

**FOR IMMEDIATE RELEASE**

## **Hitachi Establishes PT. Hitachi Asia Indonesia**

*To focus on Social Innovation Business as Hitachi  
further expands and strengthens operations in Indonesia*

**Jakarta, July 18, 2013**---Hitachi Asia Ltd. today announced that it has established its subsidiary, PT. Hitachi Asia Indonesia in Jakarta, Republic of Indonesia to grow operations and further expansion of its Social Innovation Business in Indonesia. The new company was established with initial capital of US\$3 million, and will start its operations in October 2013.

“Hitachi considers Indonesia as the biggest opportunity market in the ASEAN region. As the country targets to be the 10<sup>th</sup> largest economy in the world by 2025, as laid out in the ‘Indonesia Economic Master Plan’ or MP3EI, it’s inevitable that the government needs to invest in social infrastructure like transportation and power generation,” said Yukio Toyoshima, Managing Director of Hitachi Asia Ltd. “This presents plenty of business opportunities for Hitachi in providing social infrastructure products and solutions to the Indonesian market.”

Although Indonesia’s economy is projected to increase by less than 6% this year, the government is raising infrastructure spending from 2% to 2.5% of GDP designed to counter slowing growth. In four of the past five years, Southeast Asia’s largest economy grew by more than 6%.

“We are excited about the setting up PT. Hitachi Asia Indonesia because now Hitachi will gain greater flexibility to grow our social infrastructure business and will better enhance our competitiveness as we continue to build solid relationships with Indonesian businesses,” said Hiroyuki Yagi, President Director of PT Hitachi Asia Indonesia. “Through our wide range of business portfolio, we are confident that we can contribute to the development of the Indonesian society over the medium- to long-term.”

Hitachi has been doing business in Indonesia since 1932 where its first exports were electric motors and electric fans. In 1975, Hitachi, Ltd. established the Jakarta Representative Office and later in 1995 its management was transferred to Hitachi Asia Ltd. Since then, it has marketed a wide range of products and services for various industry sectors like power transmission & distribution systems, infrastructure systems, IT systems and automotive systems.

To further boost its brand awareness, Hitachi will unveil its marketing communications campaign in the Indonesian market starting this month under the slogan “SOCIAL INNOVATION – IT’S OUR FUTURE”. To be seen in Indonesian TV, print and outdoor media, the new Hitachi campaign endeavors to build the brand as a global company in the Social Innovation Business.

#### **PT. Hitachi Asia Indonesia Profile**

Item	Description
Company name	PT. Hitachi Asia Indonesia
Address	Menara BCA, Jl. M.H. Thamrin No.1, Jakarta 10310
Registered	June 20, 2013
Representative	Hiroyuki Yagi, President Director
Business	Sales and marketing of Power Transmission & Distribution Systems and Equipment, Infrastructure Systems, IT Systems and products including automated equipment for financial institutions and Data center service. Marketing of Automotive systems.
Capital	US\$ 3,000,000
Employees	40(plan as of end March 2014)

#### **About Hitachi Asia Ltd.**

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd. and established in Singapore in 1989, operates across seven Asian countries (Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam). Business includes information systems, power and industrial systems, R&D, and digital media systems.

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

#### **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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