



V. Corporate Social Responsibility

Enhancing CSR Efforts Based on the Corporate Mission and Seven Guiding Principles

- Established Corporate Information Committee
- Improving employee satisfaction (Personnel system reforms, workplace reforms, etc.)
- Customer satisfaction measures (One-stop structure for air-conditioning products)
- Diamond Quality 21 activities
- Acquired ISO 9001 certification
- Reinforcing manufacturing technologies, development capabilities, and intellectual property activities
- Market development (Established Conference on the Strategic Businesses, etc.)



- Business improvement measures and growth strategies
- Promote Fifth Environmental Plan
- Acquired ISO 14001 certification
- Creating and instilling ethical and compliance guidelines (Enhancing personal information protection, establishing, Information Security Management Committee, etc.)
- Reinforce internal control systems (Response to Japanese version of SOX Act)
- SOCIO-ROOTS Fund
- Mitsubishi Electric Foundation (United States and Thailand)
- Contributing to local communities