

News Release

FOR IMMEDIATE RELEASE

**Hitachi Consumer Marketing and Hitachi Appliances
to Announce of the Name of a New Company that will be a Leader
in the Home Appliance and A/C Business in the Digital Era,
and its Representative**

Tokyo, March 1, 2019 – Hitachi Consumer Marketing, Inc. and Hitachi Appliances, Inc. today announced that they will, effective April 1, 2019, form a new company that will be a leader in the home appliance and air conditioner business in the digital era within the “Human Life” domain, upon which the Hitachi Group is focusing. The name of the new company and its representative are listed as below.

1. Name of New Company

Hitachi Global Life Solutions, Inc.

In recent years, innovations that make better use of digital technologies have been rapidly advancing across the world, resulting in a series of new products and services. Along with this development, global trends that are intended to solve complex challenges in society, such as efforts to realize Society 5.0 and Sustainable Development Goals (SDGs), are also changing every day. Against this background, the diversification of the lifestyles of customers around the world is also accelerating.

With a recognition of these changes in social structures, the new company, Hitachi Global Life Solutions, Inc., will offer products and services using digital technologies in the “Human Life” domain by leveraging its position, which is closest within the Hitachi Group to the everyday lives of customers. The new company will be a lifestyle solution company that improves customers’ Quality of Life by reflecting its their diversifying lifestyles and offering products and services that resolve lifestyle issues.

The new company will be formed through a merger of Hitachi Consumer Marketing, Inc., which has been involved in sales and services of home appliances and air conditioners, and Hitachi Appliances, Inc., which handles the design and manufacturing of home appliances and sales and services of air conditioners. Through the merger, the two companies will evolve into a business entity that can respond quickly to changes by combining their value chains from product planning through to design, manufacturing, sales and after-sales services, while simultaneously offering valuable products and services to customers.

Along with the above development, the new company will ensure that its diverse human resources establish a vibrant and dynamic corporate culture, thereby bringing unprecedented value to customers' lifestyles based on fresh and innovative ideas.

The name of the new company was decided by a vote in which over 10,000 employees worldwide. The name echoes the strong determination of the employees to provide solutions that support people's safety, security, and comfortable lives in the "Human Life" domain on a global basis.

2. Representative of New Company [Effective April 1, 2019]
(The title in brackets is the current position.)

President Jun Taniguchi (General Manager, Information & Control Systems Division 3, Control System Platform Division, Services & Platforms Business Unit, Hitachi, Ltd.)

Hitachi Global Life Solutions, Inc. will actively work on creating human life solutions and accelerate business expansion globally under the slogans "Strengthen and expansion of product business" and "Creation of solution business" in its growth strategy, under the strong leadership of Mr. Taniguchi, who has extensive experience of Hitachi's social innovation businesses using digital technologies.

<Biography>

Date of birth	December 3,	1972	(46 years old)
Business Experience	April,	2018	General Manager, Information & Control Systems Division 3, Control System Platform Division, Services & Platforms Business Unit
	October,	2013	Department Manager, Pharma & Food Systems Department, Global Project Development & Promotion Division, Business & Engineering Solutions Division, Social Innovation Project Division
	April,	1995	Joined Hitachi, Ltd.

3. Outline of New Company [April 1, 2019 (tentative)]

Corporate name	Hitachi Global Life Solutions, Inc.
Principal Office	Hitachi Atago Annex, 15-12, Nishishinbashi 2-chome, Minato-ku, Tokyo
Outline of Business	Sales, engineering, and maintenance services involving home appliances, air conditioners, equipment, etc., as well as provision of product solutions that use digital technologies
Capital	20 billion yen
Representative	President: Jun Taniguchi
Number of Employees	Approx. 11,300 (consolidated)
Main Shareholders and Shareholding Ratios	Hitachi, Ltd.: 100%

Related information

Hitachi Announces Merger of Hitachi Consumer Marketing and Hitachi Appliances to Handle Home Appliance and A/C Businesses

<http://www.hitachi.com/New/cnews/month/2018/10/181001a.html>

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