

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.

27 February 2020

Export Award to Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş.

Company leads the ranking with the highest export volume in 2019 in the air-conditioning industry among the members of Aegean Exporters' Associations

Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş., accomplished to become the top exporter in 2019 among 841 companies in the air-conditioning industry at the Stars of Export Award Ceremony organized by Aegean Exporters' Associations. Launched the production by the end of 2017 in its Manisa plant for designing and production of air conditioners for homes, company continues to produce hi-tech environment-friendly devices in the facility designed with e-F@ctory concept, which is the proprietary response of the Industry 4.0. Underlining that Turkey is a strong country thanks to its geopolitical location, young population and growth potential, Mr. Katsu Wada, President of Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş. adds that, besides their export success, they also invest in for the benefit of Turkish people by contributing in domestic market and employment.



Started productions in December, 2017 in its digital factory established in Manisa Organized Industrial Zone for designing and producing air-conditioners for the homes, Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş. presented with the award of the top exporter company in 2019 among 841 companies in air-conditioning industry at the Stars of Export Award Ceremony organized by Aegean Exporters' Associations. Held on February 24th,

Monday at İzmir Swissotel, Mr. Katsu Wada, President of Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş. received the award on behalf of the Company.

Investment in Turkey with the high growth potential

Pointing that Mitsubishi Electric invested in Turkey, a country it believes in to have growth and development potential, Mr. Katsu Wada, President of Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş. emphasizes that the factory opened in Manisa is the first European home-type air-conditioning plant of Mitsubishi Electric. In this sense, Turkey has become an important production base for Mitsubishi Electric Corporation in the home-type air-

conditioner segment, Mr. Katsu Wada said "I believe in that Turkey is a strong country with its geopolitical location, young people and growth potential. Targeting at transfer of technology and know-how necessary for growing Turkey to reach its high economic goals, Mitsubishi Electric invests for the benefit of Turkish people by contributing in the local market and employment, besides its export success".

High-Tech Environment-Friendly Production in Digital Factory

Stating that the digital factory, designed with the e-F@ctory concept, as the proprietary response of the Mitsubishi Electric to the Industry 4.0, produces high-tech environment-friendly products, Mr. Wada adds that our home-type air conditioner factory, realized with a capital investment of 406.2 Million TRY, established on an area of about 60 thousand square meters, launched production in December, 2017, aims at driving the annual production quantities up to 500,000 sets (combination of indoor and outdoor unit) by the end of March 2021.

About Mitsubishi Electric Corporation

With over 95 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 4,519.9 billion yen (in accordance with IFRS; US\$ 40.7 billion) in the fiscal year ended March 31, 2019. For more information visit: www.MitsubishiElectric.com*

**At an exchange rate of 111 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2019.*

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/1/10553602082233872440?hl=tr>

Hashtags for Social Media

@MitsubishiE_TR
#MitsubishiElectric
#MitsubishiElectricTurkey