



Grand Prix Winner: Mr Casey Tsui (second from left), new Brand Ambassador, together with his team members from the Industrial Products Business Unit, HAS, receiving the award from Mr Morisaki (centre) and Mr Horiuchi (first from left).

## JANUARY 2017:

- 1 Inspiration of the Year Global Award 2016 – Southeast Asia Region Commendation Ceremony
- 2 Message from Ichiro Iino
- 2 Quiz and October 2016 Issue Winners
- 3 Hitachi Social Innovation Forum 2016 in Indonesia
- 4 Hitachi Proudly Sponsors Orchard Road Christmas Light-Up 2016 in Singapore
- 5 Singapore International Transport Congress and Exhibition 2016
- 6 Hitachi Elevator Vietnam Opening Ceremony
- 6 Hitachi ICT Solution Day in Yangon
- 7 Hitachi Data Systems is Wow! A Great Work Place
- 8 Message from Regional Head of Compliance

The “Inspiration of the Year” started as a brand award in 2003 to promote the Hitachi brand within Hitachi and its Group of Companies. Since 2012, local screenings were held in each region to enhance awareness of the scheme outside of Japan. Many activities that contributed to improving Hitachi’s brand value were seen, as well as activities that embody the Hitachi Group Identity. Each region, namely China, Europe and Africa, India, Japan and Other Region, Southeast Asia, and North America have since selected their respective winners. Over the past four years, the Southeast Asia (SEA) region has received more than 100 high-quality entries, and all of these entries are testament to the “One Hitachi” spirit.

This year, we welcomed 33 entries from 15 companies in the SEA region, and five winners were honoured at the Inspiration of the Year Global Award (IYGA) 2016 Southeast Asia Regional Commendation Ceremony. Hosted by Mr Hirohiko Morisaki, Managing Director (MD) of Hitachi Asia Ltd. (HAS) and Mr Kosuke Horiuchi, Deputy Managing Director (DMD) of HAS, more than 70 attendees consisting of Regional Headquarter Companies’ representatives, General Managers, Deputy General Managers and fellow colleagues witnessed the event.

The IYGA 2016 Commendation Ceremony successfully concluded on 11 November. The winners were given the opportunity to present their winning entries to the audience, in hope of inspiring more quality entries in the upcoming IYGA 2017.

## Inspiration of the Year Global Award 2016 – Southeast Asia Region Commendation Ceremony

Prize	Title	Company
Grand Prix	Supply, design, fabrication, installation, testing, commissioning and provision of maintenance of operational service of Proton Therapy Equipment for the New National Cancer Centre Building, Singapore	Hitachi Asia Ltd.
2nd Prize	Corporate Social Responsibility (CSR) Campaign: Outreach Programme for Promoting Safe Use of Lifts and Escalators Amongst Children	Hitachi Elevator Asia Pte. Ltd.
3rd Prize	13th Hitachi Young Leaders Initiative	Hitachi Asia Ltd.
Special Prize 1	Non-Waste Cooling & Heating Energy Circle (“THECO” Renewable Energy)	Thai Hitachi Enamel Wire Co. Ltd.
Special Prize 2	Implementation of SAP S/4 HANA at Join Operation (JO) of Myanmar Posts and Telecommunications (MPT) & KDDI Summit Global Myanmar company Ltd. (KSGM)	Hitachi Asia Ltd.

As a special treat this year, representative of winners were invited to witness the annual Christmas Light-Up event the next day on 12 November at Orchard Road. Hitachi has been a proud sponsor of the Christmas Light-Up for the past 26 years. Read more about the Christmas Light-Up [here](#)!

### Brand Ambassador Programme

Grand Prix winner representative, Mr Casey Tsui will be the new Brand Ambassador for the SEA region for the year 2016. The Brand Ambassador (BA) programme is part of Hitachi’s internal branding movement that will see each BA engage in various activities to share the Hitachi Group Identity among all the Hitachi Group of Companies within their respective region. While the work of the BA is on voluntary basis, their contribution to speak and share their personal experiences will be a great boast to the region.



- 1 2nd Prize Winner: Hitachi Elevator Asia Pte. Ltd. 2 3rd Prize Winner: Corporate Communication Group, HAS.  
3 Special Prize 1 Winner: Thai Hitachi Enamel Wire Co. Ltd. Due to unforeseen circumstances, the award was received by Hitachi Metals Singapore instead. 4 Special Prize 2 Winner: Info-Communications Technology (ICT) Solutions Business Unit, HAS.

# Message from Ichiro Iino



Chief Executive for Asia-Pacific, Hitachi, Ltd.  
Chairman, Hitachi Asia Ltd.

