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Hitachi Launches New “Global Brand Campaign”

*Brand communications aimed at accelerating collaborative creation
to be rolled out simultaneously in 19 countries*

• Campaign Copy

THE FUTURE IS OPEN TO SUGGESTIONS

• Campaign Logo

The logo consists of a solid red rectangular background. The words "Hitachi Social Innovation" are written across the center in a white, bold, sans-serif font.

Tokyo, Japan, May 23, 2016 --- Hitachi, Ltd. (TSE: 6501) today announced that the Hitachi Group launches the new “Global Brand Campaign” that is aligned with the management vision based on the “2018 Mid-term Management Plan” created during the current fiscal year. The new campaign will be rolled out simultaneously in 19 countries through various media. Under the campaign copy “THE FUTURE IS OPEN TO SUGGESTIONS,” the goal of this campaign is to build the brand through collaborative creation with customers and partners.

For three years starting in 2013, concurrently with the 2015 Mid-term Management Plan, Hitachi has been rolling out the Global Brand Campaign, in which it communicates a unified message throughout the world. These activities, which are a first for Hitachi, increase the presence of Hitachi as a global brand, while at the same time supporting the growth of the Social Innovation Business through tie-ins with businesses in various regions.

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The goal of the 2018 Mid-term Management Plan, which was created during the current fiscal year, is to make maximum use of IT and OT (operational technologies), two of Hitachi's core strengths, and to promote the further growth of the Social Innovation Business, while at the same time accelerating collaborative creation with customers as an innovation partner in the IoT era. In the new "Global Brand Campaign," in order to illustrate Hitachi's commitment to lead innovations in both society and industry in the IoT era through the Social Innovation Business, the "Hitachi Social Innovation" campaign logo has been created along with the campaign copy "THE FUTURE IS OPEN TO SUGGESTIONS," embodying Hitachi's strong determination to achieve the goals of the 2018 Mid-term Management Plan. TV commercials and Internet advertising provide an exciting means of expressing the ideas achieved through collaborative creation to resolve social issues in the IoT era. The intent is to increase the value of the Hitachi Brand by broadly communicating, to customers and partners throughout the world, Hitachi's active stance of facing up to and resolving increasingly complex social issues through collaborative creation with stakeholders.

On May 18, as part of the campaign, Hitachi renovated the "Social Innovation Hub," an internet site that aggregates information related to the Hitachi Group's activities throughout the world. By further enhancing the transmission of information related to Hitachi's Social Innovation Business, the company will put in place an environment that further accelerates collaborative creations with customers and partners around the globe.

■Social Innovation Hub

<http://social-innovation.hitachi>