

The Mitsubishi Electric Group promotes its corporate social responsibility (CSR) activities based on the conviction that all business activities must take CSR into consideration. The Group's Corporate Mission and Seven Guiding Principles form its basic CSR policies.

We are vigilant in our enforcement of corporate ethics and compliance and constantly work to improve educational programs and strengthen our internal control system. At the same time, we pursue initiatives related to quality management, environmental preservation, philanthropy and improved communication with all stakeholders.

**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, we enhance the quality of life in our society. To this end, all members of the Group will pursue the following Seven Guiding Principles.

**Seven Guiding Principles**

Trust, Quality, Technology, Citizenship, Ethics, Environment, Growth

**Compliance**

**Familiarizing Employees with the Corporate Ethics and Compliance Statement**

Mitsubishi Electric first clarified and formulated its code of corporate ethics in April 1990. The code has since undergone a series of revisions to reflect amendments to legislation and changes in the social environment. In 2001, we released the Corporate Ethics and Compliance Statement, which identifies six basic policies: compliance with the law, respect for human rights, contributing to society, collaboration and harmonization with the community, consideration of environmental issues and recognition of personal integrity.

To raise awareness of this statement throughout the Mitsubishi Electric Group, we display posters and have each employee in Japan carry a card with the statement written on it. In addition, every employee is issued a Corporate Ethics and Compliance Code of Conduct booklet, which contains the Corporate Ethics and Compliance Statement and specific action policies. The booklet has been revised four times to reflect revisions to laws and changes in society, most recently in March 2007.

**Compliance Structure**

The formulation of the Group's policies and action codes with regard to corporate ethics and compliance is the responsibility of the Corporate Compliance Committee, which was established in 1991, the year in which the Nippon Keidanren created its Corporate Conduct Charter. The committee is chaired by an executive officer responsible for legal affairs and holds regular meetings twice annually and extraordinary meetings as required. Compliance is an essential element of conducting business. Recognizing this, in April 2007, we reinforced our primary compliance promotion systems in each division and the organizations that support them.

At each of the Company's divisions and operational sites, a compliance promotion committee determines the specific compliance measures that should be taken in its operations. To support compliance promotion, group compliance managers, compliance managers and compliance leaders are assigned at all organization levels. Also, in each business division and at each operational site, compliance managers and compliance leaders form a compliance

information communication committee and hold regular meetings.

In April 2008, we reorganized the compliance system for Mitsubishi Electric Group companies to more closely reflect the parent Company's compliance policies and promotion systems.

For affiliates in Japan, we appoint chief compliance managers to support executive functions related to compliance promotion, and compliance managers to assist general managers in each business unit. In addition, chief compliance managers from each affiliate are required to attend chief compliance manager committee meetings.

Overseas, regional chief compliance managers have been appointed in every region in which we operate, extending our support of compliance at affiliates. Chief compliance managers are assigned to affiliates in the United States and Europe to support executive functions related to compliance promotion, while regional chief compliance managers form a regional compliance committee and work to improve the level of compliance. Depending on the region and local circumstances, we are gradually redeveloping relevant systems.

**Risk Management System**

Mitsubishi Electric maintains a multi-dimensional risk management system in which all executive officers participate. Under this system, executive officers are responsible for risk management in their assigned areas of operations. In addition, executive officers exchange information and participate in important management initiatives and decisions through regularly scheduled executive officers' meetings.

Strictly adhering to this management structure and system, the Mitsubishi Electric Group is implementing countermeasures that are intended to detect potential risks at an early stage. In its efforts to minimize business risk and eliminate risks that may have significant social impact, such as those related to corporate ethics and compliance, the environment and product quality, the Group is taking steps toward fulfilling its responsibilities to stakeholders.

**Quality Management Principles and System**

In 2001, we established our Seven Guiding Principles, under which we strive to provide the best products and services with unsurpassed quality. This commitment reflects the concept of "Service through Quality," which we adopted as our corporate motto in 1952. Faithfully passed on to all our employees, the enduring spirit of this motto is today embodied in our Four Basic Quality Assurance Principles.

Based upon these principles, we have established a system for quality assurance and improvement activities throughout the entire Group and formulated quality assurance guidelines. We comply with quality assurance legislation and standards and are working to further develop quality improvement activities.

Our manufacturing bases worldwide take responsibility for the quality assurance of each product and implement concrete improvement measures.

**Four Basic Quality Assurance Principles**

1. Product quality is our top priority. It comes before price and on-time delivery.
2. Whatever the sacrifice, our commitment to quality does not waver.
3. Products must be safe to use, have a long usage life, and have consistent performance.
4. Every manager and employee involved in manufacturing a product shares equal responsibility for product quality.

**Philanthropic Activities**

The Mitsubishi Electric Group promotes philanthropic activities with an emphasis on the three categories of social welfare, global environmental preservation and scientific technological advancement.

