

1. Qualitative Information Concerning Consolidated Business Results
(1) Summary of Fiscal 2012 Third-Quarter (Three Months and Nine Months
Ended December 31, 2012) Consolidated Business Results

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	2,113.1	(7%)	24,289	6,468.7	(5%)	74,353
Operating income	68.3	(26.7)	785	231.9	(33.7)	2,666
Income before income taxes	59.4	(24.5)	683	175.6	(41.3)	2,019
Net income	28.8	(17.5)	332	94.3	(29.7)	1,085
Net income attributable to Hitachi, Ltd. stockholders	20.2	(14.0)	233	50.3	(34.8)	579

During the third quarter of fiscal 2012, the U.S. economy continued to experience a moderate recovery as a result of improvements in both the employment and housing markets. However, global economic uncertainty has persisted due to the European sovereign debt crisis, a continued slowdown in economic growth in China and India, and other factors.

The Japanese economy showed increasing signs of an economic slowdown brought on by lower exports due to economic uncertainty surrounding Europe and China and the strong yen during the third quarter of fiscal 2012, and softer consumer spending following the end of the subsidy scheme for environmentally-friendly vehicles.

Hitachi's consolidated revenues for the third quarter of fiscal 2012 declined 7% year over year, to 2,113.1 billion yen. This decline mainly reflected the sale of the hard disk drive business in fiscal 2011, as well as decreased year over year revenues in the Electronic Systems & Equipment, the High Functional Materials & Components and the Automotive Systems segments which were affected by a delayed recovery in demand. Conversely, the Power Systems Segment posted higher revenues due to increased sales of thermal power generation systems. The Social Infrastructure & Industrial Systems Segment also posted higher revenues, where the elevator and escalator business in China performed steadily.

Hitachi posted operating income of 68.3 billion yen, down 26.7 billion yen year over year, despite higher operating income in the Power Systems, the Digital Media & Consumer Products and the Social Infrastructure & Industrial Systems segments. The lower operating income overall was mainly attributable to the impact of the sale of the hard disk drive business, and lower year over year operating income due to decreased revenues in the High Functional Materials & Components, the Electronic Systems & Equipment, the Automotive Systems and the Construction Machinery segments.

Hitachi posted net other deductions of 8.9 billion yen, 2.2 billion yen better year over year. Although there was an increase in equity in net loss of affiliated companies, foreign exchange gain was posted due to the yen's depreciation at the end of the third quarter of fiscal 2012, and business structural reform expenses declined.

As a result, Hitachi recorded income before income taxes of 59.4 billion yen, a year over year decline of 24.5 billion yen. After taxes of 30.5 billion yen, Hitachi posted net income of 28.8 billion yen, a year over year decrease of 17.5 billion yen. After deducting net income attributable to noncontrolling interests of 8.6 billion yen, Hitachi recorded net income attributable to Hitachi, Ltd. stockholders of 20.2 billion yen, down 14.0 billion yen year over year.

For the nine-month period ended December 31, 2012, consolidated revenues decreased 5% year over year, to 6,468.7 billion yen. Operating income declined 33.7 billion yen year over year, to 231.9 billion yen. Hitachi recorded net income attributable to Hitachi, Ltd. stockholders of 50.3 billion yen, a 34.8 billion yen decline year over year.

Excluding the impact in the previous fiscal year of selling the hard disk drive business and the small and medium-sized display business, consolidated revenues for the third quarter of fiscal 2012 increased 1% year over year, while operating income declined 12.1 billion yen, and income before income taxes declined 16.1 billion yen. Additionally, net income attributable to Hitachi, Ltd. stockholders declined 4.3 billion yen year over year.

For the nine-month period ended December 31, 2012, consolidated revenues increased 2% year over year, operating income declined 8.8 billion yen, and income before income taxes declined 25.1 billion yen. Furthermore, net income attributable to Hitachi, Ltd. stockholders declined 18.6 billion yen year over year.

(2) Revenues and Operating Income (Loss) by Business Segment

Results by segment were as follows:

[Information & Telecommunication Systems]

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	409.4	0%	4,706	1,242.3	3%	14,280
Operating income	15.9	(2.9)	183	43.1	(6.8)	496

For the third quarter of fiscal 2012, segment revenues were flat year over year at 409.4 billion yen. While sales of telecommunications declined, sales of services increased.

