

News Release

FOR IMMEDIATE RELEASE

Contacts:

Singapore: Kazuko Amamoto
Hitachi Asia Ltd.
+65 6212 1797
ccg@has.hitachi.com.sg

Hitachi Asia Appoints Akihito Ando General Director of Hitachi Asia (Vietnam) Co., Ltd.

Ho Chi Minh City, Vietnam, March 11, 2014 --- Hitachi Asia Ltd. today announced the appointment of Mr. Akihito Ando as the General Director of Hitachi Asia (Vietnam) Co., Ltd. In his new role, which is effective on April 1, 2014, Mr. Ando will be responsible for the development and promotion of Hitachi's Social Innovation Business in the country.

Mr. Ando was formerly Senior Manager, Asia & Pacific Department Regional Strategies Division, Corporate Sales & Marketing Group, Hitachi, Ltd. He will succeed Mr. Nobuyuki Nakamura, who will assume the role of Department Manager, Heavy Industry Department, Industrial Systems and Solutions Division, Infrastructure Systems General Sales Division, Infrastructure Systems Company, Hitachi, Ltd.

"With my overseas business development experience, I look forward to helping expand Hitachi's business in Vietnam. The country's economic growth provides plenty of business opportunities for Hitachi in terms of fulfilling the market demand for social infrastructure products, services and solutions," said Mr. Ando.

"We are more than ready to meet and satisfy our Vietnamese customers' social infrastructure requirements. Hitachi believes that it can contribute in the development of the Vietnamese society especially as it aims to become an industrial country by 2020."

Mr. Ando started his Hitachi career in 1995 and joined the Building Management Systems Department, International Sales Division, Hitachi, Ltd.

In 2002, he moved to Hitachi Asia as Sales Manager of Elevator Division and took on the sales responsibility for the elevator and escalator business in Southeast Asia and the Middle East. He was instrumental in developing and expanding Hitachi's market

awareness in the Middle East through getting significant orders which included the Dubai Festival City in United Arab Emirates.

In 2007, Mr. Ando returned to Japan as Assistant Manager, International Sales Division, Urban Development System Group, Hitachi, Ltd. He was promoted as Section Manager in the same division and group the following year. Later on, Mr. Ando was again promoted as Department Manager of Global Marketing & Sales Department where he assumed the responsibility to develop and promote Hitachi's elevator and escalator business in China, Southeast Asia and the Middle East.

He earned a bachelor's degree in Business Administration and Economics from Coe College in Iowa, U.S.A. in 1994.

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>.

###