The MCHC Group’s Approach to Value Enhancement

We promote a value creation cycle in pursuit of sustainable growth = realizing KAITEKI, taking into account stakeholders’ requirements and social tides.

Established decision criteria of contributing to resolution of global and social issues

Utilizing the diverse resources of the MCHC Group, our compass for value creation through contributing to resolving issues takes into account Sustainability, Health, and Comfort, our three decision criteria for corporate activities.

**Group Philosophy**

Taking Good Chemistry, which has the power to change the world, as our starting point

The word “chemistry” has a secondary meaning, referring to the relationships and interactions between people. By assembling a variety of Good Chemistry, we believe it will lead to the sustainable development of people, society, and the Earth, which is the basis for realizing KAITEKI.

**Decision Criteria for Corporate Activities**

Economic and capital efficiency

Economic and social value through the Three Axes

Signs of the times

Corporate Value = KAITEKI Value

Societal and public benefit

Applicable to two or more of the above

One of the above

For Comfort

Examples of economic value that contribute to realizing healthy and innovative lifestyles.

Example:

Supporting healthy and innovative lifestyles

Assembling a variety of technologies and materials, we contribute to making automobiles highly convenient and functional by creating innovations that lead to improvements in performance airbag cover materials and sealing materials for high-speed braking systems. We contribute to the functional improvement of information displays, due to the combined strengths of designing raw material resin, and contribute to the innovative lifestyles of people.

Supporting automotive evolution

The adoption of electric and hybrid vehicles are becoming popular as a means to reduce fossil fuel consumption and social issues. As such, Mitsubishi Chemical Holdings Corporation is expanding its MOS Indices and aims to expand these sales.

The value created from MOT

The value created from MOE

The value created from MCH

KAITEKI Management

Increase Corporate Value through the Three Axes

The MCHC Group lays three axes directed to (1) the pursuit of economic and capital efficiencies, (2) the pursuit of innovation, and (3) the enhancement of sustainability. The Group defines its corporate value as the sum of values created through corporate activities conducted in adherence of the concepts of the three axes. The MCHC Group’s activities target enhancement of KAITEKI Value and at the same time we are committed to advancing corporate activities toward realizing KAITEKI, which is the creation of a sustainable condition for people, society, and the Earth.

MOE: Management of Economics

This management axis aims to increase profits and enhance economic value through the efficient allocation of capital, including personnel, assets, and funds. As MCHC, we disclose our performance using operating income and capital efficiency as benchmarks. We also disclose our results and outlook at business meetings with shareholders and investors.

MOT: Management of Technology

This management axis aims to create innovations that lead to improvements in economic and social value through the development of new technologies and differentiation of existing technologies. In addition to in-house development, this style of management emphasizes time-sensitive outcomes by building open and shared business models through alliances with other companies around the world.

MOS: Management of Sustainability

This management axis aims to create a better future for people, society, and the Earth by resolving various environmental and social issues. MCHC has created quantification indices for Sustainability, Health, and Comfort that it uses as decision criteria for corporate activities, and has built its own framework based on the PDCA cycle.