The Mitsubishi Electric Group has taken on the challenge of resolving diversifying social challenges including environmental issues and resource and energy issues through its products, systems and services. In doing so, it promotes initiatives to create values, such as simultaneous achievement of “sustainability,” and “safety, security, and comfort.” In these ways, the Mitsubishi Electric Group pursues the sustainable growth of the entire Group.

**Mission**

**Corporate Mission**

The Mitsubishi Electric Group will continually improve its technologies and services by applying creativity to all aspects of its business. By doing so, enhance the quality of life in our society. To this end, all member of the Group will pursue the following Seven Guiding Principles.

**Seven Guiding Principles**

1. **Trust**
   Establish relationships with society, customers, shareholders, employees, and business partners based on strong mutual trust and respect.

2. **Quality**
   Provide the best products and services with unsurpassed quality.

3. **Technology**
   Pioneer new markets by promoting research and development, and fostering technological innovation.

4. **Citizenship**
   As a global player, contribution to the development of communities and society as a whole.

5. **Ethics and compliance**
   In all endeavors, conduct ourselves in compliance with applicable laws and high ethical standards.

6. **Environment**
   Respect nature, and strive to protect and improve the global environment.

7. **Growth**
   Assure fair earnings to build a foundation for future growth.

**Management Policy, Strength**

**Balanced Corporate Management**

- **Growth**
  - Sustainable growth through providing solutions to social challenges
  - Technology Synergies / Business Synergies
  - Agile response to changes in business environment

- **Profitability Efficiency**
  - Enhance capital efficiency
  - Increase utilization efficiency of natural resources and energy
  - Create a stronger business foundation

- **Greater Corporate Value**

- **Soundness**
  - Constantly review and refresh business portfolio
  - Maintain sound financial standing
  - Strengthen corporate governance and compliance on a continuous basis

**Pursue the Satisfaction of the Four Stakeholder Categories**

<table>
<thead>
<tr>
<th>Social Contributions</th>
<th>Excellent Products and Services</th>
<th>Increase Corporate Value</th>
<th>Rewarding Workplace</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society</td>
<td>Customer</td>
<td>Shareholder</td>
<td>Employee</td>
</tr>
</tbody>
</table>

**Strive for Continuous Innovation**

Always improving. Always delivering new value.

**Toward a Higher Level of Growth**

- **Growth Targets for FY2021**
  - Revenue: ~5 trillion JPY or more
  - OPM: ~8% or more

- **Management Targets to be Continuously and Stably Achieved**
  - ROE: ~10% or more
  - Debt Ratio: ~15% or less

**Strength of the Mitsubishi Electric Group**

- A wide range of technological assets such as controls and power electronics
- Activities in diverse businesses with different business features
- “Kaizen” (improvement) culture taking root in every field, including production, quality management, sales, services, etc.
Meanwhile, by pursuing sustainable growth of the Group through all its corporate activities including initiatives to create value, the Group will also contribute to achieving the SDGs, common global goals.