

# Mitsubishi Electric Group Purpose

At the Mitsubishi Electric Group, we abide by our Purpose. Set out below, it defines 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.

As a corporate group trusted by stakeholders and responsive to the demands of the new era, we are committed to contributing to the realization of a vibrant and sustainable society by addressing diversifying social challenges through continuous innovation.

## 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

<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.

## 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."