FY2014-15-16

CEO Explanation

Creating New Customer Value through Innovation

Mitsui Chemicals

Tsutomu Tannowa
President & CEO

Nov.18 2015
Contents

- Business Performance

- Progress of Mid-Term Business Plan

- Management Target
Business Performance
1H FY2015 Financial Results and FY2015 Outlook
# 1H Financial Results and FY2015 Outlook

(Billion yen)

<table>
<thead>
<tr>
<th>Items</th>
<th>FY2014</th>
<th></th>
<th>FY2015</th>
<th></th>
<th>FY14→FY15</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1st Half Results</td>
<td>Full Year Results</td>
<td>1st Half Results</td>
<td>Full Year Results</td>
<td>1st Half Results</td>
<td>Full Year Results</td>
</tr>
<tr>
<td>Sales</td>
<td>776</td>
<td>1,550</td>
<td>709</td>
<td>1,355</td>
<td>△ 67.4</td>
<td>△ 195.1</td>
</tr>
<tr>
<td>Operating income</td>
<td>18.6</td>
<td>42.0</td>
<td>41.4</td>
<td>70.0</td>
<td>22.8</td>
<td>28.0</td>
</tr>
<tr>
<td>Non-operating income</td>
<td>0.8</td>
<td>2.4</td>
<td>△ 0.2</td>
<td>△ 10.0</td>
<td>△ 1.0</td>
<td>△ 12.4</td>
</tr>
<tr>
<td>Ordinary income</td>
<td>19.4</td>
<td>44.4</td>
<td>41.2</td>
<td>60.0</td>
<td>21.8</td>
<td>15.6</td>
</tr>
<tr>
<td>Special gains/losses</td>
<td>△ 3.3</td>
<td>△ 8.6</td>
<td>△ 0.1</td>
<td>△ 4.0</td>
<td>△ 3.2</td>
<td>△ 4.6</td>
</tr>
<tr>
<td>*Net income</td>
<td>7.4</td>
<td>17.3</td>
<td>28.5</td>
<td>35.0</td>
<td>21.1</td>
<td>17.7</td>
</tr>
</tbody>
</table>

Exchange Rate (Yen/US$)
- Domestic Standard: 103 / 110 / 122 / 121
- 2015: 19 / 11

Domestic Standard Naphtha Price (Yen/KL)
- 2014→2015: △ 22,400 / △ 19,500

**Outlook of 2H FY2015**

<table>
<thead>
<tr>
<th>Items</th>
<th>120 Yen/US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange Rate</td>
<td></td>
</tr>
<tr>
<td>Naphtha Price</td>
<td>40,000 Yen/kl</td>
</tr>
</tbody>
</table>

*Profit attributable to owners of parent
## FY2015 Operating Income Outlook

(Billion yen)  *Segment Adjusted  △ Denotes a minus

<table>
<thead>
<tr>
<th>Segment</th>
<th>*FY2013 (Reference)</th>
<th>FY2014 Results</th>
<th>FY2015 Outlook</th>
<th>Increase (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>10.0</td>
<td>9.1</td>
<td>11.0</td>
<td>△0.9</td>
</tr>
<tr>
<td>Functional Polymeric Materials</td>
<td>11.7</td>
<td>18.7</td>
<td>24.5</td>
<td>7.0</td>
</tr>
<tr>
<td>Polyurethane</td>
<td>△5.2</td>
<td>△3.5</td>
<td>△7.0</td>
<td>1.7</td>
</tr>
<tr>
<td>Basic Chemicals</td>
<td>△18.0</td>
<td>△7.9</td>
<td>1.0</td>
<td>10.1</td>
</tr>
<tr>
<td>Petrochemicals</td>
<td>26.4</td>
<td>21.6</td>
<td>35.5</td>
<td>△4.8</td>
</tr>
<tr>
<td>Food &amp; Packaging</td>
<td>5.3</td>
<td>9.1</td>
<td>13.0</td>
<td>3.8</td>
</tr>
<tr>
<td>Total (Incl. Others)</td>
<td>24.9</td>
<td>42.0</td>
<td>70.0</td>
<td>17.1</td>
</tr>
</tbody>
</table>

*FY2013 (Reference)
Operating Income

<table>
<thead>
<tr>
<th>FY2013 Results</th>
<th>FY2014 Results</th>
<th>FY2015 Revised</th>
<th>FY2016 Target</th>
<th>Around 2020 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Billion yen, ▲Denotes a minus)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobility</td>
<td>Healthcare</td>
<td>Food &amp; Packaging</td>
<td>Basic Materials</td>
<td></td>
</tr>
<tr>
<td>24.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▲16.5</td>
<td>▲25.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42</td>
<td></td>
<td>70</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>11.5</td>
<td>9.1</td>
<td>17</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td></td>
<td>11</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>▲4.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate wide R&amp;D costs, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Steady sales growth in targeted business domains
Gradual decrease in basic materials sales share due to successful restructuring and weaker raw material costs