**Employee Participatory Program "Woodland Preservation Project"**

We commenced the "Woodland Preservation Project" in October 2007 in Japan. In line with the slogan "down-to-earth and sustainable," we are pursuing phased nature conservation activities in areas throughout the country. Through participation in the development of safe regional communities, we are deepening communication with local residents.



Employees and top management from the Company's headquarters and neighboring districts are working to promote the recovery of natural forests in the areas surrounding Mount Fuji in cooperation with Sumitomo Forestry Co., Ltd.

**Mitsubishi Electric SOCIO-ROOTS Fund**

Established in 1992, the Mitsubishi Electric SOCIO-ROOTS Fund is a gift program in which the Company matches any donation made by an employee, thus doubling the goodwill of the gift. More than 1,000 employees participate in the Fund each year. As of March 2008, the Fund had attracted more than 1,000 donations, with approximately ¥500 million provided to various social welfare facilities and other programs.

In addition to social welfare facilities, we have extended the scope of our donations in recent years to include social welfare activities related to environmental protection and disaster relief.



Participating in afforestation activities in Malaysia in April 2008 as part of the Children's Forest Program, organized by the NGO OISCA.

**Environmental Activities**

**Environmental Vision 2021**

Every three years, the Mitsubishi Electric Group updates its Environmental Plan, which serves as a roadmap and springboard for the Group's environmental initiatives and activities. Augmenting the plan, in October 2007, we formulated Environmental Vision 2021, a long-range vision for environmental management intended to help prevent global warming and achieve a recycling-based society. The vision's target year has been set at 2021 to coincide with the commemoration of the 100th anniversary of our founding. Specific goals for the year 2021 include a 30% reduction of CO<sub>2</sub> emissions resulting from product use compared with fiscal 2001 levels; a 520,000 ton (30%) cut in total Groupwide CO<sub>2</sub> emissions from production compared with fiscal 1991 levels; the promotion of the reduce, reuse and recycle (3R) principle throughout each product's lifecycle; and the achievement of zero emissions in our manufacturing processes.

While endeavoring to achieve the fiscal 2009 targets of our 5th Environmental Plan, we will accelerate efforts to achieve our overarching vision for 2021.

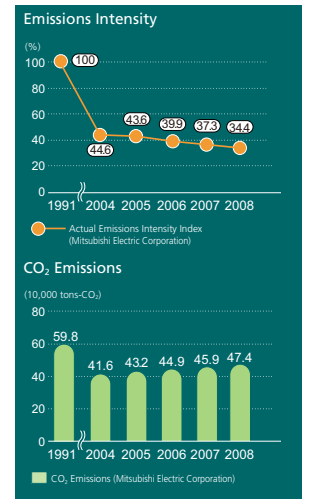


**Activities to Prevent Global Warming**

**Reducing CO<sub>2</sub> Emissions**

Mitsubishi Electric has set the voluntary target of a 60% or more reduction in its carbon equivalent energy per net sales unit by fiscal 2011 compared with fiscal 1991. To achieve this goal, we are aiming to reduce CO<sub>2</sub> emissions by 33,000 tons between March 31, 2007 and March 31, 2011.

The Company's CO<sub>2</sub> emissions from manufacturing activities during fiscal 2008 amounted to 474,000 tons, up 15,000 tons compared with the previous fiscal year. In real terms, however, the carbon equivalent energy per net sales unit was 65.6% lower than fiscal 1990 and a 2.9% decrease year on year.



**Energy Conservation Action Plan**

As part of efforts to reduce CO<sub>2</sub> emissions, Mitsubishi Electric is introducing high-efficiency equipment, implementing Energy-Loss Minimum (EM) initiatives to reduce loss by using concrete visual data that shows energy use in manufacturing processes and equipment, and promoting a shift in fuel usage.

In the fiscal year under review, Mitsubishi Electric invested a total of ¥2.91 billion on the aforementioned three initiatives, and invested an additional ¥460 million on other productivity improvement activities, achieving an almost 13,000 ton reduction in CO<sub>2</sub> emissions.

**Fostering Environmental Awareness and Nature Conservation Activities**

To promote a more proactive posture toward environmental protection among Mitsubishi Electric Group employees, we are endeavoring to foster increased environmental awareness. From the fiscal year ended March 31, 2007, Mitsubishi Electric began training "nature conservation leaders" to promote nature conservation education in local areas. In fiscal 2008, 31 conservation leaders graduated from our training course, and went on to conduct outdoor classes in various locations, attracting approximately 200 participants.

**Communication with Stakeholders**

Through stepped up communication activities, we are striving to communicate our stance on CSR, and how it affects our products and the way we do business.

In addition, we participated in eco-product exhibitions throughout Japan and in other nations, to demonstrate our technological capabilities in the visual and communications fields and to showcase our environmental protection initiatives.

We are also taking steps to enhance our Web site to ensure the timely disclosure of information.

More information about the Mitsubishi Electric Group's environmental and CSR initiatives is available on our website at the following URL.  
<http://global.mitsubishielectric.com/company/csr/index.html>