

FOR IMMEDIATE RELEASE

Hitachi Announces Establishment of Hitachi Asia Vietnam

*Further strengthens Hitachi's position for growth
in Social Innovation Business in Vietnam*

Ho Chi Minh City, August 05, 2013 --- Hitachi Asia Ltd. today announced the establishment of its subsidiary Hitachi Asia (Vietnam) Co., Ltd. in Ho Chi Minh City, Socialist Republic of Vietnam, allowing Hitachi to further expand its Social Innovation Business in Vietnam. Established with an initial capital of approximately US\$ 500,000, the company has started operations in August 2013.

“Vietnam’s economic growth provides plenty of business opportunities for Hitachi in fulfilling the market demand for social infrastructure products, services and solutions,” said Yukio Toyoshima, Managing Director of Hitachi Asia Ltd. “The establishment of the Vietnam subsidiary will let Hitachi to further intensify its business in the country and to better serve its customers in this key market. Hitachi will now have the flexibility to invest in facilities and to expand operations including social infrastructure, power systems and IT systems,”

In recent years, Vietnam has attracted a lot of foreign direct investment (FDI) and Official Development Assistance (ODA) from other countries and Japan accounts for a sizable proportion in both FDI and ODA to the country. Of the total US\$ 13 billion FDI to Vietnam last year, US\$ 5.1 billion was from Japan representing 40% of the total FDI. Meanwhile, the total committed 2012 Japanese ODA to Vietnam was JPY 286 billion (more than US\$ 2.9 billion).

In June this year, Hitachi entered into an order contract, valued at approximately 37 billion yen, with the Management Authority for Urban Railways of the People’s Committee of Ho Chi Minh City for the construction of Vietnam’s first urban railway in Ho Chi Minh City. Hitachi is to deliver subsystems including 17 train sets (total: 51 cars), signaling system, telecommunication system including wireless train radio system, and power supply system, as well as platform screen doors, automatic fare collection system, and depot facilities. Hitachi is also scheduled to undertake five years maintenance work after the start of commercial operations, of which details are to be stipulated in a separate agreement at a later stage. The new urban railway is scheduled to begin operations in early 2018.

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“With Hitachi’s extensive products and services, our continued business activities as exemplified by the setting up of Hitachi Asia Vietnam will contribute in the development of the Vietnamese society especially as it aims to become an industrial country by 2020,” said Nobuyuki Nakamura, General Director of Hitachi Asia (Vietnam) Co., Ltd. “We are now more than ready to meet and satisfy our Vietnamese customers’ social infrastructure requirements.”

In 1972, Hitachi exported the electric power facility to the Can Tho power generation plant and established the representative office in Ho Chi Minh City in 1994 and Hanoi in 1996. Since then, it has marketed a wide range of products, services and solutions for various industry sectors like home appliances, infrastructure systems, IT systems and others.

To further boost its brand awareness, Hitachi has unveiled its marketing communications campaign in the Vietnamese market in May until August 2013 under the slogan “SOCIAL INNOVATION – IT’S OUR FUTURE”. Seen in Vietnamese TV, print and outdoor media, the new Hitachi campaign endeavors to build the brand as a global company in the Social Innovation Business.

Hitachi Asia Vietnam Profile

Item	Description
Company name	Hitachi Asia (Vietnam) Co., Ltd.
Address	The Landmark, Room 10B, 4 th Floor, 5B Ton Duc Thang Street, Dist 1, Ho Chi Minh City, Vietnam
Registered	May 18, 2013
Representative	Nobuyuki Nakamura, General Director
Business	Sales and marketing of social Infrastructure business including power system, transportation system, waters treatment system and urban development. Planning and implementing of Hitachi business strategies.
Capital	Approximately US\$ 500,000
Employees	25 (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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Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.
