

Interfacing with Excellence

CSR REPORT

Isetan Mitsukoshi Group CSR Report

2016

Digest



ISETAN MITSUKOSHI HOLDINGS

■ **Group Slogan**

Interfacing with Excellence

■ **Group Philosophy**

Striving to interface with integrity, flexibility and dynamism

- We strive to interface with customers. We wholeheartedly respond to customer needs and expectations through our focus on superlative service.
- We strive to interface with coworkers. We enhance our knowledge and skills together to create new value.
- We strive to interface with our shareholders. We faithfully respond to shareholder expectations by pursuing ambitious targets and practicing fair and transparent management.
- We strive to interface with our partners. We cultivate the optimum partnerships for achieving our shared goal of delivering customer satisfactions.
- We strive to interface with communities, society and the Earth. We contribute to the fulfillment of aspirations.

Cultivating irreplaceable relationships of trust far into the future

■ **Group Vision**

Becoming “my indispensable department store for each individual customer throughout his or her life by continually creating high quality, new lifestyles and being of use to our customers in the many different aspects of their lives. By doing so, we aim to become the world’s foremost solution retail group with high profitability and sustained growth.”

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The data presented here pertain principally to the fiscal year that began on April 1, 2015 and ended on March 31, 2016. Discussions and descriptive information may cover the period up through June 30, 2016.

Amid a society constantly in flux,
the Isetan Mitsukoshi Group's
commitment to realize
“this is japan.” endures.

Hiroshi Ohnishi President and CEO



■ Introduction

During a year of head-spinning change in which attention focused on structural problems in society - a falling birthrate, aging population, and how to achieve regional revitalization - the Isetan Mitsukoshi Group, ever conscious of the role we aim to fulfill amid such social change, focused on realizing our Group vision of becoming the world's foremost retail services group, with high profitability and sustained growth.

■ With “this is japan.” As Our Slogan

In 2011, the Isetan Mitsukoshi Group embarked on merchandise development and sales under the JAPAN SENSES initiative to highlight Japan's splendid manufacturing culture. In 2015, we took JAPAN SENSES to the next level, which we describe with the corporate message, “this is japan.” And, as our main 2015 initiative, introduced our own “NUMBER TWENTY-ONE” brand of women's shoes at PREMIERE CLASSE, a major women's accessories tradeshow held in Paris.

In 2016, our plans include the opening of The Japan Store ISETAN MITSUKOSHI Paris, a complete remodeling of the Isetan LOT10 store in Kuala Lumpur, Malaysia, as a Cool Japan project, and other initiatives aimed at bringing superb tangible, intangible, and service-oriented aspects of Japanese culture to the world.

“this is japan.” sets the tone for our business endeavors over the foreseeable future.

■ Social Contribution Activities

To play a useful role for society through activities applying the strengths of the department store, we are pursuing social contribution activities in

three principal areas - culture and art, support for disaster-stricken areas, and support for local communities. In addition, we continue to hold charity events with the participation of customers who also want to contribute to society.

■ Creating Workplaces Where Diverse Human Resources Can Work with Esprit de Corps

Being a compelling retail alternative for customers requires that we provide an environment in which employees - especially the sales staff who are our interface with customers - can work with a sense of security and a strong esprit de corps. With a two-day holiday to begin 2016, salespeople, including those of our suppliers, were able to begin the new year refreshed and ready to provide outstanding service to our customers.

To help maintain sales motivation, we began in April 2016 to introduce a sales incentive system that we believe will result in more accurate recognition of high performers.

More generally, we are actively moving forward with diversity-enhancement measures to bring out the best in individuals, and with updates of our training and human resources systems.

■ To Create New Value

In striving to realize “this is japan.”, we are emphasizing innovation and speed, with sensitivity to what customers are feeling and wanting in light of changes and dominant themes in society. To fulfill the role of creating new value, we are earnestly listening to stakeholders and working to build the trusting relationships that are essential to our success.



Feature

this is japan.

As part of the CSR activities the Isetan Mitsukoshi Group pursues through its principal business activities, we embarked on the JAPAN SENSES initiative in 2011. The objective of JAPAN SENSES is to bring Japanese excellence back into the spotlight and to put it forth as new value. In the spring of 2015, we took JAPAN SENSES to the next level with the corporate message, “this is japan.” Fine-tuning the craftsmanship, product offerings, and hospitality we have used to arouse the five senses since our beginnings as a dealer in kimono fabric, over 300 years ago, we take great pride in being able to present this value to our customers.

As customers are now able to use the internet and other tools to develop their own individual sense of value, we, too, must use the internet to share information with them; provide brick-and-mortar stores that excite the senses, giving customers a reason to come to them and believe in us; and uncover new value and possibilities in face-to-face communication, as in pleasant interaction between customers and stylists (sales personnel).

