

News Release

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Hitachi and Nasket reach agreement to demonstrate new services for smart city in Thailand

Hitachi signs MOU for a collaborative partnership in the ‘new normal’



Bangkok, August 31, 2020 --- Hitachi Asia (Thailand) Co, Ltd. ("Hitachi Asia (Thailand)"), a local subsidiary of Hitachi, Ltd. (TSE:6501, "Hitachi") in Thailand, today announced that Hitachi Asia (Thailand) and Nasket Retail Company Limited ("Nasket") have signed a memorandum of understanding ("MOU") on a collaborative partnership to expand digital solutions for smart city in Southeast Asia. Nasket is a local startup company that provides residents with various services in Thailand. Hitachi Asia (Thailand) will work with Nasket to start a demonstration project ("the Demonstration") that will begin in Thailand from this September. In the Demonstration, both companies will look at creating new services that enhance convenience for consumers. This will be done through combining Nasket's residential services and Hitachi technologies.

Initially, the Demonstration will be rolled out to condominium residents that are using Nasket's digital services. A customer loyalty system provided by Hitachi Solutions, Ltd.

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will also be piloted, where residents can use the system to conveniently procure retail services through Nasket's tablet-like devices while obtaining discount coupons and redeeming points for the targeted consumer retail services.

Hitachi Asia (Thailand) and Nasket will look at expanding this service to other partners like hospitals, security companies and transport companies, among others. Digital solutions are quickly gaining importance during the COVID-19 pandemic, and such solutions are especially relevant in times of crisis where they continue to facilitate daily life and work. Expansion of such digital services can help maintain and improve quality of life in the future.

Hitachi aspires to create smart cities that will improve quality of life and further economic activity in this 'new normal' where there may be lifestyle changes that people will have to adapt to. With experience in digital technologies, Hitachi hopes to co-create smart city solutions with various partners. By working with Nasket on the Demonstration, both companies will study the data collected and explore new areas where similar digital solutions can be implemented.

With online services and digitalization rapidly gaining ground, Hitachi Asia (Thailand) and Nasket aim to provide digital services such as online customer service, remote monitoring service and telemedicine service through the Nasket multi-functional device. Both companies are looking towards the future where life will be rooted in the 'new normal' and where various consumer and retail services can be linked with the Internet of Things (IoT) devices.

There is great potential in exploring digital services through the utilization of big data as it can provide insights on things like consumer behavior and trends. Starting with the Demonstration, Hitachi will continue to co-create solutions with partners so as to address the diverse challenges of urban living and bring innovative, digital solutions to smart cities.

About Nasket Retail Co., Ltd.

Nasket Retail Co., Ltd., is headquartered in Thailand - the company is focused to aggregate the variety of services for home use into the award winning design hardware to create the new retail channel, the smart device called “Nasket” - Smart Display for Service, to be used in every Condo and Hotel, connects to the ecosystem and service management technologies into the Nasket screen, building our own the whole Nasket Ecosystem creating another level of convenience for quality living life and simplify tech for people. For more information on Nasket Retail Co., Ltd., please visit the company's website at <https://www.nasket.com>.

About Hitachi Asia (Thailand) Co., Ltd.

Incorporated in 1992, Hitachi Asia (Thailand) Co., Ltd. (HAS-TH) provides expert solutions in meeting the needs of customers in Thailand, Laos and Cambodia. HAS-TH markets a wide range of products and services for various industry sectors ranging from Power and Infrastructure Systems, Information and Telecommunication Systems to International Procurement services. We provide support to over 13,000 employees across 37 subsidiary companies in Thailand and are committed to contribute to the community as a responsible corporate citizen.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is focused on its Social Innovation Business that combines information technology (IT), operational technology (OT) and products. The company’s consolidated revenues for fiscal year 2019 (ended March 31, 2020) totaled 8,767.2 billion yen (\$80.4 billion), and it employed approximately 301,000 people worldwide. Hitachi drives digital innovation across five sectors – Mobility, Smart Life, Industry, Energy and IT – through Lumada, Hitachi's advanced digital solutions, services, and technologies for turning data into insights to drive digital innovation. Its purpose is to deliver solutions that increase social, environmental and economic value for its customers. For more information on Hitachi, please visit the company's website at <https://www.hitachi.com>.