

Message to Stakeholders

Creed and CI statement

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 100 years of tradition, and strive for further development in the future.

CI statement

We have established our CI (Corporate Identity) statement for the purpose of briefly expressing our existence value, delivering both inside and outside the Company. The statement — “Our Technologies, Your Tomorrow” — represents our intention to “continuously provide an assured future where people can live safe, secure and enriched lives through technologies that can excite people and passion as a manufacturer for the sustainability of the earth and humankind.”

<CI statement logo>



Our Technologies, Your Tomorrow

Going forward, we intend to further contribute to the advancement of society as a manufacturer by encouraging all employees to collaborate ever more closely in carrying out the Company’s role and mission expressed in the CI statement.