

## **We Work with Innovative Approaches Based on Trust and Quality for a Sustainable Future**



As Mitsubishi Electric Türkiye, President Şevket Saraçoğlu stated that the company continuously strengthens the solid relationships it has built on trust and sustainability in the business world through innovative approaches, and that it carries out its activities with the mission of “Better Tomorrows and a Sustainable Future,” staying firmly committed to its core values of environment, society, and technology.

### **Quality- and Trust-Based Relationships**

Our customer-centric approach aims not only to deliver high-quality products and solutions, but also to build long-term relationships based on trust. Across both of our business units—Factory Automation Systems and Air Conditioning Systems—we strive to understand our customers closely and provide them with the best possible service. This mindset reflects our commitment to delivering seamless service throughout every stage of the customer journey, from pre-sales to sales and after-sales processes.

Globally, Mitsubishi Electric has recently set strategic market targets in areas such as renewable energy, smart city technologies, and information and communication systems, with sustainability and efficiency at the forefront. In line with our headquarters, we are developing strategies for global markets with a particular focus on energy efficiency and digital transformation.

In the field of factory automation systems, we bring our digital transformation solutions to customers through a wide range of technologies, including MAISART (Mitsubishi Electric’s AI creates the State-of-the-ART in technology) and our digital factory concept e-F@ctory. These solutions support smart manufacturing, enhance production capacity, and help maximize energy efficiency. Additionally, by leveraging IoT (Internet of Things) technologies to optimize production processes, we accelerate digital transformation, aiming to reduce resource consumption and minimize environmental impact.

Mitsubishi Electric seeks to comply with global standards in these areas while continuously improving its environmental performance. Within this framework, we develop R&D projects that promote recycling and the use of environmentally friendly materials.

Within our Air Conditioning Systems business unit, we utilize artificial intelligence to enhance product efficiency and provide more advanced control. Beyond delivering solutions tailored to diverse climate conditions, we aim to ensure that our products and solutions deliver reliable performance with maximum energy savings throughout their entire lifecycle, while maintaining an environmentally responsible approach. In this way, we help reduce our customers’ energy consumption and contribute to lowering the carbon footprint of our planet.

Through concepts such as free site surveys and Servisfit, we continuously strive to deliver the highest level of customer experience before, during, and after sales.

Furthermore, at Mitsubishi Electric's air conditioning factory located in Manisa—one of the Group's manufacturing facilities—products and solutions for residential, office, and industrial applications are produced using Mitsubishi Electric's advanced technologies, extensive know-how, and expertise. By manufacturing higher value-added components such as double-layer coatings and electrical equipment at the Manisa factory, Mitsubishi Electric also strengthens Türkiye's technological capabilities.

### **“Our energy efficiency efforts and investments set our company apart”**

Energy efficiency is one of the most important tools for our company in achieving sustainable growth and generating social value. In addition to targeting net-zero greenhouse gas emissions across our entire value chain by 2050, we expand societal benefits by offering energy-efficient solutions to our customers.

Through digital engineering and circular economy principles, we develop groundbreaking solutions in energy efficiency and present them globally as part of sustainable development. With our innovative approaches, we deliver high-efficiency solutions across environmental, social, and technological domains. By maintaining customer satisfaction at the highest level, we continue to lead the sector in digital transformation and energy efficiency.

In particular, our smart manufacturing solutions and environmentally friendly products help businesses reduce resource consumption. All of these efforts represent important steps toward contributing to Türkiye's development and supporting a sustainable future on a global scale, in line with our long-term corporate goals.

In short, as Mitsubishi Electric Türkiye, with more than 200 employees across our headquarters in Istanbul and regional offices, we continue to grow not only by creating value in the Turkish market but also globally, through exports to 16 countries.

All of our activities reflect our Circular Digital Engineering approach. Integrated into our corporate governance as a response to the needs of a sustainable world, this approach focuses on addressing today's complex challenges while enhancing the efficiency of business processes. With this vision, we continue to contribute to developments that play a vital role in the growth of our country.

A notable example of our R&D capabilities is the TÜRKSAT-4A and TÜRKSAT-4B satellites, produced by Mitsubishi Electric—projects that represent a source of national pride for Türkiye in space. In addition, we place artificial intelligence at the core of the air conditioning systems and factory automation solutions we offer to our customers. While providing a more comfortable indoor climate experience through space-scanning technologies, we also enhance operational efficiency with product solutions that support digital transformation.

All of our products and solutions are developed under the guidance of Mitsubishi Electric's advanced technologies and quality philosophy.

### **Social Responsibility and Contribution to Society**

We place strong emphasis on our responsibilities toward both the environment and society. Following the devastating earthquakes centered in Kahramanmaraş in 2023, we demonstrated a significant example of social responsibility by donating 562 air conditioners to support citizens in the affected regions. We also continue to contribute to healthier and more comfortable learning environments through air conditioning donations to educational institutions.

Supporting the development of young engineers is another key priority for us. By donating factory automation equipment to universities across Türkiye, we enable the next generation to gain hands-on experience with industry technologies. Through close collaboration with universities—via equipment donations and mentorship support—we contribute to the education and development of future engineers.

### **Mitsubishi Electric Türkiye's Future Vision**

As Mitsubishi Electric Türkiye, we will continue to strengthen our position in the sector through our high-quality products, innovative technologies, and sustainability-focused projects. By building long-term, trust-based relationships with our business partners, we aim to maintain the highest level of customer satisfaction. We also continue to make our mark through our environmental and social responsibility initiatives. In line with our 2025 targets, we will continue to contribute to the business world and pursue our efforts toward a more sustainable future.