(Sales: Billion yen)

<table>
<thead>
<tr>
<th>Business Domain</th>
<th>FY2013</th>
<th>FY2014</th>
<th>FY2015</th>
<th>Around2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobility</td>
<td>718</td>
<td>780</td>
<td>813</td>
<td>1,080</td>
</tr>
<tr>
<td>Healthcare</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food &amp; Packaging</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic Materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FY2013: 1,566
FY2014: 1,550
FY2015 (Revised): 1,355
Around2020: 1,080

Nov.18, 2015
Sales Portfolio (FY11 → 1H FY15)

Overseas
42% → 47%

China
14% → 10%

NA & Europe
8% → 18%

(FY11→1H FY15 regional sales ratio)

Exchange Rate
FY11: 79Yen/$
1H FY15: 122Yen/$

Domestic Standard Naphtha Price
FY11: 54,900Yen/kl
1H FY15: 48,000Yen/kl
## Summary of FY2015 Management Targets

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2013 (billion yen)</th>
<th>FY2014 (billion yen)</th>
<th>FY2015 (Revised)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales</strong></td>
<td>1,566</td>
<td>1,550</td>
<td>1,355</td>
</tr>
<tr>
<td>▲13%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Operating Income</strong></td>
<td>24.9</td>
<td>42.0</td>
<td>70.0</td>
</tr>
<tr>
<td>+67%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>▲25.1</td>
<td>17.3</td>
<td>35.0</td>
</tr>
<tr>
<td>+103%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ROE</strong></td>
<td>–</td>
<td>4.5%</td>
<td>8.4%</td>
</tr>
<tr>
<td>+3.9 Point</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net D/E Improvement</strong></td>
<td>1.44</td>
<td>1.22</td>
<td>0.98</td>
</tr>
<tr>
<td>0.24 Point</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Increase Dividends</strong></td>
<td>¥3/share</td>
<td>¥5/share</td>
<td>¥8/share</td>
</tr>
</tbody>
</table>

▲ Denotes a minus  
(FY14→FY15)

- Sales expansion in targeted business domains
- Naphtha price declines
- Termination of large-scale plants
- PU business reassigned to non-consolidated status
- Restructuring in advance of schedule
- Recovery of growth investments
- Improve Operating income
- Improve net income
- Reduce interest-bearing debt
- Maintain shareholder dividends policy

Nov.18, 2015
Progress of Mid-Term Business Plan

Basic Materials
Mobility
Healthcare
Food & Packaging
✓ **Bolster cost competitiveness by optimizing production sites**
✓ **Good progress in restructuring**

<table>
<thead>
<tr>
<th>Phenols</th>
<th>Japan</th>
<th>Optimize production (Terminate Chiba Phenol, Ichihara BPA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China Sinopec JV</td>
<td>Singapore</td>
<td>Commercial operation of state-of-the-art plant for region top cost competitiveness (Dec. 2014)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fully running 1 PH line and 2 BPA lines</td>
</tr>
<tr>
<td>PTA</td>
<td>Japan</td>
<td>Only domestic integrated manufacturer of PTA-PET</td>
</tr>
<tr>
<td>urethanes</td>
<td></td>
<td><strong>Early termination of Kashima TDI plant</strong> (Mar. 2016) Terminate Omuta MDI plant (May 2016)</td>
</tr>
<tr>
<td>Petro-</td>
<td>Vietnam</td>
<td>Construction of facilities for future low-cost raw materials (Completion in 2016, tentative)</td>
</tr>
<tr>
<td>chemicals</td>
<td></td>
<td>Withdrawal from Keiyo Ethylene (Mar. 2015) →<strong>Full operations of Mitsui Chemicals crackers</strong></td>
</tr>
</tbody>
</table>

**Vietnam**

**Japan**

**Singapore**

**China Sinopec JV**
Global Expansion of Polyurethane System Products

✓ Establish 2\textsuperscript{nd} strategic Americas base in Mexico to bolster system products in North America (13KTA, Feb.2016)

Strengthen system house network serving not only Asia but also Americas and Europe
**Ethylene Center Competitiveness**

<table>
<thead>
<tr>
<th><strong>Full operation</strong></th>
<th><strong>Export rate</strong>&lt;br&gt;&lt;83%</th>
<th><strong>In-house derivatives</strong>&lt;br&gt;60%→80%</th>
<th><strong>Ethylene-based value added polymers</strong>&lt;br&gt;70%→90%</th>
</tr>
</thead>
</table>

