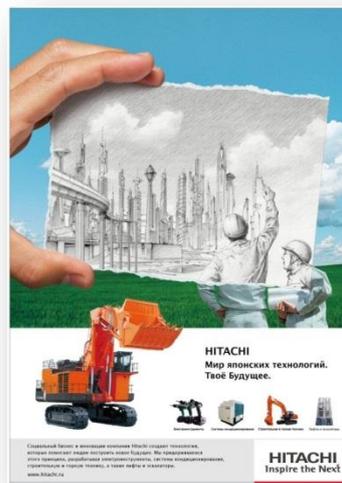


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## Hitachi launches first ever brand campaign in Kazakhstan and a further campaign in Russia



**Moscow, Russia, 3<sup>rd</sup> December, 2012** - Hitachi Europe Ltd., a wholly owned subsidiary of Hitachi, Ltd. (TSE:6501), today announced the launch of its brand campaigns in Russia and Kazakhstan. This is Hitachi's first ever brand campaign in Kazakhstan, whilst the Russian campaign builds on previous successful advertising in the region.

The Russian and Kazakhstan markets are experiencing growth in GDP (Gross Domestic Product) levels and demonstrate stable economic progress. Through these brand campaigns, Hitachi Group aims to expand in the Russian market, building on its global success. The new brand campaign in Kazakhstan aims to place Hitachi Group at the forefront of social innovation in the country.

At present, Hitachi Group's main activities in Russia include construction machinery

- more -

and power systems. In Kazakhstan, Hitachi is best known for construction machinery, home electronics, power tools and medical technology.

Hans Daems, Public Affairs Officer at Hitachi Europe, said: “The brand campaign in Russia aims to build on our success in the current market, particularly in the construction and infrastructure areas, whilst targeting new business opportunities in sectors. Meanwhile in Kazakhstan, Hitachi will focus on growth industries such as power, oil & gas and civil engineering projects. ”

Evident through the campaigns and their creative executions is Hitachi’s expertise and support for its Social Innovation Business.

Daems continued: “These campaigns express our response to global need through our Social Innovation Business and highlight our major products in both countries. The goal is to raise awareness and understanding of these areas of Hitachi’s business.”

**About Hitachi Europe Ltd.**

Hitachi Europe Ltd., headquartered in Maidenhead, UK, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of information & telecommunication systems; power and industrial system; rail system; digital media and consumer products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing with operations throughout 12 countries across Europe, the Middle East and Africa. And Hitachi Europe also has three Research and Development laboratories and a design centre. For more information, visit <http://www.hitachi.eu>. For more information on other Hitachi Group companies in Europe, please visit <http://www.hitachi.eu/>

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