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## **Mitsubishi Electric Revises Corporate Philosophy System as it Celebrates 100th Anniversary**

**TOKYO, January 5, 2021** – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) announced today that on the occasion of its 100th anniversary this February 1, it has revised its corporate philosophy system to update the Group's reason for existence as well as the core values and attitude that all employees are asked to embrace and cherish in serving customers and society as a whole.

Mitsubishi Electric, which is profoundly grateful to many stakeholders who have supported the Group over the decades, including employees as well customers and business partners, is resolved to become a group company that responds to the demands of the new era and earns the trust of stakeholders. Based on the new corporate philosophy system, the Group aims to contribute to the realization of a vibrant and sustainable society by addressing diversifying social challenges through continuous innovation over the next 100 years.

### **A Century of Mitsubishi Electric**

Mitsubishi Electric was established in 1921 as a spinoff of the Mitsubishi Shipbuilding Company's electric factory. For the past 100 years, the Mitsubishi Electric Group has contributed to a vibrant and sustainable society by providing a wide range of products and services infused with high technology and creativity in fields ranging from homes to outer space.

### **New Corporate Philosophy System**

Mitsubishi Electric's revised corporate philosophy system, which inherits the spirit of its previous corporate mission, updates the Group's reason for existence and the core values and attitude that all employees are asked to embrace and cherish.

#### **1) Purpose**

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

## 2) Our Values

<b>Trust</b>
We develop relationships based on strong mutual trust with all stakeholders including society, customers, shareholders, suppliers, and employees working together.
<b>Quality</b>
We ensure the satisfaction of society and customers by providing products and services of the best quality.
<b>Technology</b>
We provide society with new value by enhancing technology and onsite capabilities.
<b>Ethics and Compliance</b>
We act with high ethical standards and comply with laws and social norms.
<b>Humanity</b>
We prioritize health and safety, promote diversity, and respect personalities and human rights.
<b>Environment</b>
We strive to protect and improve the global environment, doing so in harmony with nature.
<b>Society</b>
We contribute to the development of a better society as a corporate citizen.

## 3) Commitment

### Changes for the Better

"Changes for the Better" represents the Mitsubishi Electric Group's attitude to "always strive to achieve something better," as we continue to change and grow. Each one of us shares a strong will and passion to continuously aim for change, reinforcing our commitment to creating "an even better tomorrow."

### About Mitsubishi Electric's 100th Anniversary Logo

The logo symbolizing the company's centennial anniversary expresses the idea of transformation over the next 100 years. At a glance, the logo appears to be a simple pattern of slanted red and white lines, but by adjusting one's gaze the number "100" can be seen, even when the logo is turned upside down. By encouraging people to look at things from different perspectives, the logo expresses the Mitsubishi Electric Group's strong will to create new value and transform itself over the next 100 years, aiming to provide integrated solutions to address diversifying social challenges uniting all the capabilities inside and outside of the Group.



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**About Mitsubishi Electric Corporation**

With nearly 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better,” and environmental statement, “Eco Changes.” The company recorded a revenue of 4,462.5 billion yen (U.S.\$ 40.9 billion\*) in the fiscal year ended March 31, 2020. For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

\*U.S. dollar amounts are translated from yen at the rate of ¥109=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2020