

The Mitsui Chemicals Group has formulated its new 2011 Mid-Term Business Plan (April 2011 to March 2014). As the first year of our three-year Mid-Term Business Plan, this fiscal year is very important in terms of putting us on the right course toward our new growth.

We will work on to achieve new targets based on the following basic strategies:

- Targets**
- **Establish a global presence with a focus on Asia**
  - **Establish a business portfolio for growth and sustainability**

**“5-5-5 Strategies” [Basic Strategies of 2011 Mid-Term Business Plan]**

- [1] Five priority businesses :** Expand businesses that are resilient to economic change
- [2] Five world-leading businesses :** Globally expand businesses with competitive advantages
- [3] Five development areas :** Create next-generation core businesses
- [4] Strengthen competitiveness in the domestic market**

To rapidly implement these strategies, Mitsui Chemicals undertook organizational restructuring on April 1, 2010, reorganizing its former three-segment business operational structure into six business segments.

By further augmenting the speed and flexibility of Mitsui Chemicals’ management structure, this reorganization is enabling the Group to take steps to secure greater corporate value.



**TAFMER™**

**A resin developed using proprietary polymerization technology.**

When combined with other resins for use in specific products, the impact strength and flexibility of those products is greatly enhanced. With a wide variety of applications, including sports shoes and packaging materials, TAFMER™ is primarily mainly used in automotive components.

# Building New Bases of Growth

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#### Forward-Looking Statements

This annual report contains forward-looking statements about the future plans, strategies, beliefs and performance of the Mitsui Chemicals Group as a whole and its individual consolidated companies. These forward-looking statements are not historical facts.

They are expectations, estimates, forecasts and projections based on information currently available to the Mitsui Chemicals Group and are subject to a number of risks, uncertainties and assumptions, which, without limitation, include economic trends, fluctuations in foreign currency exchange rates, fluctuations in the price of raw materials, competition in markets where the Company is active, personal consumption, market demand, the tax system and other legislation. As such, actual results may differ materially from those projected and the Mitsui Chemicals Group cannot guarantee that these forward-looking statements are accurate or will be achieved.