Shaping the Tangible, Intangible, and People, in Japan

Highlighting Japanese excellence, we are fostering the development of culture in new directions and creating new value.

Drawing on the unique characteristics of department stores, the Isetan Mitsukoshi Group works to connect customers with the places where goods are made.

In realizing our corporate message, “this is japan.”, we are bringing Japanese excellence to the world and contributing to regional revitalization.



JAPAN SENSES

—Introducing the charms of the Setouchi Region under the theme, “The beauty of blue”

For spring of 2016, JAPAN SENSES highlighted the Setouchi region straddling Japan's Inland Sea, under the theme “The beauty of blue.” Blue is a color strongly associated with the natural world, and we created this JAPAN SENSES campaign to draw attention to its beauty and to numerous items incorporating the traditional techniques, and expressing the culture, of the Setouchi region. We also conducted a project to coincide with Setouchi International Art Festival 2016.

Setouchi International Art Festival 2016 and Isetan Mitsukoshi

The Setouchi International Art Festival, held for the third time, in 2016, celebrates modern art that expresses the charms of the sea and islands of the Setouchi region.

Isetan Mitsukoshi, as the festival's promotion partner, held collaborative exhibitions. The works of 11 artists from Japan and abroad were displayed at the Isetan Shinjuku Main Store, while items

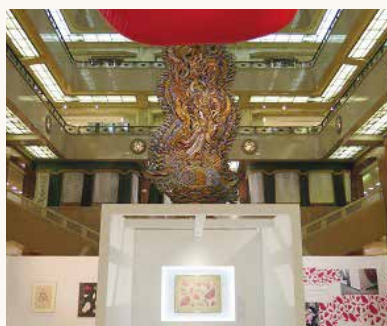
featuring the Hana-Hiraku design by Genichiro Inokuma, and a collection of Hana-Hiraku-themed items created as collaborative works, were displayed at the Mitsukoshi Nihombashi Main Store, Mitsukoshi Ginza Store, and Takamatsu Store. Inokuma was one of the artists featured at the Setouchi International Art Festival, and is the creator of the Hana-Hiraku design for Mitsukoshi's shopping bags.



Isetan Shinjuku Main Store Honkan first-floor atrium



Isetan Shinjuku Main Store Honkan first-floor window



The “Genichiro Inokuma and ‘Hana-Hiraku’” exhibit in the Mitsukoshi Nihombashi Main Store Central Hall



The “Hana-Hiraku” collection display on the first floor of the Mitsukoshi Nihombashi Main Store



The giant “Hana-Hiraku” dome on the shopping street in front of the Takamatsu Mitsukoshi Honkan

Taking Our Own Brand Overseas

—NUMBER TWENTY-ONE debut at Premiere Classe—

At Isetan Mitsukoshi, we listen to what customers tell us in our stores and develop products under our own brands.

One example is NUMBER TWENTY-ONE, our original brand of women's shoes combining fashion sense and comfort.

Adding to 21 stores in Japan, we began in spring 2015 to offer the NUMBER TWENTY-ONE brand through Isetan Mitsukoshi Group stores overseas (Mei Long Zhen Isetan Shanghai and Isetan Kuala Lumpur) and South Korea's Shinsegae Department Store. In January 2016, NUMBER TWENTY-ONE made its debut at the Premiere Classe tradeshow for women's accessories in Paris.

Premiere Classe was an opportunity to not only introduce comfortable,

fashionable, made-in-Japan women's shoes to a wider audience but also be part of an innovative joint presentation of Japanese craftsmanship, which included creative Japanese brands that have already achieved global recognition. With visits and positive reactions by

over one hundred companies, NUMBER TWENTY-ONE's Premiere Classe debut was a great success.

NUMBER TWENTY-ONE (Japanese)
<http://www.numbertwenty-one.com/>



NUMBER TWENTY-ONE shoes on display at Premiere Classe



Premiere Classe visitors displayed great interest in the NUMBER TWENTY-ONE brand

In Pursuit of Hospitality

Emphasizing one-on-one communication that results in genuine understanding

The Isetan Mitsukoshi Group places great value on welcoming customers to our stores with a genuine sense of hospitality. Perceiving what each individual customer is feeling, and responding appropriately, requires refined sensitivity and is the

hallmark of hospitality in Japan. It is also a reflection of the spirit of the host and we go to great lengths in all of our stores to ensure that communication between customers and stylists results in genuine understanding.



In pursuit of excellence in customer service

To Delight Customers

—“Workplace Pledge” Activities to Implement the Isetan Mitsukoshi Group Vision—

Since 2008, the Isetan Mitsukoshi Group has been conducting “workplace pledge” activities aimed at having every individual employee put our Group Vision into practice. In these activities, a total of 1,278 teams of store employees, including support staff, make a pledge that is related to something in their daily work and based on the Group Vision,

and then abide by that pledge to bring our entire organization closer to achieving the goal of becoming “the world's foremost retail services group.”

