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No. 3284

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Mitsubishi Electric's U.S. Building Solutions Website Receives Effie Award
Digital marketing platform recognized in business-to-business category

TOKYO, June 3, 2019 – [Mitsubishi Electric Corporation](http://www.mitsubishielectric.com) (TOKYO: 6503) announced today that Mitsubishi Electric US, Inc.'s Building Solutions website has received a Bronze award in the business-to-business category (BtoB) of the Effie Awards, an international awards program recognizing excellence in advertising. Mitsubishi Electric is the only winner of BtoB category this year, and this is believed to be the first time that a Japanese electronics manufacturer has captured Effie Awards in this category.

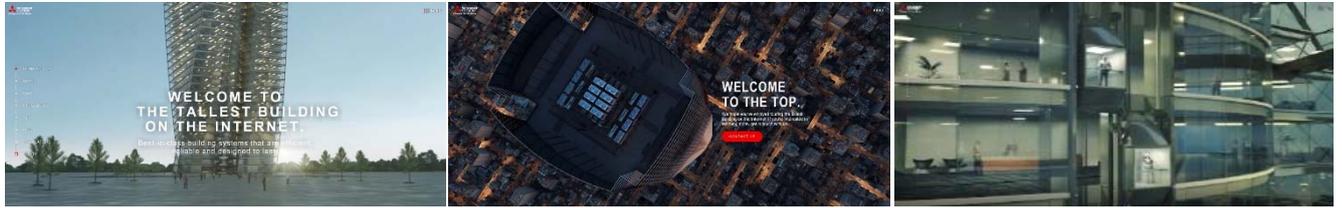


Effie Awards Ceremony (Local time on 30th May, 2019 : In New York • Effie US GALA)

The Building Solutions website (buildbettertogether.com) was launched in 2018 to introduce Mitsubishi Electric building solutions and equipment for the U.S. market. As a digital marketing platform, it provides online marketing support in parallel with traditional face-to-face sales activities, using customer purchasing behavior to help unearth prospective customers and support long-term relationships. Mitsubishi Electric plans to use the website in other global markets besides the United States.

The Effie Awards recognize the use of information and communication technology for the ongoing shift to digitally reorganized business-to-business operations. The shift reflects society's transition from tangible to intangible, such as conveying non-traditional value and intuitive expressions using video or computer graphics. The shift also reflects the global spread of smartphones and marketing activities that seamlessly connect online and offline environments, where smartphones serve as the key interface for communications and online marketing in business-to-business operations.

The website introduces solutions and equipment in a virtual building that would be the world's tallest if it actually existed. Videos present products and technologies while calculators allow users to learn about estimated running costs, energy savings and so on for each product. Clicks on specific products and other information enable the website to compile general information on customer interests.



Effie Award-winning Building Solutions website Mitsubishi Electric US, Inc. HP “Building Solutions”
<http://buildbettertogether.com>

The Effie Awards were launched in 1968, making this year the 50th anniversary of the awards. They use global standards to evaluate the effectiveness of marketing communications activities, recognizing not only promotional value but also business results, making them an internationally valued measure of superior global marketing. In addition to the Global Effie Awards, there are six regional Effie Awards programs, as well as National Effie Awards in 47 countries.

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About Mitsubishi Electric Corporation

With nearly 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded a revenue of 4,519.9 billion yen (US\$ 40.7 billion*) in the fiscal year ended March 31, 2019. For more information visit:

www.MitsubishiElectric.com

*At an exchange rate of 111 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2019