

News Release

FOR IMMEDIATE RELEASE

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Hitachi Hosts Social Innovation Forums in Turkey and Poland

*Hitachi Brings Together Business and Government
to Discuss Social Innovation Business*

London, February 17, 2014 --- Hitachi Europe Ltd., a wholly owned subsidiary of Hitachi, Ltd. (TSE: 6501, "Hitachi") has today announced that it will host Social Innovation Forums in two priority markets, Poland and Turkey. The goal of these Forums is to discuss the need for sustainable solutions to address the critical issues facing today's cities and societies. The Turkish Social Innovation Forum, in partnership with business consulting firm Frost & Sullivan, will take place at Ciragan Palace Kempinski, Istanbul on 19 February 2014. The Polish Social innovation Forum, in association with the Harvard Business Review, will take place at Westin Hotel, Warsaw on 27 February 2014.

These events will be an opportunity for customers as well as business partners to discuss the infrastructure of the future, spanning intelligent water solutions, connected health, urban mobility and IT. At both events, Mr Klaus Dieter Rennert, Chief Executive for Europe, Hitachi Ltd, will deliver a keynote presentation, outlining Hitachi's key business strategies for each country. Exhibitions will also show the wide range of products, solutions and state-of-the-art technologies of Hitachi. In Turkey, the event will also include panel discussions on Intelligent Water Solutions and Smart Infrastructure. In Poland, best-selling author and renowned Professor Andrew McAfee will discuss how IT affects businesses and society.

Hitachi is currently implementing policies aimed at the global rollout of the Social Innovation Business as part of its 2015 Mid-term Management Plan, and has set a goal of increasing the ratio of overseas sales, which was at 41% in FY2012, to over 50% by FY2015. Turkey and Poland are key strategic markets for Hitachi's growth in Europe and globally, as part of this 2015 Mid-Term Management Plan. Hitachi's aim is to contribute to the stable and sustainable growth of both countries through its Social Innovation Business.

Turkey's large domestic market and geographical position between Europe, the Middle East and Central Asia makes the country a gateway to all three regions. From 2002 – 2012, Turkey's average GDP growth was 5% each year. Hitachi's Istanbul office opened in August 2011 and rapid growth in the region now means Hitachi is represented in Turkey through 11 Group Companies including Hitachi Construction Machinery, Hitachi Data Systems, Hitachi Kokusai Electric, Hitachi Transport Systems and Hitachi Power. Hitachi's business has grown such in this time that the turnover in Turkey has now reached 1 billion Turkish Lira.

Recently, Hitachi has fulfilled a number of projects in Turkey, ranging from Finger Vein Authentication to Transport, Water Treatment and Healthcare. Hitachi's Finger Vein Authentication technology used at the ATMs of İşbankası created the biggest biometrics ATM network in Europe. Hitachi's Water Treatment Solution is also being used at the Hilton Hotel Istanbul, enabling the reuse of waste water to feed their grounds and gardens.

Hitachi also recognises the huge opportunity Poland offers, where according to analysts, the economy is set to grow by over three per cent in 2014. Currently the country is in the midst of a major infrastructure transformation, including energy, resources and telecommunications. Hitachi first established an office in Warsaw in 2006 and now has a significant presence in the country, with seven Hitachi Group companies represented including Hitachi Data Systems; Hitachi Power Tools; Hitachi Digital Media; Hitachi Information Systems; Hitachi Power; Hitachi Capital and Hitachi Transportation Systems Group.

Hitachi has been involved in many interesting projects in Poland, from establishing biometrics solutions in banks such as PBS and BHP using Hitachi's Finger Vein Technology, to Hitachi Construction Machinery being used on many of the country's expressways and highways. Hitachi sees Poland as a fantastic base to showcase its Social Innovation Business to other European neighbouring states - where there is also a big demand for further major infrastructure projects such as water recycling, flue gas desulphurisation and energy generation.

These two Social Innovation Forums form part of Hitachi's wider commitment to Social Innovation Business. Hitachi aspires to drive innovation together with all of its stakeholders in ways that make positive contributions to society. Through Hitachi's contribution to the stable and sustainable growth of both countries, Hitachi seeks to inspire a world that provides safety, comfort and convenience to people throughout the planet, as well as for future generations.

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 (including nuclear) and industrial system; rail systems; 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. 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/network/index.html>.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. The company's consolidated revenues for fiscal 2012 (ended March 31, 2013) totaled 9,041 billion yen (\$96.1 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 material & components, automotive systems and others.

For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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