Fiscal 2015 “workplace pledge” activities took place under the overall theme of advancing the “this is japan.” initiative with a renewed spirit for delighting customers through world-class

hospitality. And, with results that earned the praise of customers, we now intend to carry forward with “workplace pledge” activities as a way of creating and sharing know-how for improving operations on an ongoing basis to both further differentiate the Isetan Mitsukoshi Group and advance the “this is japan.” initiative.



Sincerity in customer service



JAPAN COMMUNICATION STAGE exhibit space



Sharing best practices in a morning assembly

Case: Focused on “Passionate Customer Interaction”

Fiscal 2015 Best Team Award

Mitsukoshi Ginza Store Ladies' and Children's Accessories Sales Department TOKYO Mode II

In fiscal 2013, the department began using morning assemblies as an opportunity to hone customer communication skills. In fiscal 2015, it introduced Passionate Customer Interaction as the ideal for the style of personal customer service it aims to practice. One example of this service approach is the JAPAN COMMUNICATION STAGE. Established to communicate the ideas of the designers whose products the department features, this exhibit space provides stylists with valuable opportunities to practice Passionate Customer Interaction.



Engaging in Passionate Customer Interaction at a JAPAN COMMUNICATION STAGE

Initiatives in 7 Key Areas

Beginning with the CSR Report we issued in 2013, we have been disclosing information in accordance with the ISO26000 core subjects, and we have maintained our focus on initiatives that are directly linked to our primary business activities and would be viewed as meaningful by our stakeholders.

Community Participation and Development

Basic Rules Governing Social Contribution Activities

The Isetan Mitsukoshi Group has established basic rules governing purposes, priorities, and methods for pursuing social contribution activities that are consistent with the implementation of our corporate philosophy and CSR direction.

Isetan Mitsukoshi Group Philosophy (Group Vision)

"To become the indispensable department store for each individual customer throughout his or her life by continually creating high quality, new lifestyles and being of use to our customers in the many different aspects of their lives. By doing so, we aim to become the world's foremost retail services group with high profitability and sustained growth."

Isetan Mitsukoshi Group CSR Statement

Based on the Isetan Mitsukoshi Group philosophy, we will address various social issues and help to solve them through our business activities, which will be designed to produce a better future for everyone with whom we come into contact.

Basic Rules Governing the Isetan Mitsukoshi Group's Social Contribution Activities

Based on its corporate philosophy, the Isetan Mitsukoshi Group will respond to the needs and expectations of local communities, build trust with customers and other stakeholders, and continue to contribute to the building of a bright future that is full of dreams and hope.

1. Priorities

Social contribution activities will focus on culture and the arts, support for disaster-stricken areas, and support for local communities.

2. Principles of Activities

- 1 Importance will be placed on communication and partnerships with customers and local communities.
- 2 As a rule, activities will continue over periods of 3-5 years.
- 3 Activities will draw on the management resources and business characteristics of the Isetan Mitsukoshi Group.
- 4 Employees will be encouraged to participate on a volunteer basis.
- 5 The scopes of activities will include stakeholders.
- 6 Activities will be pursued in partnership with NPOs/NGOs to produce better results by enhancing the pool of available strengths.

Culture and Arts

Art & Creation

The Isetan Mitsukoshi Group highlights culture and art from around the world and translates Japanese excellence into new value for customers.

In August 2015, "Art & Creation" themed events were held for customers at three stores in metropolitan Tokyo.



Event booth introducing the manga creations of Hokusai Katsushika at Mitsukoshi Nihombashi Main Store

Support for Disaster-Stricken Areas

Support for Recovery from the Great East Japan Earthquake

The Isetan Mitsukoshi Group participates in the Great Forest Wall Project to support disaster recovery in the Tohoku Region of Japan. The purpose of this project is to plant broadleaf trees to act as a breakwater along a 300-km stretch of Japan's northeast coastline, which was hit by a devastating tsunami in the Great East Japan Earthquake. In fiscal 2015, 85 Isetan Mitsukoshi Group employees participated in tree-planting activities on the coast of Miyagi Prefecture.

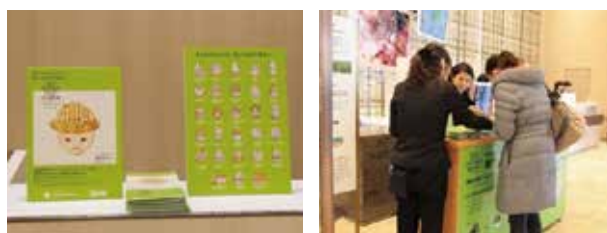


Tree-planting activity

Another of our disaster-recovery support activities is the Donguri Badge charity campaign in support of disaster recovery in East Japan. We have sponsored this event in March of every year since 2014.

