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Technology giant Mitsubishi Electric strives to improve life quality of the communities aligned with its Sustainable Development Goals

Key to the Sustainable Development is Technologies Enabling Savings

Striving for a sustainable world with its energy-efficient, green, innovative products and services, Mitsubishi Electric contributes in energy savings in line with the UN Sustainable Development Goals. Guided by its corporate principle "Changes for the Better" and environment principle "Eco Changes", targeting at improving the life quality of the communities across the world, Mitsubishi Electric has progressively been expanding its works on energy efficiency. Presented statements on the occasion of October 31 World Savings Day, President of Mitsubishi Electric Turkey, Mr. Şevket Saraçoğlu notes that "As a corporate citizen, we are giving priority to consumption of natural resources frugally. Globally, specifically in the industrial sector, energy consumption must be minimized while keeping the same production level and production standards. It is also important, for the interests of consumers, to achieve savings in the energy consumed in the houses, offices and all major public projects."



Having been making progress for almost a century in light of the corporate principle "Changes for the Better" and environment principle "Eco Changes", Mitsubishi Electric has been making efforts in the direction of Sustainable Development Goals set by United Nations to be accomplished in the period from 2016 to 2030. Pointing out that they concentrate on the "Affordable and Clean Energy", "Sustainable Cities and Communities" and "Climate Action" goals, and

presenting statements on the occasion of **October 31 World Savings Day**, the **President of Mitsubishi Electric Turkey, Mr. Şevket Saraçoğlu** explains that they have been striving for developing technologies and systems which will help contributing in creation of a smart society preserving and producing energy.

"We are a green solution partner with our higher energy saving solutions"

Emphasizing that they create difference thanks to not only technology, reliability and quality of the products but also their environmental friendliness and efficiency, Mr. Saraçoğlu continues:

"As a corporate citizen, we are giving priority to the consumption of natural resources frugally. We stand out with our high-energy saving solutions in all industries we operate from 'home to the space' in Turkey, just as in the world. Specifically in the industrial sector, energy consumption must be minimized while keeping the same production level and production standards. 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. With our automation solutions, we facilitate substantial energy savings in the industry. And with our digital factory concept e-F@ctory, a response of our brand 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@ctory contributes producers in being one step ahead in the global competition as well as in the green production. We take part in the life changing projects such as Marmaray which has the world's deepest immersed tube, offering high added-value in the energy efficiency. And for large buildings which need substantial energy, such as Shopping Malls, skyscrapers and hospitals, we apply controlled energy management systems."

"We achieve recycling up to 94 percent in the air-conditioner segment"

Noting that Mitsubishi Electric air-conditioning systems achieve highest levels of energy efficiency, Mr. Saraçoğlu explains that "We offer a product range of home, office and industrial air-conditioning systems, which are equipped with AI technologies, reaching up to A+++ energy class, providing maximum energy saving following an environmental-friendly approach until the end of life cycle of the system. We are driven by the advanced technology and low energy principles. 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. Beyond it, 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."

"Our advanced technology helps us to minimize CO₂ emissions"

Highlighting that they target at reducing the product-originated CO₂ emissions and production-originated CO₂ emissions by 30 percent until 2021, the 100th anniversary of the brand, compared to 2001 financial year and 1991 financial year, respectively, by keeping on developing next-gen technologies for energy saving. Mr. Şevket Saraçoğlu concludes: "While our advanced technology enables energy saving in our markets, our CO₂ emissions has constantly been reduced in line with our goals. For instance, thanks to the technology, innovated by Mitsubishi Electric, which sets the elevator speed as per the car load, only used in the Mitsubishi Electric elevators, we enable energy savings up to 35 percent, reducing 1400 kg of carbon dioxide emissions per year."

Having accelerated the initiatives addressed to the environmental protection under new Environmental Sustainability Vision 2050 focusing a long period of April 2021 and beyond, Mitsubishi Electric continues to be a pioneer in applications having a critical role in building a recycling-focused low-carbon society living in harmony with nature.

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

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