

News Release

FOR IMMEDIATE RELEASE

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Hitachi Europe Announces the Appointment of Pablo Hofelich as Chief Operating Officer

London, UK, January 28th 2015 -- Hitachi Europe Ltd., a subsidiary of Hitachi, Ltd. (TSE:6501), today announced that Mr Pablo Hofelich has been appointed as Chief Operating Officer (COO) of Hitachi Europe. Mr Hofelich will join Hitachi in this brand new role, effective from 1st February 2015.

Mr Hofelich is currently Managing Director and Chief Commercial Officer of Mitsubishi Hitachi Power Systems Europe GmbH, the European subsidiary of Mitsubishi Hitachi Power Systems, Ltd., the joint venture formed between Mitsubishi Heavy Industries, Ltd. and Hitachi, Ltd. in 2014. Previous to this, Mr Hofelich served as Managing Director and Chief Financial Officer at Hitachi Power Africa (Pty) Ltd. Mr Hofelich has also held senior positions at PriceWaterhouseCoopers and ABB.

In his new role at Hitachi, Mr Hofelich will be responsible for business development, working with Hitachi offices across Europe. He will also assist in developing and implementing the corporate business strategy to help drive growth in the region, reporting directly into Mr Kazuo Abe, Managing Director of Hitachi Europe and working closely with Mr Dieter Rennert, Chief Executive for Europe.

Hitachi is currently implementing policies aimed at the global rollout of its Social Innovation Business, providing market-leading infrastructure solutions underpinned by highly reliable and efficient information and telecommunications technology. As part of its 2015 Mid-term Management Plan, Hitachi has set a goal of increasing its ratio of overseas sales to over 50% and service revenues to over 40% by FY2015.

Mr Hofelich said: “2015 is an important year for Hitachi as it accelerates its globalisation and transformation into a global major player. Europe is a particularly key region for the company and as such I am delighted to take on this new role. I look forward to becoming part of the Management team and building upon our strategies in order to fulfil Hitachi’s ambitions in Europe.”

About Hitachi Europe Ltd.

Hitachi Europe Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Maidenhead, UK. The company is focused on its Social Innovation Business - delivering innovations that answer society’s challenges. Hitachi Europe and its subsidiary companies offers a broad range of information & telecommunication systems; rail systems, power and industrial systems; industrial components & equipment; automotive systems, financial services; digital media & consumer products and others with operations and research & development Laboratories across EMEA. For more information, visit <http://www.hitachi.eu>.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society’s challenges with our talented team and proven experience in global markets. The company’s consolidated revenues for fiscal 2013 (ended March 31, 2014) totalled 9,616 billion yen (\$93.4 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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