In 2016, all Isetan Mitsukoshi Group stores in Japan sold badges made from trees destroyed in the Great East Japan Earthquake, and the ¥7,725,700 in profits generated from the sale of 54,025 badges were donated to the Great Forest Wall Project*.

*The Great Forest Wall Project became known as the Morino Project in July 2016.



Campaign booth

Supporting Local Communities

Supporting Experiential Learning for Children

In Japan, which continues to contend with a low birth rate, the sound development of children is a matter of particular importance. The Isetan Mitsukoshi Group holds various events in support of children.

In August 2015, for example, the Mitsukoshi Chiba Store participated for the second consecutive year in an event sponsored by Chiba City to allow children to get a hands-on feel for various types of jobs. 52 children visited our installation to get a better idea of what it is like to serve customers on the floor of a department store.



Showing children the process of receiving a customer's bag at an information counter

Consumer Affairs

Safety and Security Initiatives

The Risk Management Office at Isetan Mitsukoshi Holdings oversees risk management for the entire Isetan Mitsukoshi Holdings Group. When a risk affecting the entire Group is realized, we respond dynamically with decision-making directly by top management.

Risk Management Office Initiatives

1) Establishment of a Group-wide risk management system

The Compliance and Risk Management Committee is comprised of members of top management and, in principle, meets twice a year to draft and implement risk management measures. The Risk Management Subcommittee, which handles administrative matters for the Compliance and Risk Management Committee, also meets twice a year, in principle. Its purpose is to achieve understanding of compliance and risk management measures throughout the entire Group.

2) Enhancement of company emergency response capabilities

The Risk Management Office develops emergency response plans to address management-level risks that threaten corporate value.

3) Development of preventive measures addressing latent risk

The Risk Management Office uses internal audit information to determine the status of preventive measures taken by individual departments to address latent risk, and takes steps to promote their acceptance and effectiveness.

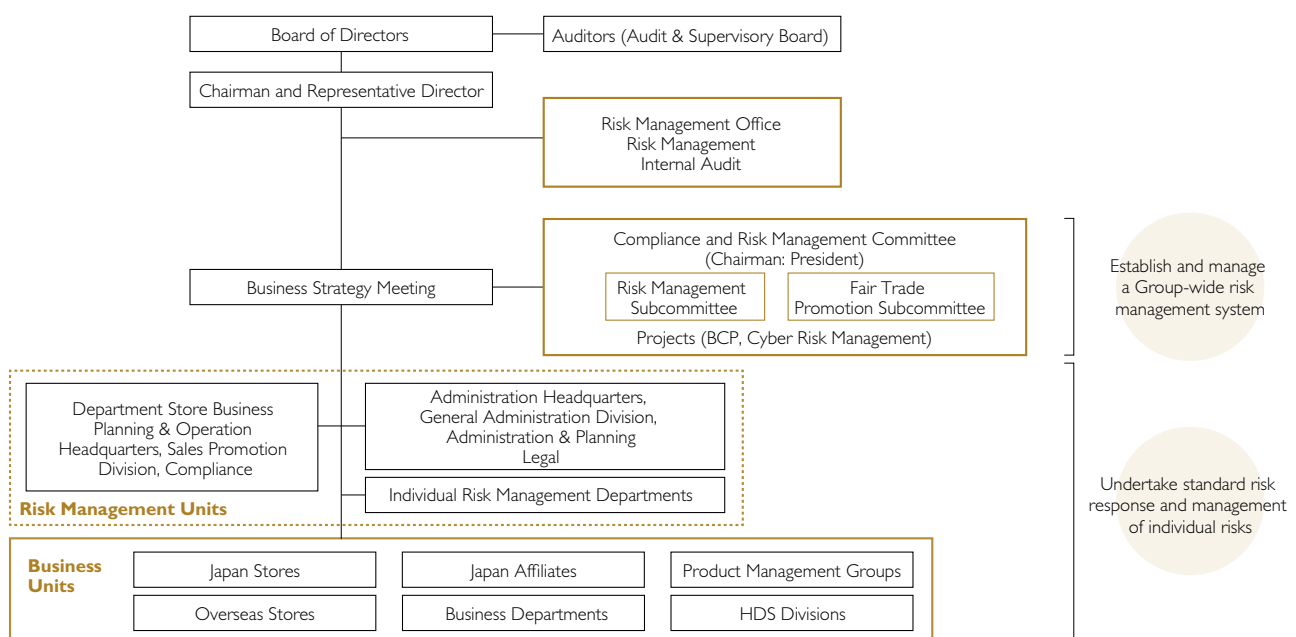
4) Regular collection and organization of risk information, and assessment of risk levels

The Risk Management Office establishes reporting lines, centrally collects and organizes information on accidents and problems that occur in the course of daily business, and assesses risk levels.

