

Media Relations:

Mitsubishi Electric Turkey PR Agency
Inomist Communication Consultancy
Sibel Selvi Arslantürk sibel@inomist.com
0216 639 60 16 / 0533 441 80 33

This text is the English translation of the official Turkish version of the applicable press release. It has been prepared solely as a reference and ease of use. Please refer to the original Turkish text for details and/or attributes. In case of any incongruity, original Turkish version shall prevail.

1 June 2020

Striving for a sustainable tomorrow, Mitsubishi Electric constantly innovates environment-friendly technologies

Green Company Mitsubishi Electric enlarges its Environmental Targets

Building upon its deep-rooted legacy and know-how, Mitsubishi Electric has been striving for a better future and a sustainable world, developing cutting-edge, energy-efficient, environment-friendly and innovative products and services. Predicting and accordingly innovating to meet the requirements of every age, Mitsubishi Electric strives for improving the life quality of the communities across the world, guided by its corporate principle “Changes for the Better” and environmental principle “Eco Changes”: Awarded by CDP (Carbon Disclosure Project), an International NGO, for 4 consecutive years with the Class A, the highest level in the categories of climate change and water efficiency, green company is concentrating its actions further for environmental protection under the guidance of its Environmental Sustainability Vision 2050.



Attracting attentions thanks to its global-scale innovations rolled out in light of “green company” philosophy, Mitsubishi Electric, on the occasion of the June 5 World Environment Day, unveils its efforts to contribute in creation of a low-carbon recycling-focused community living in harmony with the nature. Highlighting that, as a nearly 100-year-old global company, they set environmental awareness as a priority, **Şevket Saraçoğlu, the President of Mitsubishi Electric Turkey**, explains that the

brand will concentrate its efforts further on the protection of the environment under the guidance of the Environmental Sustainability Vision 2050 which focuses on a long period after 2021 April.

“We are an ambitious solution partner with our higher energy saving solutions”

Noting that, as Mitsubishi Electric, they always make progress under the philosophy of ‘Changes for the Better’, Saraçoğlu indicates that “thus we create difference thanks to not only technology, reliability and quality of the products but also their environmental-friendliness”,

adding that “Under the light of our principle ‘Eco Changes’ expressing the attitude of our brand in the environmental management, we have been striving for ensuring our employees as well as the community to have an increased levels of environmental awareness. We stand out with our high-energy saving solutions in all industries we operate from ‘home to space’ in Turkey, just as in the world. We are an ambitious solution partner in the segments of air-conditioning, automation, elevator, escalator and visual data systems for environment-friendly buildings, factories and infrastructure projects in Turkey.”

“We offer the opportunity of a fast, efficient and green production”

Stating that their top priorities in the new industrial phase include more efficient use of the raw materials, more planned energy management and environment-friendly production, Mr. Saraçoğlu adds “As Mitsubishi Electric, we enable businesses and projects to have significant energy saving thanks to our energy-efficient and green factory automation products. And with our digital factory concept e-F@ctory, as a response of Mitsubishi Electric to Industry 4.0, we provide factories with the opportunity of much faster, efficient and greener production. Allowing significant levels of cost savings in the production and using advanced technologies to optimize entire factory layers from management to production, e-F@actory contributes producers in being one step ahead in the global competition as well as in the green production.”

“We minimize carbon emission thanks to the hi-tech and low energy principle”

Noting that they offer a flawless range of products in the air-conditioning systems for houses, offices and industrial environments, which will ensure the maximum energy savings until the end of the system lifecycle thanks to the environment-friendly approach, Mr. Saraçoğlu adds “We are guided by the hi-tech and low energy principle. For this purpose, we are one of the first brands which use R-32 gas which has high energy efficiency, in line with the targets of European Union as set by the new F-Gas Directive. We are taking great strides in designing and rolling out the carbon dioxide fluid systems which do not adversely interact with the nature as, in its purest form, it is naturally occurring fluid. As a result, we aim at using lesser amounts of coolants and therefore increasing the efficiency, restricting the carbon emissions and downsizing the carbon footprint. We are also appreciated by our achievement of recycling up to 94 percent in the air-conditioner segment.”

Also drawing attention to the technology which sets the elevator speed as per the car load, innovated by Mitsubishi Electric and only used in the Mitsubishi Electric elevators, Mr. Saraçoğlu explains “thanks to this technology we enable energy savings up to 35 percent, reducing 1400 kg of carbon dioxide emissions per year.”

