

Corporate Mission, Vision and Values

Over a period of many years, Mitsui has developed a set of values—including *challenge and innovation*, *open-mindedness*, and *nurturing human resources*—that have helped shape the Mitsui of today.

In August 2004, these concepts were redefined as Mitsui's Mission, Vision and Values ("MVV"). By ensuring that the MVV are reflected in the activities of every person in the organization, Mitsui aims to create further value by bringing together the strengths of its individuals.

The continuous growth of the Company depends on Mitsui being trusted and needed by its stakeholders in Japan and around the world, and by retaining a strong awareness of this at all levels of the Company, Mitsui intends to fulfill its social responsibilities as a sound corporate citizen.



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Mitsui & Co's **M**ission

Strive to contribute to the creation of a future where the aspirations of the people can be fulfilled.

Mitsui & Co's **V**ision

Aim to become a global business enabler that can meet the needs of our customers throughout the world.

Mitsui & Co's **V**alues

- Build trust with fairness and humility.
- Aspire to set high standards and to contribute to society.
- Embrace the challenge of continuous innovation.
- Foster a culture of open-mindedness.
- Strive to develop others and oneself to achieve full potential.

20-F Further information is available where you see this icon. Information is contained in the comprehensive Form 20-F report filed with the SEC in the United States in July 2009. Detailed information can be found in the 20-F report on the pages listed.

CSR Further information is available where you see this icon. Detailed information can be found in the CSR Report 2009.

A Cautionary Note on Forward-looking Statements

This Annual Report contains statements 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) changes 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.