The segment recorded operating income of 15.9 billion yen, a decline of 2.9 billion yen year over year. This decline mainly reflected lower sales of telecommunications and lower profitability of services.

For the first nine months of fiscal 2012, revenues increased 3% year over year, to 1,242.3 billion yen. Segment operating income was 43.1 billion yen, down 6.8 billion yen.

[Power Systems]

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	205.7	24%	2,365	619.2	15%	7,118
Operating income	6.5	18.4	75	14.0	25.2	161

For the third quarter of fiscal 2012, revenues increased 24% year over year, to 205.7 billion yen. The overall increase reflected higher sales of thermal power generation systems and the taking-over of part of the transmission and distribution business from Japan AE Power Systems Corporation.

The segment recorded operating income of 6.5 billion yen, an 18.4 billion yen improvement year over year. This improvement resulted from increased revenues, and progress with cost-reduction initiatives. Additionally, in the same period of the previous fiscal year, Hitachi recorded additional expenses at overseas thermal power generation systems projects.

For the first nine months of fiscal 2012, revenues increased 15% year over year, to 619.2 billion yen. The segment reported operating income of 14.0 billion yen, an improvement of 25.2 billion yen year over year.

[Social Infrastructure & Industrial Systems]

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	296.9	14%	3,413	842.2	9%	9,681
Operating income	11.3	3.4	130	14.5	0.3	167

For the third quarter of fiscal 2012, segment revenues increased 14% year over year, to 296.9 billion yen. The overall increase mainly reflected steady growth in the elevators and escalators business in China, and higher sales of industrial-use electrical equipment for overseas.

The segment recorded operating income of 11.3 billion yen, a 3.4 billion yen increase year over year, mainly due to higher revenues.

For the first nine months of fiscal 2012, the segment reported revenues of 842.2 billion yen, up 9% year over year, and operating income of 14.5 billion yen, an increase of 0.3 billion yen year over year.

[Electronic Systems & Equipment]

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	218.4	(12%)	2,510	728.9	(7%)	8,379
Operating income	0.5	(8.0)	6	20.3	(9.5)	234

For the third quarter of fiscal 2012, the segment recorded revenues of 218.4 billion yen, a decrease of 12% year over year. This overall decline mainly reflected lower revenues due to decreased sales of medical analysis systems and display-related manufacturing equipment at Hitachi High-Technologies Corporation.

Segment operating income declined 8.0 billion yen, to 0.5 billion yen, mainly due to lower earnings in line with decreased sales at Hitachi High-Technologies.

For the first nine months of fiscal 2012, the segment reported revenues of 728.9 billion yen, a 7% decline year over year. Operating income declined 9.5 billion yen, to 20.3 billion yen.

[Construction Machinery]

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	175.9	(6%)	2,023	546.5	1%	6,282
Operating income	9.3	(3.9)	107	32.1	(6.9)	369

For the third quarter of fiscal 2012, the segment recorded a 6% year over year decline in revenues, to 175.9 billion yen, despite higher sales to the rental industry in the Americas. The overall decline reflected lower sales of hydraulic excavators due to the impact of lower demand in China.

Segment operating income decreased 3.9 billion yen, to 9.3 billion yen, reflecting lower sales in China.

For the first nine months of fiscal 2012, the segment reported revenues of 546.5 billion yen, up 1% year over year. Operating income declined 6.9 billion yen year over year, to 32.1 billion yen.

[High Functional Materials & Components]

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	331.9	(8%)	3,815	1,006.2	(5%)	11,567
Operating income	8.0	(14.9)	92	46.2	(10.5)	531

For the third quarter of fiscal 2012, segment revenues declined 8% year over year, to 331.9 billion yen. The overall decline reflected lower net sales at Hitachi Metals, Ltd. due to lower demand for semiconductor- and display-related products and also reflected lower net sales at Hitachi Cable, Ltd. due to its withdrawal from unprofitable businesses and decreased sales of electronics-related products.

Segment operating income decreased 14.9 billion yen year over year, to 8.0 billion yen. This was mainly attributable to lower earnings due to lower revenues and the impact of falling raw materials prices at Hitachi Metals.

