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Developing pioneering technologies from home to space for a century, Mitsubishi Electric is committed to contributing progressively to economy and employment to improve the community's quality of life in Turkey

Technology-Giant Mitsubishi Electric is 100 years old

Developing pioneering technologies in many different fields from home to space all over the world, technology giant Mitsubishi Electric celebrates its 100th anniversary. Striving for improving the community's quality of life in Turkey just as all over the world, Mitsubishi Electric continues its operations at full steam ahead. Noting that pandemic has accelerated the speed of change in many fields, Şevket Saraçoğlu, President of Mitsubishi Electric Turkey highlights that the logo exclusively designed for the celebration of 100th anniversary of the corporation powerfully represents the unique approach of Mitsubishi Electric Group in producing new values. Pointing out that they will continue developing cutting edge technologies that are human and eco-friendly while meeting requirements of new normal, Mr. Saraçoğlu emphasized that they will play pioneering role with innovative products and solutions, striving to contribute to Turkish economy, employment and society.

Developing pioneering technologies in many different fields from factory automation systems to industrial and collaborative cutting-edge robot technologies, from CNC mechatronic systems to elevators and escalators, from air-conditioners to fresh air devices, from data center cooling systems up to the monitoring and management systems, **Mitsubishi Electric**, in 2021, feels the justified pride of perseverance for one century.



Noting that they are developing pioneering technologies in many industries from home to space with energy efficient, eco-friendly, innovative products and advanced technology solutions in Turkey just like all over the globe, **Şevket Saraçoğlu, President of Mitsubishi Electric Turkey** explains: "We are very happy and proud of celebrating 100th anniversary of our corporation which embarked upon its business and industrial journey in Japan in 1921. Our company witnessed the history

throughout 100 years. And recently, we continued our operations at full steam ahead in the challenging and unforeseeable pandemic situation which stormed to the entire world in the last

year. In this new normal period, we prioritized health of our employees, business partners and society in general and took all precautions in our company, continuing our activities. Despite of all difficulties, we worked to offer the best to our business partners and consumers in Turkey, just like entire world, with our innovative products and solutions."

A logo exclusive for 100th anniversary

Indicating that they have been striving to join the forces of both internal and external stakeholders in order to offer holistic solutions to ever-changing problems of the society throughout 100 years since its establishment, Mr. Saraçoğlu explains; "Mitsubishi Electric Group prepared a logo exclusive for 100th anniversary. At the first glance seen as a pattern consisting of red and white lines, the logo produces the number '100' when looked at closely. Number '100' is also read even when you flip the logo. Being a product of hard work, our 100th anniversary logo powerfully represents the unique approach of Mitsubishi Electric Group in producing new values. Driven by our principle and goal 'Changes for the Better', we will relentlessly continue striving for a better future at full steam ahead with dedication throughout 100 years to come."

"Thanks to our 150 thousand employees all over the world, we contribute to creation of an effective and sustainable society"

Noting that old normal has no more place in 2021, during which transformation and change gained momentum in many areas, Şevket Saraçoğlu continues: "As the world faces progressively more dramatic changes, we should look at the next 100 years ahead of us. Since our establishment, we encountered many challenges, but our commitment to improve human life has remained constant for 100 years. Mitsubishi Electric continues to grow by contributing to realization of an effective and sustainable society with 150 thousand employees across the globe. We will carry our business partners and consumers beyond our times for one more century with our ground-breaking and revolutionizing technologies in many different industries from air-conditioners to fresh air units, from cooling systems for data centers to monitoring and management systems, from factory automation systems to industrial and collaborative robot technologies, from CNC mechatronic systems to elevators and escalators, from transportation to energy systems, from semi-conductor devices to automotive equipment, from public systems including radar technologies exclusive for airports to satellite and aerospace systems."

"We will continue our contribution to economy and employment by improving living standards of Turkey"

Underlining that they will continue developing cutting-edge technologies that are both human- and eco-friendly, while meeting new normal in 2021, where the company celebrates its 100th anniversary, Mr. Saraçoğlu appreciates; "We would like to present our warmest regards to all our stakeholders who have supported us for many years. In the next period which will be marked by the increased use of technology for the benefit of humanity, we will continue working in order to be a pioneer with our innovative products and solutions and improve the living standards of our country with our investment, contributing to the employment, economy of our country and society."

Adding that company, in its new age, will focus more on unique perspectives, Şevket Saraçoğlu concludes New Corporate Philosophy of the company is also updated to better reflect expectations of stakeholders.

About Mitsubishi Electric Corporation

With 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 “Changes for the Better”.

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. 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

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Linkedin <https://www.linkedin.com/company/mitsubishi-electric-turkey/>

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