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Brand-new Deal 2012

We named our new Medium-Term Management Plan "Brand-new Deal 2012" based on our resolve to reshape ITOCHU entirely, making a break from the past. The phrase combines "brand-new" meaning entirely fresh, with "new deal" meaning new strategies or initiatives, and we will aim to use this as ITOCHU's new slogan.

Focusing on the new medium-term management plan, this annual report explains clearly business results for fiscal 2011, specific growth strategies going forward, and ITOCHU's advantages, using diagrams and photographs. We hope *Annual Report 2011* furthers understanding of our company among investors and other stakeholders.

Our Mission and Values~The ITOCHU Group Corporate Philosophy~				
ITOCHU Mission		ITOCHU Values -		
Committed to the Global Good		Visionary	To realize the ITOCHU Mission, these are the values that each	
Future	The ITOCHU group respects	integrity	employee in the ITOCHU Group should respect. These are	
Individual Society	the individual, society, and the future in its Commitment	Diversity	based on the values inherited from our predecessors, which have supported, and will continue to support, ITOCHU's	
	unded on the sampo yoshi management philosophy,	Passion		
this expresses ITOCHU's responsibility toward society and the Company's value in society.		development.	development.	