5) Risk matrix reevaluation

The Risk Management Office organizes risks along two axes - one for impact and another for likelihood - and carefully analyzes the matrix in light of current circumstances.

Risk Management System (As of June 2016)



Initiatives by Individual Stores

The Isetan Mitsukoshi Group regularly performs inspections and examinations, conducts education programs, and manages its facilities so as to provide products, services, and environments that are safe and secure.

It is also important, however, for the individual stylists who regularly interface with customers at our stores to be vigilant and proactive in noticing and responding to problems. At the Isetan Mitsukoshi Group, therefore, individual stores freely take action in accordance with the Group philosophy and policies to maintain our credibility with customers.



Hygiene inspection in a store kitchen

To Provide Customers with Comfortable Shopping Environments

Inbound Customer Service Initiatives at the Mitsukoshi Ginza Store

Since the October 2014 expansion of the range of items that can be purchased duty-free, there has been an increase in visitors to Japan (inbound travelers). The Isetan Mitsukoshi Group, therefore, has seen a rise in international customers and is now offering various services at the Mitsukoshi Ginza Store to provide inbound customers with the best possible shopping experience.

With the fall 2015 remodeling, for example, an international customer service counter was established on the first underground floor. Offering services in Chinese, English, Korean, and other languages, it also provides interpretation services to help customers find just the right product on any floor of the store. The store also has a foreign-language service counter near the main entrance, on the first floor, to provide information not only about the store but also the local area. And for repeat customers from overseas, the store offers access to the International Lounge, which is located on the 13th floor and provides customers with traditional Japanese hospitality by staff dressed in traditional attire, and in an atmosphere that is a seasonal and quintessentially Japanese expression of beauty.

In the lead-up to the 2020 Olympic Games, in Tokyo, we are committed to providing excellent service to rising numbers of international customers.



Multilingual stylist

Developing Excellent Stylists



Stylists awarded Evergreen recognition for 2016

The Evergreen System

The Isetan Mitsukoshi Group has created the Evergreen system for recognizing and rewarding outstanding salespeople.

Approximately 65,000 stylists, including partner staff (those working for suppliers), are covered by the system. Stylists are awarded Evergreen recognition based on the following three criteria.

- (1) Wealth of merchandise knowledge, outstanding sales skills, a sense of hospitality, and strong credibility with customers.
- (2) Engagement in self-improvement, and positive influence on coworkers.
- (3) Outstanding innovation as evidenced, for example, by a large number of customers.

In March 2016, 72 stylists from stores in Japan and abroad were awarded Evergreen recognition, bringing the total since fiscal 2012 to 280.

Environment

Conserving Biodiversity

SEGES Green Certifications*

SEGES Green certifications were awarded to the I-Garden at the Isetan Shinjuku Main Store, in fiscal 2013, and the Ginza Terrace at the Mitsukoshi Ginza Store, in April 2016. Green spaces in urban environments act as places for people to rest and relax, and oases for birds and insects. The Isetan Mitsukoshi Group sees these as important purposes and will maintain these spaces, so they can continue to please those who visit them.

* SEGES (Social and Environmental Green Evaluation System) Green certifications are awarded by the Organization for Landscape and Urban Green Infrastructure to recognize exceptional efforts by businesses to create green spaces in urban environments.



The Ginza Terrace at the Mitsukoshi Ginza Store

The I-Garden at the Isetan Shinjuku Main Store

Saving Energy

CASBEE Certifications*

In March 2016, CASBEE Certifications for real estate were awarded at the highest "S" rank to our three flagship stores - the Isetan Shinjuku Main Store, Mitsukoshi Nihombashi Main Store, and Mitsukoshi Ginza Store.

Ours are the very first department stores to receive this certification, which recognizes excellence in the environmental performance of buildings and other built environments.



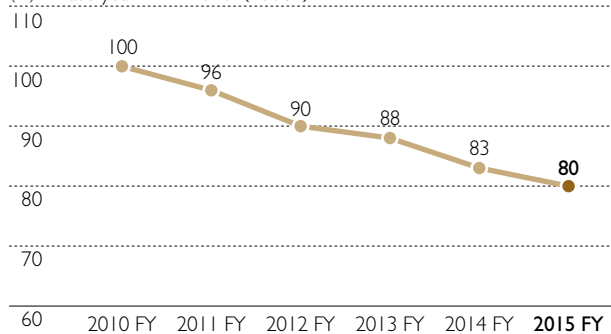
CASBEE Certification Mark

* CASBEE (Comprehensive Assessment System for Built Environment Efficiency)