“We Aim At a Better Future for Everyone”

Also providing information about the Mitsubishi Electric’s action plan of Environmental Sustainability Vision 2050, Mr. Şevket Saraçoğlu continues “We will further facilitate our works in the light of our statement ‘*to protect, by our hearts and technologies, our air, land and water resources in order to provide a better future for everyone*’. The basic topics we will be concentrating on as part of this vision include climate change actions, resource recycling, living in harmony with nature, innovation, human resource development, understanding the needs, co-creation and dissemination of new values. As Mitsubishi Electric, we will use different technological resources in various business segments in order to provide solutions to the climate change, resource recycling and environmental problems across entire value chain.”

“We work with the aim of reducing CO₂ emission by more than 80 percent by 2050”

Reporting that as part of the “Climate Change Measures” as the one of most important issue the brand will concentrate on globally, the brand will disseminate the high energy saving products, systems and services, as well as the renewable energy activities in collaboration with its stakeholders, Mr. Saraçoğlu explains “We will support reduction of greenhouse gas emissions across entire value chains from raw material to procurement, sales to distribution, lifecycle to recycle by respecting the long-term targets based on the international conventions. We currently work with the aim of reducing CO₂ emission by more than 30 percent by 2030 and 80 percent by 2050. We will support the resource recycling processes such as recovery, repair as well as waste reduction all around the world, and target at ensuring 100 percent effective use of the production waste such plastics.”

“We prove to be a green company thanks to the awards we received”

Pointing out that they are awarded by the CDP (Carbon Disclosure Project), an international non-governmental organization, which evaluates the environmental initiatives of the companies and local governments, with the Class A, the highest level, for four consecutive years in the categories of climate change and water efficiency, and have the highest rating in the supply chain, Mr. Saraçoğlu completes “A globally pioneering green company, Mitsubishi Electric is also awarded top-tier ‘Golden Rating’ by the EcoVadis, a French corporate social responsibility assessment agency, used by more than 55 thousand companies across the world. Racking up the highest scores thanks to its successful initiatives in the categories of environment and sustainable supply, environmental protection and socially responsible supplies, Mitsubishi Electric succeeded in ranking the top 5% among all companies evaluated by EcoVadis. We see these rankings and awards a proof of success of our initiatives.”

About Mitsubishi Electric Corporation

With nearly 100 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. Mitsubishi Electric enriches society with technology in the spirit of its corporate statement, “Changes for the Better,” and environmental statement, “Eco Changes.” The company recorded a revenue of 4,462.5 billion yen (U.S.\$ 40.9 billion) in the fiscal year ended March 31, 2020. For more information, please visit www.MitsubishiElectric.com*

**U.S. dollar amounts are translated from yen at the rate of ¥109=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2020*

About Mitsubishi Electric's Activities in Turkey

Main fields of activity of Mitsubishi Electric that stand out with its advanced technology solutions in various areas ranging from “Home to Space” in Turkey are; air conditioning systems, industrial automation systems, advanced robot technologies, CNC mechatronics systems, elevator and escalator systems and visual data systems. Designating Turkey whose power and potential it believes in as a major production headquarter, Mitsubishi Electric produces energy efficient and environment-friendly air conditioners for Europe and Turkey in its digital factory in Manisa which is the brand's first room air conditioner factory in Europe. Working to integrate factories of Turkish industry into digital transformation period, Mitsubishi Electric also draws attention with its automation technologies in the world's deepest sunken tube tunnel, the Marmaray project. Operating in several fields in Turkey such as automotive components, semi-conductor devices, transportation and energy systems, Mitsubishi Electric applies its radar technology which is developed for airports to increase safety for airplanes and flights within its operations in public systems in Antalya Airport. One of the leading developers in space research and development systems, Mitsubishi Electric is also the manufacturer of Turksat 4A and 4B satellites which contributes to Turkey's and neighbouring countries' communication and broadcasting infrastructure. For detailed information; tr.mitsubishielectric.com

Mitsubishi Electric Turkey Social Media Accounts

Facebook <https://www.facebook.com/MitsubishiElectricTurkeyA.S/>
LinkedIn <https://www.linkedin.com/company/mitsubishi-electric-turkey/>
Instagram <https://www.instagram.com/mitsubishielectricturkey/>
Twitter https://twitter.com/MitsubishiE_TR
Google+ <https://plus.google.com/u/1/105536020822333872440?hl=tr>

Hashtags for Social Media

@MitsubishiE_TR
#MitsubishiElectric
#MitsubishiElectricTurkey