

Initiatives to Create Value

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.

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

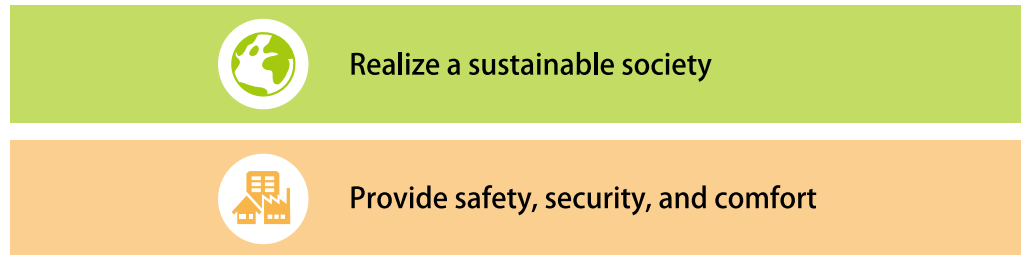
Balanced Corporate Management



Pursue the Satisfaction of the Four Stakeholder Categories

Social Contributions	Excellent Products and Services
Society	Customers
Increase Corporate Value	Rewarding Workplace
Shareholders	Employees

CSR Materiality



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.

Contribute through all corporate activities

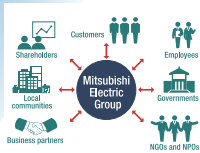
SUSTAINABLE DEVELOPMENT GOALS



Initiatives That Support Business



Environment
Social Governance

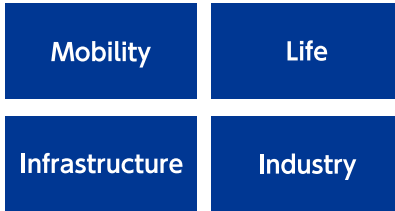


Contribute through value creation

Focusing on the SDGs



The four fields



Initiatives to Create Value

Provide integrated solutions uniting all the capabilities inside and outside of the Group

Transforming business models

Enhance the 100-year business foundation × Strengthen all forms of collaboration = Evolution of Technology Synergies and Business Synergies



Sustainable Growth

Diversifying social challenges



Respect human rights and promote the active participation of diverse human resources



Strengthen corporate governance and compliance on a continuous basis