Environmental Data

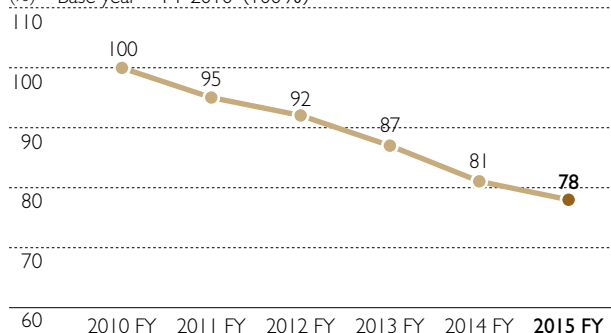
Isetan Mitsukoshi Group Energy Consumption (Total) GJ

(%) Base year = FY 2010 (100%)



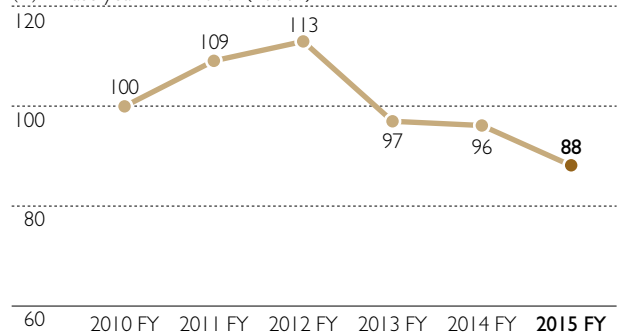
Isetan Mitsukoshi Group Water Usage (Total) m³

(%) Base year = FY 2010 (100%)



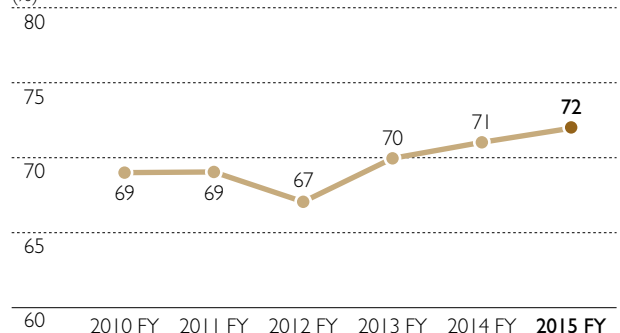
Isetan Mitsukoshi Group Amount of Final Disposal Waste

(%) Base year = FY 2010 (100%)



Isetan Mitsukoshi Group Recycling Rate

(%)



Governance

Basic Stance on Corporate Governance

The Isetan Mitsukoshi Group, in accordance with its Group Vision of becoming the world's foremost retail services group, works to earn the trust of customers, employees, shareholders, suppliers, local communities, and all of our other stakeholders.

When it was established in 2008, the Isetan Mitsukoshi Group adopted the "company with auditors" form of organization as described in Japan's Companies Act. By separating oversight and execution functions as shown in the diagram below, we are endeavoring to maximize our corporate value by enhancing management transparency and speeding decision-making in the advancement of sound, highly transparent business activities.

Basic Stance on Risk Management

The Isetan Mitsukoshi Group established its Basic Provisions on Risk Management to ensure and maintain soundness and propriety in its operations, and has put together various measures in the interest of risk management during normal

times and crisis management during times of emergency.

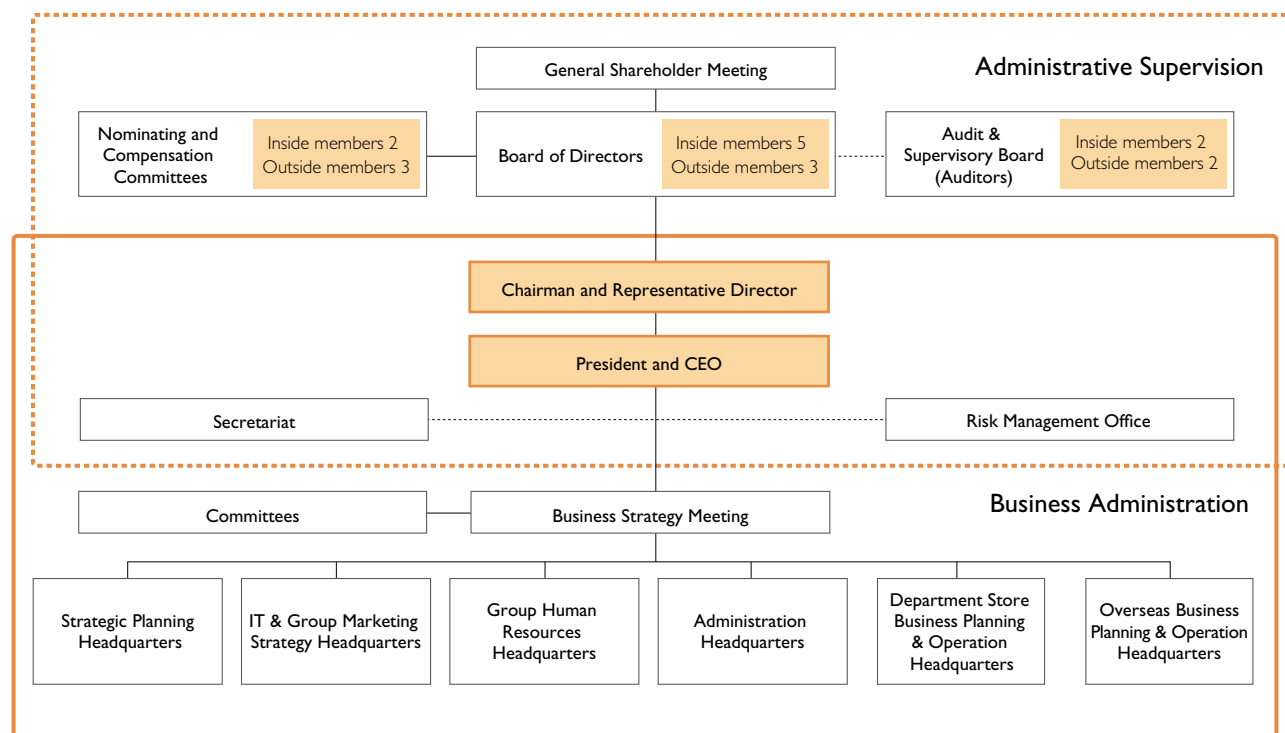
To clearly identify the risks facing the Company, and strengthen measures for minimizing the impacts of any that are realized, we prepare a risk map analyzing the impact significance and realization likelihood of risks. Determining target risks in accordance with changes in business conditions, and making these risks visible, furthers risk management.