- **Ethylene capacity**
  - Keiyo Ethylene Take-in: 90%
  - Run rate: 83%

- **Ethylene-based polymers capacity**
  - Commodity polymers: 70%
  - Value added polymers: 90%

- **FY11**
  - Established Ciba LLP (Apr. 2010)
  - Implemented low run rate measures (Aug. 2013)
  - Withdrew from Keiyo Ethylene (Mar. 2015)

- **FY14**
  - Strengthened Evolue capacity (Nov. 2011)
  - Terminated 1 HDPE plant (Apr. 2013)
  - Terminated 1 LLDPE plant (Oct. 2014)

- **FY15**
Expansion of Mobility Domain

**Front loading of mobility domain expansion**

- Make full use of information, technologies, and customer relationships that extend beyond company and organizational boundaries focusing mainly on automotive materials that have a robust customer platform
- Create new businesses based on customer needs and values

### Measures

- **Initial Plan: 36**

  - Front loading of mobility domain expansion
  - Metal and resin integration technology "POLYMETACTM"
  - Next-generation LIB materials
  - Deployment of specialty isocyanates
  - Bolster ability to provide solutions

- **Initial Plan: 30+α**

  - PP Compounds: Expansion of production capacity
  - Tafmer: Enhancement of specialty Tafmer
  - EPT: New plant in China
  - Admer/Milastomer: New plant in China
  - Lucant: Strong alliance with Lubrizol

- **Operating income: billion yen**

  - **FY2013**: 30 (Initial Plan: 28)
  - Incl. adjustment of accounting terms +2
  - Recovery of investments

  - **FY2014**: 35 (Initial Plan: 28)

  - **FY2015 (Revised)**: 46

  - **FY2016 (Target)**: 40+α

  - **Around 2020 (Target)**: 40+α

**Initial Plan: 28**

**Incl. adjustment of accounting terms +2**

**Recovery of investments**

**Bolster Solutions**

**Expansion of Mobility Domain**

**Initial Plan: 36**

**Initial Plan: 30+α**

**Operating income: billion yen**

**FY2013**: 30 (Initial Plan: 28)

- Incl. adjustment of accounting terms +2

- Recovery of investments

**FY2014**: 35 (Initial Plan: 28)

**FY2015 (Revised)**: 46

**FY2016 (Target)**: 40+α

**Around 2020 (Target)**: 40+α

**Initial Plan: 28**
Polymetac™ for use in frames of lightweight UAV

*Polymetac™: metal and resin integration technology

- New technology for adhesion and bonding of various metals and resins that was not possible using conventional methods
- Strong adhesion

- Less joint parts: 1/20
- More rigidity
- Bolt-less structure
- Flight distance: +40%
- 50% Lightweight (Joint)

Aerosense Inc.
Expansion of Healthcare Domain

✓ Steady growth and improved earnings from new products and wider applications

Measures

◆ Bolster downstream and peripheral businesses that harness strengths to develop new products
◆ Develop new businesses relating to the senses & physical mobility based on polymer science

(Operating income: billion yen)

- Vision Care
  - Expansion of ophthalmic lens monomers
  - Strengthen peripheral areas
- Oral Care
  - Acquisition of Heraeus Kulzer
- Expansion of Nonwovens in Asia

Initial Target

FY2013  FY2014  FY2015 (Revised)  FY2016 (Target)  Around2020 (Target)

10  9.1  11  15

Strengthening strategy & steady implementation

- Strengthen & steadily implement strategy for dental materials
  - Digital solutions
  - Asia strategy
  - Synergy
- Brand strategy for downstream expansion
- Further expansion of Nonwovens

Recovery of investments

Nov.18, 2015
Deployment of Nonwovens Business

- De-bottlenecking of highly functional nonwoven line for premium diapers (+50%, Dec 2015 completion)
- Bolster breathable film capacity in Thailand (+4KTA, Jan 2017)
- Decision to augment nonwovens production in Japan to meet inbound demand & expand diaper exports (+15KTA, 2H FY2017)

**China**
- Nonwovens 15KTA
  - Operation started (Dec. 2013)
  - Continue full operation

**Japan**
- Nonwovens 64KTA
  - Strategic base for highly functional nonwovens
  - Augment nonwoven line for premium diapers
  - Decision to augment production capacity

**Thailand**
- Nonwovens 30KTA
  - Asia export base
  - Expand capacity of breathable film (+4KTA)
- Breathable film 11KTA
  - To 64KTA

