Mitsubishi Electric's 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 the other to protect and improve the global environment.
- **Growth**
  - Ensure fair earnings to build a foundation for future growth.

**Management Policy**

**Balanced Corporate Management**

**Contribute through all corporate activities**

**Contribute through value creation**

**Initiatives to Support Business**

**Initiatives to Create Value**

- **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

**Sustainable Development Goals**

**The four fields**

**Focus on the SDGs**

**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**