Mitsubishi Electric's Initiatives to Create Value

Mission
Purpose
We, the Mitsubishi Electric Group, will contribute to the realization of a vibrant and sustainable society through continuous technological innovation and ceaseless creativity.

Our Values
Trust
We develop relationships based on strong mutual trust with all stakeholders including society, customers, shareholders, suppliers, and employees working together.

Quality
We ensure the satisfaction of society and customers by providing products and services of the best quality.

Technology
We provide society with new value by enhancing technology and unique capabilities.

Ethics and Compliances
We act with high ethical standards and comply with laws and social norms.

Humanity
We prioritize health and safety, promote diversity, and respect personalities and human rights.

Environment
We strive to protect and improve the global environment, living in harmony with nature.

Society
We contribute to the development of a better society as a corporate citizen.

Management Policy
Balanced Corporate Management
Progressive Growth
Sustainable growth through providing solutions to social challenges
Technology Synergies
Business Synergies
Agile response to changes in business environment

Greater Corporate Value
Profitability
Efficiency

Soundness
Creativity review and refined business portfolios

Contribute through all corporate activities
Initiatives That Support Business

Contribute through value creation
Focusing on the SDGs
The four fields

Breaking barriers for sustainable development

CSR Materiality
Realize a sustainable society
Respect human rights and promote the active participation of diverse human resources
Provide safety, security, and comfort
Strengthen corporate governance and compliance on a continuous basis
Diversifying social challenges

SUSTAINABLE DEVELOPMENT GOALS
Sustainable Development
Vision 2050

Environment
Social
Governance

Transforming business models

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

Society
Infrastructure
Industry
Life
Mobility