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 value, such as simultaneously achieving a “sustainable society,” and “safety, security, and comfort.” In these ways, the Mitsubishi Electric Group pursues the sustainable growth of the entire Group.

**Initiatives to Create Value**

**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.

**Seven Guiding Principles**

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

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

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

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

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

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

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

**Management Policy**

**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>
</tr>
</thead>
<tbody>
<tr>
<td>Society</td>
<td>Customers</td>
</tr>
<tr>
<td>Increase Corporate Value</td>
<td>Rewarding Workplace</td>
</tr>
<tr>
<td>Shareholders</td>
<td>Employees</td>
</tr>
</tbody>
</table>

**CSR Materiality**

- Realize a sustainable society
- Provide safety, security, and comfort
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.