- Strengthen No. 1 market share in Asia for highly functional nonwovens
- Enhance customer value by consistent R&D in all stages from raw materials to spinning & processing
Non-achievement of targets set at acquisition

Sales portfolio by region

- Dental material market by region
  - N.America: 30%
  - Europe: 40%
  - Asia: 20%

- Sales portfolio of HK
  - North America: 19%
  - Europe: 66%
  - Asia: 12%

- Challenge to strengthen presence in USA, the world’s largest market

Growth in digital dental technology market

Digital dental market

- Response to small milling growth
  - Expand sales of digital instruments
  - Sales of distinctive products

- Small milling
  - Large milling
  - Response to local and products features

- Strengthen sales activities in North America
- Respond flexibly to digitalization
- Introduce new products using Group’s technological synergy
New Products Debut (from Oct. 2015)

Whole You™

~Whole You provides solutions to those with sensory and physical mobility challenges~

**Nexteeth™ Full Denture**

- Precise Fit
- Easy Care & Cleaning
- Reduce Dentist Visits
- CAD/CAM Technology
- Material Science

**Oral appliance for OSA**

- Enhanced Wearing Comfort
- Easy Breathing
- Meet Wider Needs
- Durability
- Suitable with Bruxism

Whole You Nexteeth

Whole You Sleep Appliance Respire Pink EF
Expansion of F&P Domain

**Front loading of Food & Packaging domain expansion**

**Measures**

- Optimize internal and external resources of films & sheets
- Provide food solutions by utilizing Group’s technology

(Operating income: billion yen)

**Measures**

- Agrochemicals
  - Establishment of overseas bases
  - Promotion of global registration of active ingredients
  - Evolute™
    - Establish new plant in Singapore
- Film & Sheets
  - Establish new base in Thailand
- Five next-generation active ingredients
- Specialty isocyanates
- New metallocene polymer “EVL-E™”

FY2013 | FY2014 | FY2015 (Revised) | FY2016 (Target) | Around2020 (Target)

7 | 11.5 | 17 | Initial Plan: 11.5 | 20

Initial Plan: 10 + α

Recovery of investments

Bolster global strategy

Nov.18, 2015 (Initial Plan: 11.5)
Deployment of Packaging Businesses in Asia

- Expanded demand for packaging from improvement in living standards and growth of food processing industry in Asia
- Creating customer value by cross-organizational marketing & technical support

**Shanghai**
- Quick customer response by localized Technical Support Center

**Tokyo**
- Strategic base for Asian marketing
- Quick customer response by localized Technical Support Center

**New Delhi**

**Thailand**
- High performance sealant films
  - T.U.X™15 KTA
  - Operation start in Jan. 2014

**Singapore**
- Strategic base for Asian marketing
- Quick customer response by localized Technical Support Center

**Taipei**

**Malaysia**
- Adhesive for packaging

**Evolue™ 300 KTA**
- Commercial operation: FY2015/2H

**Market Growth**
- Shanghai: 15%
- New Delhi: 15%
- Thailand: 10%
- Malaysia: 10%
- Singapore: 10-15%
- Tokyo: 10%
- Taipei: 10%

**Other Points**
- Material for high performance sealant film (Hao-LL)
- Material for high performance packaging film (KTA)
Business Portfolio Target Around 2020

- Successful portfolio transformation resilient to economic change
- Establishment of stable, high profit structure

(Operating income)

FY2006 Results
- Mobility: 34%
- Healthcare: 66%
- Food & Packaging: 95%
- Basic Materials: 100%

FY2015 Revised
- Mobility: 95%
- Healthcare: 91.7 Billion yen
- Food & Packaging: 70 Billion yen
- Basic Materials: 100 Billion yen

Around 2020 Target
- Mobility: 90%
- Healthcare: 10%
- Food & Packaging: 66%
- Basic Materials: 34%

Nov. 18, 2015
Management Target
Cash Flow Plan

- Significant improvement of consolidated free cash flow
- Investments in growth while continuing to improve finances

(Billion yen)

- CF from investing
- CF from operating
- Free CF

▲ Denotes a minus

Significant improvement of consolidated free cash flow
Investments in growth while continuing to improve finances
Early achievement of net D/E=1.0 (Target around 2020)

- Incl. projected retirement obligations

Initial Plan:
- FY2011: 1.39
- FY2012: 1.12
- FY2013: 1.36
- FY2014: 1.22

Revised:
- FY2013: 1.44
- FY2014: 0.98

Target:
- FY2015: 1.20
- FY2016: 1.00

Around 2020:
- Shareholders' equity
- Interest-bearing debt (Net)
✅ Continue efforts to return profits by stable dividends in accordance with the consolidated results