For the first nine months of fiscal 2012, the segment reported revenues of 1,006.2 billion yen, 5% down year over year. Operating income declined 10.5 billion yen, to 46.2 billion yen.

[Automotive Systems]

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	190.9	(7%)	2,195	592.8	4%	6,814
Operating income	6.7	(4.2)	77	25.9	(0.8)	299

For the third quarter of fiscal 2012, segment revenues decreased 7% year over year, to 190.9 billion yen. This was mainly the result of the impact of lower automobile production in Japan.

The segment recorded operating income of 6.7 billion yen, down 4.2 billion yen year over year, mainly due to lower revenues.

For the first nine months of fiscal 2012, segment revenues increased 4% year over year, to 592.8 billion yen, while operating income declined 0.8 billion yen, to 25.9 billion yen.

[Digital Media & Consumer Products]

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	198.1	2%	2,278	626.9	(6%)	7,207
Operating income (loss)	0.0	4.8	1	(2.3)	(2.8)	(27)

For the third quarter of fiscal 2012, the segment recorded revenues of 198.1 billion yen, up 2% year over year. This result reflected firm sales of home appliances and other products, as well as the absence of the impact of the flooding in Thailand that had occurred during the previous fiscal year.

The segment recorded positive operating income, which represented a year over year improvement of 4.8 billion yen. The improved performance reflected the benefits of business structure reforms in the flat-panel TV business, and the absence of the impact of the flooding in Thailand.

For the first nine months of fiscal 2012, segment revenues declined 6% year over year, to 626.9 billion yen. The segment recorded an operating loss of 2.3 billion yen, 2.8 billion yen worse year over year.

Note: The optical disk drive operations are conducted by Hitachi-LG Data Storage, Inc. (HLDS), which has a December 31 fiscal year-end, different from Hitachi's March 31 year-end. Hitachi's results for the nine months ended December 31, 2012 include operating results of HLDS for the nine months ended September 30, 2012.

[Financial Services]

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	80.6	(5%)	927	260.2	(2%)	2,992
Operating income	6.1	(0.1)	70	19.8	(0.5)	228

For the third quarter of fiscal 2012, the segment reported a 5% year over year decline in revenues, to 80.6 billion yen. Hitachi Capital Corporation saw revenues decline in the finance services business for corporate customers, and the commission services for consumers in Japan, although the overseas business performed well, particularly in Asia.

Segment operating income declined 0.1 billion yen year over year, to 6.1 billion yen, due to the lower revenues.

For the first nine months of fiscal 2012, segment revenues declined 2% year over year, to 260.2 billion yen. Operating income declined 0.5 billion yen, to 19.8 billion yen.

[Others]

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)	Yen (billions)	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	266.4	(39%)	3,063	823.1	(37%)	9,462
Operating income	8.8	(18.8)	101	29.6	(25.8)	341

For the third quarter of fiscal 2012, segment revenues declined 39% year over year, to 266.4 billion yen. The overall decline reflected the sale of the hard disk drive business in the previous fiscal year.

Segment operating income decreased 18.8 billion yen year over year, to 8.8 billion yen, due mainly to the sale of the hard disk drive business.

For the first nine months of fiscal 2012, segment revenues declined 37% year over year, to 823.1 billion yen. Operating income declined 25.8 billion yen, to 29.6 billion yen.

Note: Effective on April 1, 2012, Hitachi discontinued the Components & Devices Segment. The businesses, which were previously included in the Components & Devices Segment, have been included in the Others. Figures for each segment, including figures for the previous fiscal year, reflect the changed segmentation.

(3) Revenues by Market

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change	U.S. dollars (millions)	Yen (billions)	Year over year change	U.S. dollars (millions)
Japan	1,245.4	(3%)	14,315	3,797.1	(2%)	43,646
Outside Japan	867.7	(11%)	9,974	2,671.5	(10%)	30,707
Asia	398.8	(12%)	4,584	1,245.3	(15%)	14,315
North America	190.9	(12%)	2,195	578.2	(5%)	6,647
Europe	153.9	(20%)	1,769	464.1	(18%)	5,335
Other Areas	123.9	9%	1,425	383.7	11%	4,410

For the third quarter of fiscal 2012, revenues in Japan were 1,245.4 billion yen, down 3% year over year. This result mainly reflected lower revenues in the High Functional Materials & Components Segment due to the impact of lower demand in the electronics field, and decreased revenues in the Others Segment due to the sales of the hard disk drive business.