Dear Colleagues,

Season's Greetings and a Happy New Year!

For the past 26 years, Hitachi has been sponsoring the signature festive light-up along Orchard Road and bringing Christmas cheer to all visitors and citizens in Singapore. 2016 was no exception and while we participate in this event annually to give back to the community, we must remember that it is a privilege that was first given to Hitachi "to give".

Looking back at one of the recent important dates, 10 December was Human Rights Day. At Hitachi, we pride ourselves on the importance of respecting human rights in our business activities. A timely message from President Higashihara reminded us to constantly review whether we are respecting the rights of the person we are addressing, and to put positive actions into practice in our daily work. This is essential given that we work in very diversified regions of mixed nationality, religion and culture. As the value of diversity will help us open up our mindset and further our social innovation, it is mandatory that we respect everyone in our value chain and ecosystem whether they are people we deal with directly or indirectly, as infringements can happen anywhere that will jeopardise not only our core value but also our future growth.

In FY2016, we set the focus to explore a face-to-face platform to engage customers with our 'Hitachi Social Innovation Forum' as One Hitachi. By now, we have conducted the forum in four countries namely Myanmar, Thailand, Vietnam and Indonesia with group-wide effort. I believe we have successfully attracted existing and even new customers in those countries, as well as evoked their interest and deepened their understanding of our Social Innovation Business. Above all, we must lead it to business.

In the last quarter of FY2016, we will continue to be an innovation partner for the IoT (Internet of Things) era, accelerating collaborative creation with customers

through the advances of Social Innovation Business. When we look around, we find ourselves surrounded by tremendous amounts of data created by so many things that support our daily living yet remain untouched. Lumada, which Hitachi launched last May, is designed to make better use of such data for improving the quality of life in every aspect. Lumada has started to be well-received as an IoT platform open to anyone which will support organising and analysing data, through which will help share problem-solving initiatives and jointly create solutions with customers in a highly verified cyberspace. We are expecting to share many used cases of Lumada from our Service and Platform Business Unit from Hitachi Head Office very soon.

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Last but not least, the team of Hitachi Asia is now working with me to formulate a few pilot business models to foster Social Innovation Business within the ASEAN region. I am hoping to share more with you as early as April when we start our FY2017 business, which I believe is going to be a pivotal year to set our success trajectory towards our 2018 Mid-Term Management goals.

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Let's work together to make 2017 a very prosperous year for all of us.

## QUIZ



Welcome to the quiz section!

This issue, stand a chance to win 5 Hitachi Flash Drive (4GB storage) by answering the questions below.

- 1 2016 marked the \_\_\_\_ time that the Hitachi Group of Companies has sponsored the annual Christmas Light Up on Orchard Road.
- 2 Hitachi Elevator Vietnam Co., Ltd (HEV) is a fully owned \_\_\_\_\_ of Hitachi, Ltd.
- 3 10 December was Human Rights Day and we were reminded to respect everyone in our value chain and \_\_\_\_\_ whether they are people we deal with directly or indirectly.

### Rules & Regulations

- Submit your entry to us by 31 March 2017 to [ccg@has.hitachi.com.sg](mailto:ccg@has.hitachi.com.sg).
- This quiz is open to ALL Hitachi employees in ASEAN.
- Respondents will be picked at random and win a **limited edition** Hitachi Flash Drive.

## Congratulations!

Thank you for participating in our quiz, and congratulations to the following winners! We will be contacting you via email shortly.

**Cadence Teng**  
Hitachi Asia Ltd.

**Sornsawan Bunlangsup**  
Hitachi Asia (Thailand) Co., Ltd.

**Mark Angelo T. Suguitan**  
Hitachi Terminals Mechatronics Philippines Corporation

**Chew Lee Kiat**  
Hitachi Asia Ltd.

**Marc Dexter Par**  
Hitachi Asia Ltd.

**Pauline Kho**  
Hitachi Data Systems

**Nicholas Lee**  
Hitachi Asia Malaysia Sdn. Bhd.



# Hitachi Social Innovation Forum 2016 in Indonesia



Mr Rudiantara graced the event as Guest-of-Honour.

The Hitachi Social Innovation Forum 2016 in Indonesia was held at the Intercontinental Jakarta Midplaza on 5 December. The event showcased Hitachi's Social Innovation in the global market through hosted seminars and exhibition, and how Hitachi can address the challenging issues faced in Indonesia through collaborative creation.