Stance on Compliance

The Isetan Mitsukoshi Group Philosophy has been formulated as a code of conduct for executives and other employees. We strive to ensure that the group philosophy is embraced throughout our organization, and to maintain and enhance our compliance system, to earn the trust of society.

The internal audit division has been established as an independent unit within the Risk Management Office as part of our system for auditing the legality and acceptability of business activities.

Corporate Governance System (As of June 2016)



Labor Practices

Stance on Hiring and Human Resources

To Realize the Group Vision

The Isetan Mitsukoshi Group endeavors to create systems that allow its employees to fully discover and expand their capabilities.

Medium-to-long term system objectives to realize the Group Vision

Conditions that Must Exist in regard to Employees to realize the Group Vision

Every employee must be respected as an individual, and feel that working at the Isetan Mitsukoshi Group fulfills a dream and is a source of pride.

Sense of security in the workplace	Employees must feel comfortable in their working environment and be able to focus on their work without concerns for the security of their employment.
Opportunities for growth	Employees must have a tangible sense that they have been entrusted to perform work that suits their aptitudes and desires, and are experiencing personal growth as a result.
Fair reward	Employees must be fairly evaluated and rewarded (compensation, promotion opportunities, etc.) in accordance with their performance, and have a sense of satisfaction.
Creative freedom	Employees must have leeway to devise the best ways to achieve customer satisfaction, and not be restricted to existing ways of doing things.



Ideal Human Resources for Realizing the Group Vision

"Human resources who have a strong sense of hospitality and expert knowledge, and can respond to customer expectations at an emotional level"

"Human resources who are able to take a broad view of the world, exercise their own judgment and act with speed in creating new approaches, or revising existing approaches, to contribute to company growth"

"Human resources who actively promote the development and growth of team members and can increase team motivation"

Systems that Allow Isetan Mitsukoshi Group Employees to Fully Discover and Expand Their Capabilities



Human Resources System

A system under which employees working in an environment of wholesome competition are fairly rewarded.

Work Environment

A work environment in which employees, regardless of their form of employment, can work with a sense of security.

Corporate Culture

Corporate culture in which employees feel that working toward realization of the Group Vision fulfills a dream and is a source of pride.

Promoting Diversity

Selected by the Ministry of Economy, Trade and Industry for Recognition in the Diversity Management Selection 100 Project

Isetan Mitsukoshi was selected by Japan's Ministry of Economy, Trade and Industry for recognition in the Fiscal 2015 Diversity Management Selection 100 project. Our selection was based on the quality of our

measures for supporting career opportunities for women and for people with disabilities.



The Diversity Management Selection 100 logo

Supporting Career Opportunities for Women

Women make up 70% of Isetan Mitsukoshi's workforce and most of its customers. We, therefore, have established a General Employer Action Plan to provide greater career opportunities for women.

Conditions with Regard to Promotions and Assignments of Women at Isetan Mitsukoshi

Indicator	Category	Women as a Percentage	Number of Women
Workforce Breakdown	Full-time employees	51%	2,800
	All employees (Including contract employees)	72%	8,880
Management Breakdown		22%	576 (Including 3 executive officers)
Breakdown of Management Promotions		46%	36 (Of 78 total promotions)
Breakdown of Principal Line Management	Sales managers	22%	61
	Buyers	27%	54

(As of April 2016)

Fair Business Practices

Partnership with Suppliers

Gathering with Suppliers

In January 2016, we hosted a gathering to which we invited 154 suppliers. Following an address in which Isetan Mitsukoshi Holdings president, Hiroshi Ohnishi, discussed the business direction for fiscal 2016, managers from our merchandise and marketing divisions engaged in lively conversation with supplier representatives.