Outside Japan revenues declined 11% year over year, to 867.7 billion yen, despite higher revenues in the Social Infrastructure & Industrial Systems Segment due to solid sales of elevators and escalators in China. The overall decline was mainly attributable to lower year over year sales in the Electronic Systems & Equipment and certain other

segments as well as the impact of the sale of the hard disk drive business.

As a result, the ratio of overseas revenues to consolidated revenues was 41%, 2 points lower year over year.

For the first nine months of fiscal 2012, revenues in Japan declined 2% year over year, to 3,797.1 billion yen. Overseas revenues decreased 10% year over year, to 2,671.5 billion yen.

Excluding the impact in the previous fiscal year of selling the hard disk drive business and the small and medium-sized display business, revenues in Japan for the third quarter of fiscal 2012 declined 2% year over year, while revenues outside Japan increased 4%. For the nine-month period ended December 31, 2012, revenues in Japan were flat year over year, while revenues outside Japan increased 4%.

(4) Capital Expenditures, Depreciation and R&D Expenditures

For the third quarter of fiscal 2012, capital expenditures on a completion basis, excluding leasing assets, decreased 2% year over year, to 92.1 billion yen. The overall decline mainly reflected the impact of the sale of the hard disk drive business.

Depreciation, excluding leasing assets, decreased 20% year over year, to 56.5 billion yen. This was primarily due to the sale of the hard disk drive business, and the strict selection of capital investments.

R&D expenditures decreased 16% year over year, to 82.3 billion yen, which corresponded to 3.9% of consolidated revenues. This decline mainly reflected the impact of the sale of the hard disk drive business, and occurred despite continued investment in research and development to strengthen the Social Innovation Business.

For the first nine months of fiscal 2012, capital expenditures on a completion basis, excluding leasing assets, increased 10% year over year, to 272.5 billion yen. Depreciation, excluding leasing assets, declined 20%, to 162.0 billion yen. R&D expenditures declined 16%, to 248.1 billion yen, corresponding to 3.8% of consolidated revenues.

2. Financial Position

(1) Financial Position

	As of December 31, 2012		
	Yen (billions)	Change from March 31, 2012	U.S. dollars (millions)
Total assets	9,646.5	228.0	110,880
Total liabilities	6,706.5	62.0	77,087
Interest-bearing debt	2,681.3	284.9	30,821
Total Hitachi, Ltd. stockholders' equity	1,893.9	122.1	21,770
Noncontrolling interests	1,045.9	43.7	12,023
Total Hitachi, Ltd. stockholders' equity ratio	19.6%	0.8 point improvement	-
D/E ratio (including noncontrolling interests)	0.91 times	0.05 point increase	-

Total assets as of December 31, 2012 increased 228.0 billion yen from March 31, 2012, to 9,646.5 billion yen, mainly due to building up inventory ahead of the fiscal year-end and the acquisition of the U.K. company Horizon Nuclear Power Limited. Interest-bearing debt increased 284.9 billion yen from March 31, 2012, to 2,681.3 billion yen, because of an increase in short-term debt, mainly in the form of commercial paper. Stockholders' equity increased 122.1 billion yen from March 31, 2012, to 1,893.9 billion yen. As a result, the total Hitachi, Ltd. stockholders' equity ratio was 19.6%. The debt-to-equity ratio, including noncontrolling interests, was 0.91 times.

(2) Cash Flows

	Three months ended December 31, 2012			Nine months ended December 31, 2012		
	Yen (billions)	Year over year change	U.S. dollars (millions)	Yen (billions)	Year over year change	U.S. dollars (millions)
Cash flows from operating activities	(17.7)	(25.2)	(204)	245.3	144.7	2,820
Cash flows from investing activities	(232.8)	(149.7)	(2,676)	(453.6)	(148.8)	(5,214)
Free cash flows	(250.5)	(175.0)	(2,880)	(208.3)	(4.1)	(2,394)
Cash flows from financing activities	229.7	85.0	2,640	173.7	(74.9)	1,997

Operating activities in the third quarter of fiscal 2012 used net cash of 17.7 billion yen, a year over year change of 25.2 billion yen from net cash provided in the third quarter of fiscal 2011, mainly due to a decrease in net income.

