



As a truly global firm, we will adopt world-class CSR practices.

Providing stakeholders across the world with the best quality

The Mitsubishi Rayon Group is committed to offering superior products and services that genuinely satisfy customers in line with its management philosophy of “Best Quality for a Better Life.” Based on an awareness that no company can survive without society’s trust, the Group is also seeking to achieve the best quality from the perspective of CSR; in terms of corporate governance, corporate ethics, relations with local communities and employees, and environmental consideration.

In May 2009, we acquired UK chemical firm Lucite International Group Limited and made it into a part of the Mitsubishi Rayon Group. Lucite is an established company and the world’s leading manufacturer of methyl methacrylate (MMA), from which acrylic resins are produced. The group has a management philosophy of “going further,” which means working tirelessly on all its pursuits for the highest level of achievement and going further to provide all customers and stakeholders with unmatched value. Although their mottos are different in wording, Lucite and our Group share the same values and orientation.

With Lucite as a new member, the brand-new Mitsubishi Rayon Group is now a truly global firm, with manufacturing bases in Europe, the United States, and Asia, and with sales offices around the world. This means that we will associate with customers and stakeholders with diverse historical and cultural backgrounds and fulfill social responsibility from a universal perspective.

The Group will put all its effort into its aim for implementing world-class CSR practices.

Creating a corporate atmosphere in which every single employee plays a positive role

As it advances CSR management, the Group attaches importance to full human resource development. While maintaining the corporate culture and traditions that Mitsubishi Rayon and Lucite have cultivated, we will integrate our own values and culture and share goals to evolve into a new Mitsubishi Rayon Group.

To this end, we will work to create a corporate environment where all employees proactively play a positive role by displaying their individual strengths rather than being forced into action. This allows us to develop into a strong global business and provide customers with a higher level of quality, and paves the way for corporate growth and continuous contribution to society.

Social contribution with eco products and technologies

Environmentally, we follow the major international trend as the first commitment period for carbon dioxide reduction under the Kyoto Protocol has begun. Corporate responsibility means giving consideration to global environmental issues with undertaking business activities, and helping to create a sustainable society.

To better serve the global environment, the Group will enlarge its next-generation core businesses. We will expand the business of environment-related products that we have already commercialized, including carbon fibers and hollow fiber membrane products. Carbon fibers are helpful for weight reduction while hollow fiber membrane aids the recycling and reuse of water. We will also work

to develop new environmentally friendly and cutting-edge materials. At the manufacturing stage we are working to prevent global warming from the standpoint of energy conservation. We also engage in chemical emissions reduction activities to reduce the environmental burden. For this purpose we have set chemical emissions reduction targets.

In this context, we established meetings on measures for preventing global warming in Japan, in which four production centers participate. We created flowcharts for individual production centers that depict the flows of steam, electricity, and other forms of energy used in different plants in order to visualize the energy losses. These have made surplus energy transferrable among the plants and able to be effectively used. At the same time, we run different educational programs for building environmental awareness and provide training for environmental engineers. To reduce the emissions of chemical substances, we established a chemical recycling process that converts acrylic resins back into MMA monomers, meeting our responsibility as a leading manufacturer of MMA. An industrial-level trial is already underway. This process is expected to contribute to achievement of a recycling-based society as it massively cuts energy consumption and CO₂ emissions, and reduces waste.

We will pursue synergies with Lucite in this domain to facilitate the development of new technologies.

The Mitsubishi Rayon Group's stakeholder base is now global in scale. The Group's CSR activities are driven by our unity with our stakeholders.

We hope this report will offer more insight into our CSR efforts and we would be grateful if readers would provide us with their honest feedback and suggestions for future activities.

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