

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



Pursue the Satisfaction of the Four Stakeholder Categories

Social Contributions	Excellent Products and Services	Increase Corporate Value	Rewarding Workplace
Society	Customer	Shareholder	Employee

Strive for Continuous Innovation

Always improving. Always delivering new value.

Toward a Higher Level of Growth

Growth Targets for FY2021	Management Targets to be Continuously and Stably Achieved
<ul style="list-style-type: none"> Revenue...5 trillion JPY or more OPM...8% or more 	<ul style="list-style-type: none"> 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.