Investing activities used net cash of 232.8 billion yen, 149.7 billion yen more than the corresponding period in the previous fiscal year. This result mainly reflected cash used for acquisitions in the power systems and the information & telecommunication systems fields to achieve growth in global markets.

Free cash flows, the sum of cash flows from operating and investing activities, was a negative 250.5 billion yen.

Financing activities provided net cash of 229.7 billion yen, up 85.0 billion yen year over year. This mainly reflected the increase in short-term debt mainly from the issue of commercial paper.

The net result of the above items was an increase of 14.5 billion yen in cash and cash equivalents during the third quarter of fiscal 2012, to 606.5 billion yen, including the effect of exchange rate changes on cash and cash equivalents.

For the first nine months of fiscal 2012, operating activities provided net cash of 245.3 billion yen, an increase of 144.7 billion yen. This increase mainly reflected the absence of a decline in cash from operations due to acceptance delays from customers during the same period of fiscal 2011 which occurred as a result of the Great East Japan Earthquake.

Investing activities used net cash of 453.6 billion yen, 148.8 billion yen more than the corresponding period of the previous fiscal year, due mainly to strategic investments for growth.

Free cash flows, the sum of cash flows from operating and investing activities, was a negative 208.3 billion yen.

Financing activities provided net cash of 173.7 billion yen, a decrease of 74.9 billion yen from the corresponding period of the previous fiscal year. The decrease was mainly due to an increase in dividend payments.

3. Outlook for Fiscal 2012

	Year ending March 31, 2013			
	Yen (billions)	Change from previous forecast	Year over year change (% or billion yen)	U.S. dollars (millions)
Revenues	8,900.0	(100.0)	(8%)	102,299
Operating income	420.0	(60.0)	7.7	4,828
Income before income taxes	330.0	(70.0)	(227.7)	3,793
Net income	225.0	(65.0)	(187.8)	2,586
Net income attributable to Hitachi, Ltd. stockholders	150.0	(50.0)	(197.1)	1,724

Note: All fiscal 2012 outlook figures were converted using 87 yen to the U.S. dollar.

In terms of the overall business environment going forward, uncertainty surrounding the outlook is expected to persist due to such factors as protracted economic sluggishness in Europe, and slowing economic growth in China, India and other emerging economies. In electronics-related fields in particular, such as

semiconductors and information devices, a slow recovery in global demand is forecast.

Under these circumstances, Hitachi has revised its forecasts announced on October 30, 2012, as per the table above. The revised forecasts are based on restrained capital expenditures at customer companies, falling demand for electronics-related products, some temporal expenses in a certain segment, and other factors.

The Hitachi Group aims to achieve sustained growth in global markets centered on the Social Innovation Business. To this end, it is continuously reviewing its business portfolio and accelerating far-reaching cost structure reforms through the Hitachi Smart Transformation Project. In this way, the Hitachi Group is focusing management resources on the Social Innovation Business, while at the same time promoting efforts such as rigorous cash flow management to strengthen its management base. With these actions, the Hitachi Group is determined to transform into a global major player.

Hitachi is assuming exchange rates of 90 yen to the U.S. dollar and 120 yen to the euro for the fourth quarter of fiscal 2012.

Other

(1) Changes in significant subsidiaries during the period (changes in specified subsidiaries causing changes in scope of consolidation).

Yes [One newly consolidated subsidiary]

Company name: Horizon Nuclear Power Limited

Reason of change: Acquisition

Horizon Nuclear Power is a U.K. company which develops nuclear power business.

(2) Application of simple accounting treatment and/or specific accounting treatment in preparing the quarterly consolidated financial statements.

Yes

Hitachi computes interim income tax provisions by applying an estimated annual effective tax rate, which is reasonably determined considering the factors that will affect the tax rate including non-taxable transactions, tax credits and valuation allowances, to income before income taxes.

(3) Changes in accounting principles, procedures and presentation methods for preparing quarterly consolidated financial statements.

Yes

Effective on April 1, 2012, Hitachi, Ltd. and its domestic subsidiaries changed their depreciation method for property, plant and equipment mainly from the declining-balance method to the straight-line method.