Good relationships with suppliers are critical to the Isetan Mitsukoshi Group, and we will do our best to maintain them going forward.

Human Rights

Preventing Harassment

Training and Response Systems

The Isetan Mitsukoshi Group is serious about not engaging in, not allowing, and not overlooking harassment. We distribute pamphlets on prevention of harassment to all employees and conduct internal training on this topic, as well. We pay particular attention to equipping managers with knowledge necessary to prevent harassment, and to providing support to address problems.

We have established a hotline staffed by external counselors and formed a dedicated employee-management committee as part of our efforts to create a system capable of fairly and swiftly resolving any harassment incidents that might arise.



Harassment prevention pamphlet

Engagement

In February 2016, we conducted our fourth online survey of Isetan Mitsukoshi registered online customers. Covering our CSR activities, this survey received responses from 15,349 customers. Opinions were gathered as part of the survey and totaled 6,356. We thank everyone who took the time to provide us with this valuable feedback, which we intend to incorporate in future CSR activities.

Fiscal 2015 Charity Campaigns				
Period	Title	Donation (Thousands of yen)	Store Sponsor	Donation Recipient
August 2015	“KISS THE HEART” Art Slim-Bottle Charity by Coca-Cola and Isetan Mitsukoshi Numerous artists, musicians, and other celebrities lent their time to make art with Coca-Cola slim bottles. Slim-bottle artworks were presented to individuals making donations.	2,280	Isetan Shinjuku Main Store (Collaborative project with Coca-Cola, and the fifth KISS THE HEART charity project)	The Children’s House of Art Project
August	“Irodorisaï” Techno Brooch Charity Event Charity sale of brooches decorated with LEDs (“techno brooches”) in a Blackiston’s fish owl motif to support the protection of endangered raptors in Japan.	2,277	28 Group stores throughout Japan	Christel Vie Ensemble Foundation
October	Japan Department Stores Association’s charity campaign in support of disaster recovery in East Japan (5th time) Sale of Chibi Maruko-chan charity goods	2,846	28 Group stores throughout Japan	Iwate no Manabi Kibo Fund Great East Japan Earthquake Miyagi’s Children Fund The East Japan Earthquake Funds for the Orphaned Children of Fukushima
October	Pink Ribbon Campaign (9th time)	4,241	11 Isetan Mitsukoshi stores in metropolitan Tokyo	Japan Society of Breast Health
March 2016	Donguri Badge in Support of Disaster Recovery in East Japan (3rd time)	7,726	Total of 110 Group and cooperating retailers and others	Great Forest Wall Project*
March	Sakura Badge Charity Campaign	391	Mitsukoshi Nihombashi Main Store	Sakura Line 311
Year-Round	Mitsukoshi My Bag sales (¥20 donation per bag sold)	126	Mitsukoshi Nihombashi Main Store	World Wide Fund for Nature Japan (WWF Japan)
Year-Round	Isetan shopping bag sales (¥50 donation per bag sold)	1,000	6 Isetan stores in metropolitan Tokyo	Shinjuku-ku Midori Koen Kikin and others
Year-Round	Sales of accessories designed by Christel Takikawa (All proceeds donated)	3,417	Isetan Online Store	Christel Vie Ensemble Foundation
Year-Round	MI Tomonokai Great East Japan Earthquake Recovery Support (¥100 donated for each time a customer specifies recovery support as a loyalty reward)	1,986	Tomonokai Counter at each Group store	Minna no Kotoba Specified Non-Profit Organization (April-September 2015)
		2,157	Tomonokai Counter at each Group store	Green Santa Foundation (October 2015 - March 2016)
Fiscal 2015 Charity Donation Total		28,447		
Fiscal 2015	East Japan Recovery Support Store Donations	2,979	23 Group stores throughout Japan	Japanese Red Cross Society
Fiscal 2015 Charity Donation Total Store Donation Total		31,426		
Fiscal 2015	Scholarships and Donations by Isetan Stores in Singapore	SGD 228,500 (Approx. ¥19,036,000)		
Fiscal 2015	Donations by Isetan Stores in Malaysia	MYR 267,131 (Approx. ¥7,672,000)		
Fiscal 2015	Donations by Mitsukoshi Stores in America	USD 3,000 (Approx. ¥336,000)		

* The Great Forest Wall Project became known as the Morino Project in July 2016.

Isetan Mitsukoshi Group CSR Report 2016

Isetan Mitsukoshi Holdings Ltd.

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