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Group Concept

New Group Concept, covering the MCG Group's Purpose, Slogan, and Our Way, developed in February 2023

The Mitsubishi Chemical Group has created innovative solutions to realize KAITEKI, the Group's North Star that has guided the organization thus far. We measure our corporate value across three axes: 1. Management of Technology (MOT), 2. Management of Economics (MOE), and 3. Management of Sustainability (MOS). Together, these demonstrate the philosophy that we have lived by and our approach to delivering on our Purpose. This corporate value creation is defined in three simple words: Science. Value. Life.

We will grow under this Group Concept and increase our corporate value to contribute to all stakeholders.

Group Concept system

Purpose

The Purpose shows what the MCG Group aims to achieve and how we contribute to our stakeholders.

Slogan

The Slogan is a clear statement of how we approach the realization of our Purpose.

Our Way

Our Way is a mindset that all members of the MCG Group should cherish in order to realize our Purpose.

Purpose

We lead with innovative solutions to achieve KAITEKI, the well-being of people and the planet.

The Purpose describes what the MCG Group is striving for and why it exists.

It expresses the Group's persistent determination to realize KAITEKI, the Group's North Star, which has guided the organization and its commitment to the stakeholders since 2011.

Slogan

Science. Value. Life.



The Slogan reflects the three management strategies the Group chose to realize its KAITEKI purpose—Management of Technology (MOT), Management of Economics (MOE), and Management of Sustainability (MOS). The Group will lead the realization of KAITEKI through better Science, by providing Value to all stakeholders and contributing to healthy living and the sustainable Life of people and the planet.

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Group Concept

Sharing and disseminating the Group Concept with employees

When developing the new Group Concept on what the MCG Group strives to be and its vision for the future, employees worldwide participated in various types of brainstorming sessions to ensure the final concept reflected their thoughts and ideas. The Group Concept, developed after much discussion, will be shared and disseminated globally to increase employee engagement and promote the realization of its Purpose.

Employee-Led Development of Our Way ▶Page 73



Our Way

Integrity

- Prioritizing safety
- Doing the right thing
- Doing work we're proud of



Respect

- Showing appreciation
- Valuing diversity
- Caring for people and the planet



Bravery

- Thinking flexibly
- Being agile
- Embracing challenges

Collaboration

- Amplifying strengths
- Building trust
- Celebrating teamwork



Persistence

- Taking ownership
- Delivering new value to stakeholders
- Being responsible for the future



Our Way is what employees use to guide them through their daily work to realize the Group's Purpose. These criteria define what drives the multitude of decisions employees make every day when it comes to business operations and how they interact with their peers as they work toward common goals. This story is based on the integrity of each individual and their respect for others and is presented through bravery and diverse collaboration to show persistence to stakeholders.