

News Release

FOR IMMEDIATE RELEASE

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Hitachi Asia Appoints Hirohiko Morisaki Managing Director of Hitachi Asia Ltd.

Singapore, March 11, 2014 --- Hitachi Asia Ltd. today announced the appointment of Mr. Hirohiko Morisaki, currently General Manager, Power & Infrastructure Systems Group and Vice President, Center of Excellence of Hitachi Asia Ltd., as new Managing Director of Hitachi Asia Ltd. with responsibility to grow the operations of and to expand Hitachi's Social Innovation Business across the ASEAN region.

Mr. Morisaki replaces Mr. Yukio Toyoshima, who is returning to Japan to assume the post of Board Director at Hitachi Appliances, Inc.

Both appointments will be effective April 1, 2014.

Mr. Morisaki was assigned his current position in April 2012 and has since been developing and promoting Hitachi's power and infrastructure business in the region.

"I am excited to lead the Hitachi Asia team and look forward to guide our team of talents as we expand Hitachi's Social Innovation Business in a very dynamic and diverse market that is the Southeast Asia region," said Mr. Morisaki.

"Southeast Asia is one of the key strategic markets in Hitachi's global growth initiative. As shown in the Hitachi Group Vision, Hitachi delivers innovations that answer society's challenges. With our talented team and proven experience in the ASEAN market, we can inspire this region," Mr. Morisaki added.

Mr. Morisaki began his Hitachi career in 1983 when he joined the company's Heavy Industry Department, Headquarters Sales Office. He has established professional social infrastructure experiences in various positions in his career.

From 2003 to 2008, he was appointed General Manager, Marketing & Sales Division at Mitsubishi-Hitachi Metals Machinery, Inc.

In 2008, Mr. Morisaki was assigned as General Manager, Heavy Industry Plant Department, Industrial Solutions Sales Division, Marketing Group, Hitachi, Ltd. In 2010, he was General Manager, Strategic Marketing Group, Corporate Marketing Group where he led the development and promotion of Hitachi Group's sales strategy.

He graduated from the Faculty of Law at Keio University in Tokyo in 1983.

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd. and established in Singapore in 1989, has offices across seven Asian countries (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam). Focusing more than ever on the Social Innovation Business, Hitachi Asia's business includes information systems, power and industrial systems, R&D, international procurement and Centre of Excellence. 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) totalled 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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