Terashima”

“Textbook for the Future”

“Program for Local Activation”



Diffusion forecast of BS digital broadcasting (household)



Program timetable (As of April 2013)

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
5	Healing Time							
6	Healing Time							
7								
8	QVC							
9	QVC							
10	QVC							
11	QVC							
12	QVC							
13	QVC							
14	QVC							
15	QVC							
16	Relaxing Time							
17	Entertainment							
18	Relaxing Time	Textbook for the Future	Relaxing Time	Nippon Professional Baseball (NPB) Game Coverage (live)	Relaxing Time			
19	Entertainment			Nippon Professional Baseball (NPB) Game Coverage (live)		Global Vision		
20	Road Race	AC Milan's Football Game Coverage						
21	TV Show Host by Mr. Terashima							
22	QVC							
23	QVC							
24	QVC							
25	QVC							
26	QVC							
27	Healing Time							
28	Healing Time							

■ Travel ■ Documentary ■ Entertainment
■ Sports ■ Music & Kids ■ Drama

Agenda

1. Consumer Service Business Unit in Mitsui
2. Overview
3. Strategy in each operating business field
 - Medical & Healthcare
 - Real Estate
 - Services
 - Housing & Industrial Materials
 - Fashion
 - Media
4. Q&A



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