

## CREED

**1** We strongly believe that the customer comes first and that we are obligated to be an innovative partner to society.

**2** We base our activities on honesty, harmony, and a clear distinction between public and private life.

**3** We shall strive for innovative management and technological development from an international perspective.

### **Reason for Instituting the Creed**

In Japan there are many enterprises with their own “creeds” which simply represent their management concept.

Mitsubishi Heavy Industries, Ltd. has a creed of this type, also. This creed was instituted in 1970 on the basis of the policy advocated by Koyata Iwasaki, president of Mitsubishi Goshi Kaisha in the 1920s, to indicate the essential attitude of the company, the mental attitude of the employees, and the future directions of the company. The reason for instituting the present creed is so that all of us can call to mind our one hundred years of tradition, and strive for further development in the future.