Cautionary Statement

Certain statements found in this document may constitute "forward-looking statements" as defined in the U.S. Private Securities Litigation Reform Act of 1995. Such "forward-looking statements" reflect management's current views with respect to certain future events and financial performance and include any statement that does not directly relate to any historical or current fact. Words such as "anticipate," "believe," "expect," "estimate," "forecast," "intend," "plan," "project" and similar expressions which indicate future events and trends may identify "forward-looking statements." Such statements are based on currently available information and are subject to various risks and uncertainties that could cause actual results to differ materially from those projected or implied in the "forward-looking statements" and from historical trends. Certain "forward-looking statements" are based upon current assumptions of future events which may not prove to be accurate. Undue reliance should not be placed on "forward-looking statements," as such statements speak only as of the date of this document.

Factors that could cause actual results to differ materially from those projected or implied in any "forward-looking statement" and from historical trends include, but are not limited to:

- economic conditions, including consumer spending and plant and equipment investment in Hitachi's major markets, particularly Japan, Asia, the United States and Europe, as well as levels of demand in the major industrial sectors Hitachi serves, including, without limitation, the information, electronics, automotive, construction and financial sectors;
- exchange rate fluctuations of the yen against other currencies in which Hitachi makes significant sales or in which Hitachi's assets and liabilities are denominated, particularly against the U.S. dollar and the euro;
- uncertainty as to Hitachi's ability to access, or access on favorable terms, liquidity or long-term

financing;

- uncertainty as to general market price levels for equity securities, declines in which may require Hitachi to write down equity securities that it holds;
- the potential for significant losses on Hitachi's investments in equity method affiliates;
- increased commoditization of information technology products and digital media-related products and intensifying price competition for such products, particularly in the Digital Media & Consumer Products segments;
- uncertainty as to Hitachi's ability to continue to develop and market products that incorporate new technologies on a timely and cost-effective basis and to achieve market acceptance for such products;
- rapid technological innovation;
- the possibility of cost fluctuations during the lifetime of, or cancellation of, long-term contracts for which Hitachi uses the percentage-of-completion method to recognize revenue from sales;
- fluctuations in the price of raw materials including, without limitation, petroleum and other materials, such as copper, steel, aluminum, synthetic resins, rare metals and rare-earth minerals, or shortages of materials, parts and components;
- fluctuations in product demand and industry capacity;
- uncertainty as to Hitachi's ability to implement measures to reduce the potential negative impact of fluctuations in product demand, exchange rates and/or price of raw materials or shortages of materials, parts and components;
- uncertainty as to Hitachi's ability to achieve the anticipated benefits of its strategy to strengthen its Social Innovation Business;
- uncertainty as to the success of restructuring efforts to improve management efficiency by divesting or otherwise exiting underperforming businesses and to strengthen competitiveness;
- uncertainty as to the success of cost reduction measures;
- general socioeconomic and political conditions and the regulatory and trade environment of countries where Hitachi conducts business, particularly Japan, Asia, the United States and Europe, including, without limitation, direct or indirect restrictions by other nations on imports and differences in commercial and business customs including, without limitation, contract terms and conditions and labor relations;
- uncertainty as to the success of alliances upon which Hitachi depends, some of which Hitachi may not control, with other corporations in the design and development of certain key products;
- uncertainty as to Hitachi's access to, or ability to protect, certain intellectual property rights, particularly those related to electronics and data processing technologies;
- uncertainty as to the outcome of litigation, regulatory investigations and other legal proceedings of which the Company, its subsidiaries or its equity method affiliates have become or may become parties;
- the possibility of incurring expenses resulting from any defects in products or services of Hitachi;
- the possibility of disruption of Hitachi's operations by earthquakes, tsunamis or other natural disasters;
- uncertainty as to Hitachi's ability to maintain the integrity of its information systems, as well as Hitachi's ability to protect its confidential information or that of its customers;
- uncertainty as to the accuracy of key assumptions Hitachi uses to evaluate its significant employee benefit-related costs; and
- uncertainty as to Hitachi's ability to attract and retain skilled personnel.

The factors listed above are not all-inclusive and are in addition to other factors contained in other materials published by Hitachi.