

# Opening Up a New Era – Working With All Stakeholders For a Sustainable Society

Message From

## President and CEO

### ▶ Corporate Social Responsibility (CSR) in an Age of Increasing Globalization

With the corporate world moving dramatically toward globalization, societies face a constant onslaught of change.

Brazil, Russia, India, China and other emerging powers have seen extraordinary growth over the past few years. This economic expansion has significantly affected the global economy – creating a surge in world demand, but also heavily impacting on the global environment. With the Kyoto Protocol taking effect in February of this year, we are reminded once again that addressing the issue of global climate change is an important aspect of fulfilling our corporate social responsibilities.

Globalization impacts societies, economies, and the environment in a variety of ways. While this shift in global corporate structure has brought emerging powers to the fore, it has also exacerbated problems for developing countries in terms of poverty and its accompanying child labor and other human rights issues. Now, more than ever, companies must devise measures and policies to respond to the social problems created by globalization. We believe that 2005 is the year to commit ourselves to the Millennium Development Goals adopted by the UN General Assembly in 2000 (which include reducing poverty, improving sanitation and education, and protecting the environment), clarifying the issues we face on a global scale, and developing an agenda to address them. We not only recognize the need to fulfill our own social responsibilities, but also understand the importance of taking the initiative in working to achieve these global objectives.

### ▶ A New Industry Innovator – Opening up a New Era and Growing with Society

In July 2004, we, Mitsubishi Corporation (MC), launched INNOVATION 2007, a new medium-term management plan and policy designed to ensure that MC achieves sustainable growth in today's drastically changing business environment. MC management is not concerned solely with meeting target growth figures or increasing profits. Our goal is to grow together with society and with all of our stakeholders as we fulfill our duty as a corporate citizen and carry out our mission as a *sogo shosha* (a general trading company). With these basic concepts in mind, MC has established a vision to act as a "New Industry Innovator," a company with a strong will to pioneer a new era, under INNOVATION 2007. Our vision is to propose and to create new paradigms by redefining industries based on market needs, and to support the creation of a new industry for the next generation. Under this vision, we will also strive to contribute to the development of industries and take part in creating growth scenarios together with our customers. MC is capable of acting as a New Industry Innovator by taking full advantage of our global access to all industries, and potential ability to reform markets.

Based on our vision as a New Industry Innovator, MC is committed to creating and providing safer products and services that enrich society, contributing to both spiritual and material wealth, and making stable growth possible.

Yorihiko Kojima  
President and CEO




### ▶ Three Corporate Principles: The Basis of CSR

Three Corporate Principles (Corporate Responsibility to Society, Integrity and Fairness, and International Understanding through Trade) have served as the foundation for the MC corporate philosophy since the company was founded, and formed the springboard for our mission to develop businesses that contribute to the future of the planet and people around the world. We demonstrate our commitment to this mission by working to fulfill our responsibilities to individuals, communities, and the environment based on an express commitment to fairness and openness at all times, and a symbiotic relationship with society and the environment. In building a global company with a diverse array of businesses, MC has developed a network comprising more than 200 offices and branches and 500-plus consolidated companies in roughly 80 countries worldwide. Each of these companies is dedicated to fulfilling their CSR responsibilities within their respective industries.

I believe that our commitment to CSR must manifest itself on three levels. The most basic of these is an intense focus on compliance, which means complying with the laws and regulations that govern business activities in the countries and regions in which we operate. The next level moves beyond merely complying with what the law demands to incorporate a full awareness of the greater needs of society. The highest level of CSR commitment requires voluntary, proactive measures when corporate activities impact areas outside the immediate realm of the industries in which we operate.

### ▶ Building a Highly Committed Team of Employees

One of the core concepts behind INNOVATION 2007 is developing our human assets to help each individual reach his or her full potential. As a corporate group active in businesses throughout the world, it is essential that at MC we educate our employees to be both sensitive to the nuances of business and fully aware of what CSR entails. MC supports and promotes active participation by its employees in activities that contribute to society through specific programs such as the volunteer leave system launched this fiscal year. We are committed to building trust in our work within society at large by ensuring that each of our employees works to build strong ties between our company and the communities in which we operate.

Training our personnel team to meet the challenges of the next generation is also an important issue – not only in terms of ensuring sustainable social growth for our company, but also for society as a whole. I recognize the significance of this social role and am committed to training our entire team of employees at every level – not only management – to understand and execute our CSR responsibilities faithfully.

July 2005