Shareholder Returns

Target: Consolidated payout ratio over 25%, DOE over 2%
### FY2015 Revised

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Income</td>
<td>¥70.0 billion</td>
</tr>
<tr>
<td>Net Income</td>
<td>¥35.0 billion</td>
</tr>
<tr>
<td>OP-ROA</td>
<td>5%</td>
</tr>
<tr>
<td>Net D/E</td>
<td>0.98</td>
</tr>
<tr>
<td>ROE</td>
<td>8.4%</td>
</tr>
<tr>
<td>Dividends</td>
<td>¥8/Share</td>
</tr>
</tbody>
</table>

**Net D/E** is calculated as the ratio of net debt to total equity.

**ROE** (Return on Equity) is calculated as the ratio of net income to total equity.
## Mid- and Long-Term Management Targets

<table>
<thead>
<tr>
<th></th>
<th>FY2013 Results (billion yen)</th>
<th>FY2014 Results (billion yen)</th>
<th>FY2015 Revised (billion yen)</th>
<th>FY2016 Target (billion yen)</th>
<th>Around 2020 Target (billion yen)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales</strong></td>
<td>1,566</td>
<td>1,550</td>
<td>1,355</td>
<td>1,750</td>
<td>1,800</td>
</tr>
<tr>
<td><strong>Operating income</strong></td>
<td>24.9</td>
<td>42.0</td>
<td>70.0</td>
<td>60.0</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Net income</strong></td>
<td>▲25.1</td>
<td>17.3</td>
<td>35.0</td>
<td>30.0</td>
<td>50.0</td>
</tr>
<tr>
<td><strong>ROA</strong></td>
<td>1.8%</td>
<td>3.0%</td>
<td>5.0%</td>
<td>4.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td><strong>ROE</strong></td>
<td>–</td>
<td>4.5%</td>
<td>8.4%</td>
<td>8.0%</td>
<td>Over 10%</td>
</tr>
<tr>
<td><strong>Net D/E</strong></td>
<td>1.44</td>
<td>1.22</td>
<td>0.98</td>
<td>→</td>
<td>1.00</td>
</tr>
<tr>
<td><strong>Dividends</strong></td>
<td>¥3/share</td>
<td>¥5/share</td>
<td>¥8/share</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

▲Denotes a minus

Stable dividends
(consolidated payout ratio: 25%↑, DOE:2%↑)
Creating new customer value and solving social challenges through business activities
Challenge, Diversity, One Team

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Unique environmental contribution standard “Blue Value™”

- Quantify social and environmental contributions made through business activities
- Evaluate environmental contribution by product applications
- Share information with stakeholders on development and launch of products and services with significant environmental contribution
- Develop “Blue Value Chain” to realize a cohesive society in harmony with the environment

Environmental impact through lifecycle assessment (LIME2)
- Global warming
- Depletion of resources/fuel
- Waste
- Pollution, etc.

m-SI※ Mitsui Chemicals original environmental impact assessment

Blue Value™ 3 Environmental contribution standards
- Reduce CO₂ emissions
- Protect resources
- Harmony with nature
- Cohesive society in harmony with the environment

Sustainable society (21st Century Environment Nation Strategy)
- Low carbon society
- Recycling society
- Natural symbiosis society

※m-SI: Mitsui Sustainability Index established in 2013
Features and Examples of “Blue Value™”

Blue Value Products

Example) Use of non-paint bumpers/instrumental panel materials

- PP compound
- Bumper Panels
- Paints
- Assembly

Develop high gloss grade
Develop ultra low gloss grade
Non-paint

13.3% reduction in GHG by eliminating painting process

Blue Value Product Sales (Mobility domain)

<table>
<thead>
<tr>
<th>FY13</th>
<th>FY14</th>
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<tbody>
<tr>
<td>140 billion yen</td>
<td>155 billion yen</td>
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Resolve social challenges by reducing environmental impact of the value chain through improvement of fuel efficiency with lightweight solutions and elimination of painting processes

Expand product assessments to quantify the value of environmental contributions
◆ Co-sponsored cicLAvia held in LA ◆
- Popular walker and non-motorized traffic event in Los Angeles -

Mr. Bruce Hall is an active photographer with visible impairments. Welcoming him as a partner embodies the philosophy of the Whole You brand, “The Whole Day” event was successfully organized on October 18, 2015.

*Event highlights will be released as a documentary soon.*
Whole You™ has received a significant number of inquiries from consumers who learned about the brand and its products from dynamic promotions such as People, TIME magazine, and the world's largest Internet radio service, Pandora.