

June 2016

## **Global giant takes a gigantic step for Turkish basketball**

### **Mitsubishi Electric Becomes Official Sponsor of Spor Toto Basketball League for “Comfortable Cool”**

*Mitsubishi Electric, a recognized world leader on electric, electronics and automation with its high technology and high quality products for 95 years, has become the Official Sponsor of Spor Toto Basketball League for “Comfortable Cool”.*

As Mitsubishi Electric decided to sponsor Spor Toto Basketball League to contribute to the development of basketball in Turkey, the company held a meeting to execute a sponsorship agreement with the participation of Mitsubishi Electric Turkey President Masahiro Fujisawa, Mitsubishi Electric Turkey Air-Conditioning Systems General Manager Yenal Altaç, Turkish Basketball Federation (TBF) President Harun Erdenay, Basketball Super League Director Samer Şenbayrak and Infront Sports & Media Turkey General Manager Ender Uslu, TBF’s strategic partner.

**Mitsubishi Electric Turkey President Masahiro Fujisawa** stated that the Official Sponsorship of Spor Toto Basketball League marks the beginning of a powerful and exciting cooperation: “As a global giant on electric, electronics and automation operating in 43 countries with approximately 130 thousand employees, Mitsubishi Electric consistently works for the future of Turkey. Embracing its corporate statement, “Changes for the Better”, our company is distinguished with its environmental awareness in addition to the high technology, safety and quality of its products. We aim to improve the life quality of the community through continuous betterment of our technologies, services and creativity. Mitsubishi Electric Quality (MEQ) refers to our 95-year-long excellence on technology, design and production arising from the highest

standards of comfort, efficiency and durability. In that respect, we are proud of sponsoring Spor Toto Basketball League which is followed fervently in not only Turkey but also foreign countries as its core principles overlap with our corporate values.”

### **“A meeting of the best”**

**Mitsubishi Electric Turkey Air-Conditioning Systems General Manager Yenil Altaç** pointed out that Mitsubishi Electric Turkey Air-Conditioning Systems Division takes powerful steps to steer the continually improving competition environment to create a better future based on its industrial experience and know-how:

“Mitsubishi Electric Turkey Air-Conditioning Systems Division aims to create a difference and act as a pioneer in its industry. Therefore, we are proud of underlining our difference once more by contributing to Turkish basketball. Resilience and continuous improvement are indispensable for basketball. You need to play well till the final whistle. In that regard, the performance of Turkish basketball overlaps with the high performance and resilience of our air-conditioners as the basketball teams continue to make achievements in Europe and the world.

We sincerely believe in the good future of Turkish basketball which constantly renews and improves itself in recent years. This journey which we started by acting as the Official Sponsor of Spor Toto Basketball League for “Comfortable Cool” marks the “meeting of the best”. We hope our cooperation with Turkish Basketball Federation (TBF) will prove to be fruitful for both parties in addition to the country and we are proud of collaborating with TBF “for the Better”.

### **“A meaningful contribution to the future of basketball”**

**Turkish Basketball Federation President Harun Erdenay** indicated that it is a very important development for Turkish basketball to be supported by Mitsubishi Electric, which is a globally leading company, and said: “TBF is currently among the leading sports federations in the world. We represent and promote our country in the best manner possible by taking part in Olympics, FIBA World Cup, FIBA European Championship and similar international organizations. Likewise, Mitsubishi Electric holds a similar position in its industry. The contribution of this collaboration to basketball will be very meaningful.”

**Basketball Super League Director Samer Şenbayrak** said: “As the best and most competitive league in Europe, Spor Toto Basketball League experiences the excitement of Play-Off matches nowadays. The spectators watch how the “Legends Rise” in line with our slogan and it is very meaningful and important for us to be supported by Mitsubishi Electric as the Official Sponsor. As the league experiences its most brilliant season in its 50<sup>th</sup> year, we are extremely pleased to collaborate with global companies as that will help us expand the number of spectators further.”

TBF’s strategic partner **Infront Sports & Media Turkey General Manager Ender Uslu** expressed his opinions with the following words: “Spor Toto Basketball League matches are broadcasted in 14 countries abroad and collaborations with powerful, global brands will certainly make contributions to promoting the brand value of our league even further. The fact that Mitsubishi Electric’s decision to invest in Basketball Super League in Turkey marks its first collaboration in basketball is a meaningful indicator of the rise of Turkish basketball.”

#### ***About Mitsubishi Electric Corporation***

*With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavours to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,394.3 billion yen (US\$ 38.8 billion\*) in the fiscal year ended March 31, 2016. For more information visit: <http://www.MitsubishiElectric.com>*

*\* At an exchange rate of 113 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2016.*