

Mitsubishi Electric Establishes Sales Company in Indonesia

Targeting business expansion in this promising market

Ratingen, Germany 14th December 2012

Mitsubishi Electric Corporation (TOKYO: 6503) announced that it has established a sales company in Indonesia, named PT. Mitsubishi Electric Indonesia (Mitsubishi Electric Indonesia), to handle sales of air-conditioning systems, home appliances and factory automation (FA) beginning in March 2013. Combining sales from these three businesses with existing manufacturing and sales for automotive equipment and elevators & escalators, the Mitsubishi Electric Group aims to raise consolidated annual sales in Indonesia to some 23 billion yen, or 300 million US dollars, by the fiscal year ending in March 2016.

The new company will help to strengthen links with current distributors and sales agents for expanded business in Indonesia, a priority market for Mitsubishi Electric.

Name: PT. Mitsubishi Electric Indonesia

Location: Headquarters: Jakarta

President: Director Takeshi Terada

Paid-in capital 60 billion Indonesian Rupiah (approximately 500 million yen)

Ownership Mitsubishi Electric Asia Pte. Ltd. (based in Singapore): 70%

Mitsubishi Electric Corporation: 30%

Registration November 5, 2012

Start-up (plan) March 1, 2013

Business:

1. Sales of residential and commercial air-conditioning systems
2. Sales of home appliances, including refrigerators
3. Sales of FA products, plus technical support and system proposals
4. Business support for marketing and tax, legal and labor matters

Employees Approximately 60 (fiscal year starting April 1, 2013)

Jaya Building, location of PT. Mitsubishi Electric Indonesia

Business**1. Air-conditioning systems sales**

Demand for residential air conditioners is expected to grow due to rising personal incomes. Targeting middle- to high-income earners, Mitsubishi Electric Indonesia will focus on value-added models offering high energy efficiency. Commercial demand is also growing due to a boom in construction of office buildings and hotels. The company will offer highly efficient "City Multi" air-conditioners and other products that meet diverse needs.

2. Home appliance sales

Mitsubishi Electric Indonesia will focus on expanding appliance sales networks, in addition to providing shop-front support for sales agents and strengthening sales channels with enhanced training programs.

Two- and three-door refrigerator models will be marketed to middle- and high-income households.

3. FA equipment sales, technical support and system proposals

Personnel will be added for stronger sales, marketing and technical services. Sales growth will focus primarily on manufacturers and parts suppliers in the automotive sector, where local production is increasing. New tie-ups with system integrators will strengthen business for energy-efficient infrastructure, such as rail transport and water purification, as well as factories and offices.

4. Business support for other businesses

Investment in electricity and transportation infrastructure, such as the Jakarta subway, is expected to increase. To accelerate business in these fields, Mitsubishi Electric Indonesia will provide related group businesses with market information and business support for tax, labor and legal matters.

Other Mitsubishi Electric Group Companies in Indonesia

PT. Mitsubishi Electric Automotive Indonesia

Headquarters: Bekasi

Ownership: Mitsubishi Electric Corporation: 100%

Business: Manufacturing and sales of automotive equipment (electrical components)

PT. Mitsubishi Jaya Elevator and Escalator

Headquarters: Jakarta

Ownership: Mitsubishi Electric Corporation: 41%

Mitsubishi Electric Building Techno-Service Co., Ltd.: 24%

Mitsubishi Corporation: 15%, Jaya: 20%

Business: Manufacturing, sales, installation and maintenance of elevators & escalators

Indonesia boasts the world's 18th largest GDP and the largest ASEAN economy. The country has the world's fourth largest population at 240 million, more than 40% of which is under 19 years of age. Domestic demand is expected to spur high rates of growth due to large-scale infrastructure projects and commercial building construction, attracting general contractors and manufacturers to enter the automotive and other sectors.

First released in Tokyo, Japan on 5th of December 2012



Picture 1: Jaya Building, location of PT. Mitsubishi Electric Indonesia

About Mitsubishi Electric:

With 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation 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, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 117.000 employees the company recorded consolidated group sales of 36,3 billion Euro* in the fiscal year ended March 31, 2012.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network

of local branches and distributors throughout the EMEA region.

**Exchange rate 109,56 Yen = 1 Euro, Stand 31.3.2012 (Source: Deutsche Bundesbank)*

Further Information:

www.mitsubishi-automation.com

www.mitsubishielectric.com

Mitsubishi Electric Europe B.V.

Factory Automation European Business Group

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