



The Good Design Award 2005

Mitsubishi UFJ SRI Fund ("Family Friendly")

Awardee : The Good Bankers Co., Ltd.

Mitsubishi UFJ Asset Management Co., Ltd.

Mitsubishi UFJ Trust and Banking

The Good Bankers has won the Good Design Award 2005 (G-Mark) for the Mitsubishi UFJ SRI Fund ("Family Friendly"). The Award was presented by The Japan Industrial Design Promotion Organization (JIDPO)

In July 1999, we developed and brought Eco-Fund to the market, which was the first Japanese Socially Responsible Investment (SRI) product. This gave birth to the first SRI market in Japan and further contributed to the development of SRI in a broad range of ways, along with pension funds and outside investors

As a designer of financial products, we believe that design performs an extremely significant role in the field of SRI. By designing financial products, we can approach to corporate activities through equity investment. This in turn unites investors and the society, who will together aim at making the society better, and at the same time, building up assets.

Mitsubishi UFJ SRI Fund was launched in December 2004 and won the Good Design Award 2005. This fund is based on the concept "Family Friendly" and attempts to tackle social problems including the work-life balance through financial tools. The emphasis is especially given to issues such as declining birthrate, aging population and working conditions. The Good Design Award gave a high commendation to Mitsubishi UFJ SRI Fund, as its objectives match the purpose of the Award: the promotion of an idea that design has a power to unite the society and industry, and also to develop the society as a whole. It was also commented that Mitsubishi UFJ SRI Fund deserved a high appraisal as it designed and created a new mechanism, bringing in citizen's proactive willingness by utilizing the financial market; as a CSR design, the fund could change the society by nurturing shareholders open to the society.

We take this opportunity to make further efforts to address the significance of Mitsubishi UFJ SRI Fund, in order to increase the profile of SRI products. We will continue providing our services and financial products that will improve and solve social problems.

< The Good Design Award (G-Mark) >

The "Good Design Award" is the only comprehensive design evaluation and commendation system in Japan. It has its origins in the "Good Design Selection System" instituted by the Ministry of International Trade and Industry in 1957, and has been hosted by The Japan Industrial Design Promotion Organization (JIDPO) since 1998. With an objective to build a new generation's culture and life, the Good Design Award has been highly regarded as a movement, which leads to a more affluent lifestyle and good business, attracting a large number of participants from home and abroad. G-Mark, the symbol of the Good Design Award, is widely known to the public.

This was the second Good Design Award-winning for us following the first success of Nikko Eco-Fund, which was jointly developed by the Good Bankers and Nikko Securities/Nikko Asset Management.