

News Release

HITACHI
Inspire the Next

HITACHI CONSULTING CORPORATION

FOR IMMEDIATE RELEASE

Contact:

Holly Tyzack

Account Director for Hitachi Consulting UK PR

Holly@rostrumpr.com

02074408674

Hitachi Consulting Acquires Leading Operations Management Consulting Firm Celerant Consulting

Strategic acquisition will further strengthen Hitachi Consulting's ability to deliver complete range of strategy, implementation and technology services for businesses across the globe

London, U.K. -- January 2, 2013 -- Hitachi Consulting, a subsidiary of Hitachi, Ltd (TSE: 6501) and a leading provider of [IT consulting](#) and [management consulting](#) solutions and services, today announced that it has acquired Celerant Consulting, a worldwide leader in business operations consulting. This latest acquisition will further enable Hitachi Consulting to serve its clients throughout an entire business transformation life cycle, while continuing to focus on delivering successful, sustainable change for its clients. Additionally, this acquisition will expand Hitachi Consulting's European, North American and South American presence.

Celerant is a leading global business operations consultancy, with offices throughout the Americas, Europe and the Middle East, and a global client base that spans over 57 countries. By adding Celerant's vast expertise across the chemical, consumer, energy, industrial, life sciences, metals and mining sectors to its own unique skill set, this latest acquisition will provide Hitachi Consulting with a deeper level of industry-specific and associated process expertise. As a result, Hitachi Consulting will be able to offer robust consulting capabilities in new and existing target industries.

"We are very pleased to have Celerant Consulting as a part of the Hitachi Group. As Hitachi's largest in-house company, Hitachi Information & Telecommunication Systems Company ("ITSC") is targeting to grow revenue from the consulting business to 130 billion yen (\$1.5 billion) by fiscal 2015. Under Hitachi's Social Innovation business initiative and global growth strategies, we expect sales of 800 billion yen (\$9.6 billion) from overseas markets by fiscal 2015; 35% of consolidated ITSC revenues. We believe the acquisition of Celerant Consulting is key to accelerating achievement of these KPIs, and provides Hitachi with the

-more-

ability to offer our customers deeper knowledge and expertise in Social Infrastructure fields including energy, mining, and various industrial sectors,” said Shinjiro Iwata, Senior Vice President and Executive Officer, President and CEO of Information & Telecommunication Systems Company of Hitachi, Ltd.

“Hitachi Consulting is committed to pursuing acquisitions that enable us to deliver a complete range of strategy, implementation, and technology services for our clients. Celerant already has a proven track record for designing and implementing value-based operational strategies for Fortune 500 companies on a global scale, and will therefore enable us to enhance the services that we can offer in this area,” said Phil Parr, President and CEO of Hitachi Consulting. “As such, we are confident that this acquisition will enable us to deliver measureable, high value results, as well as sustainable benefits that will generate a strong return on investment for our clients. By leveraging the power of Celerant’s unique capabilities, Hitachi Consulting is well positioned to assist business leaders to prepare for strategic transformations, to complete successful organizational change programs, and to deliver significant benefits to their bottom line as a result.”

Because Celerant’s operations consulting capabilities closely align with Hitachi Consulting’s management consulting and IT consulting capabilities, the acquisition will bring increased scale and depth of management consulting experience to the combined company. In addition, Celerant’s focus on delivering high value, sustainable results and investing in long term client relationships is culturally compatible with Hitachi Consulting’s client service philosophy.

“Celerant Consulting was founded on the philosophy that delivering results needs to be an obsession, and Hitachi Consulting clearly shares that same vision,” says Patrik Sjostedt, CEO at Celerant. “We have delivered successful, sustainable change for the world’s leading companies for more than 25 years, and look forward to working with everyone at Hitachi Consulting to maintain and exceed these very high standards.”

About Hitachi Consulting Corporation

As Hitachi, Ltd.'s global consulting company, with operations throughout North America, Europe, the Middle East and Asia, Hitachi Consulting is a recognised leader in delivering proven business and IT strategies and solutions to Global 2000 companies across many industries. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions. From business strategy development through application deployment, our consultants are committed to helping clients quickly realise measurable business value and achieve sustainable ROI. Hitachi Consulting's client base includes 25 percent of the Global 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge throughout each engagement. For more information visit www.hitachiconsulting.co.uk.

** Follow us on Twitter: @HitachiUK **

About Hitachi, Ltd.

Hitachi, Ltd., (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen (\$117.8 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

###