Through the speeches and presentations delivered by Guest-of-Honour Mr Rudiantara, Minister, Ministry of Communication and Informatics of the Republic of Indonesia; Mr Kozo Honsei, Minister/Deputy Chief of Mission from the Embassy of Japan in Indonesia; Mr Ichiro Iino, Chief Executive for Asia-Pacific, Hitachi, Ltd.; Mr Setiaji, Head of Jakarta Smart City; Mr Takuya Yamakawa, President Director of PT. Hitachi Asia Indonesia (HAS-IDN); Mr Makoto Yasuda, Senior Technology Evangelist, Information & Communication Technology Business Division of Hitachi, Ltd.; and Mr Jimmy Bernando Panjaitan, National Sales Manager, ICT Group of HAS-IDN, distinguished guests were able to understand how Hitachi can contribute to Indonesia's growth, as well as its existing businesses in areas such as Rail, Non-Cash Payment and Healthcare Solutions. Furthermore, guests were presented with insights on Indonesia's growth opportunities and challenges from Hitachi's perspective specifically, ways in which digitalisation can enable social innovation as well as solutions for public safety. Innovative ways to develop Jakarta Smart City were also discussed during the event. The dinner reception provided ample opportunity for mingling and facilitated the sharing of ideas among key stakeholders in the Indonesian market.

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Hitachi's key technologies and strengths in the Social Innovation Business were also highlighted at the exhibition. Some of the key business fields showcased include Urban Development, Finance, ICT, Security, Power and Energy, and Healthcare.

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This was the first time that the Hitachi Social Innovation Forum was held in Indonesia, following successful events in other Southeast Asian countries such as Vietnam, Thailand and Myanmar. The forum attracted a total of 320 guests. Through this event, attendees had a deepened understanding of Hitachi's Social Innovation Business and its efforts in Indonesia. The Hitachi Social Innovation Forum serves not just as a showcase of Hitachi's business portfolio and capabilities, but also a reaffirmation of Hitachi's commitment in Indonesia and the ASEAN region.



- 1 Photo session of Hitachi Executives, GOH and Guests.
- 2 Mr Setiaji presented on the topic, "Innovative Ways to Develop Jakarta Smart City".
- 3 Guests listening attentively to the Guest-of-Honour, Mr. Rudiantara.
- 4 Exhibition area.
- 5 Guests were interested to find out more about Hitachi's Social Innovation Business at the exhibition.
- 6 Guests networking with others.



# Hitachi Proudly Sponsors Orchard Road Christmas Light-Up 2016 in Singapore

On 12 November, Orchard Road was transformed into a dazzling display of lights and shimmering stars for the Christmas season. For the first time ever, a unique collection of interactive displays was also installed, providing lots of fun interaction for visitors where they could activate flashing lights and music. Themed "Spread the Joy", this year marked the 26th time that the Hitachi Group of Companies has been bringing Christmas cheer to visitors as the main sponsor for this signature festive light-up.

More than 220 double-sided lampposts were imprinted with Hitachi's Corporate Statement (CS) Logo, stretching out to 2.88km in the heart of Singapore. Other than the centrepiece main arch at the junction of Scotts Road and Paterson Road, a mini arch with Hitachi branding located outside Ngee Ann City was also popular with visitors for a memorable photo opportunity.

Visitors could enjoy the Christmas lights daily for seven weeks from 12 November to 2 January 2017.

1 Mr Ichiro Iino giving a speech. 2 Token of Appreciation was given to Hitachi and top donors by Community Chest. 3 President Tony Tan (centre) activates the mechanism to initiate the light-up of Orchard Road. 4 The senior management of Hitachi enjoying the festivities of Orchard Road with Mr and Mrs Ambassador of Japan to Singapore. 5 The junction of Scotts Road and Paterson Road was decked in a magnificent arch adorned with glowing reindeer and shimmering stars.



The brilliant and beautiful lights along Orchard Road.

The light-up ceremony held at Ngee Ann City Civic Plaza, was graced by Guest-Of-Honour, H.E. Tony Tan Keng Yam, President of Singapore, H.E. Kenji Shinoda, Ambassador of Japan to Singapore, and Tan Chuan-Jin, Minister, Ministry of Social and Family Development. Hitachi's important customers, business partners and representatives from each Group of Companies also witnessed the event.

At the ceremony, Mr Ichiro Iino, Chief Executive for Asia-Pacific, Hitachi, Ltd. represented the Hitachi Group of Companies in Singapore to present a cheque of S\$250,000 to Community Chest, the fund-raising arm of the National Council of Social Services. In his speech, Mr Iino shared that 2016 was a symbolic year that marked the 50th anniversary of Singapore-Japan diplomatic relations. "Hitachi is proud to be participating in this activity for the 26th year and will continue to give back to the community, and work closely with our Singapore public and private stakeholders through collaborative creation to improve the sustainability and quality of life for Singaporeans."

Mr Hirohiko Morisaki, Managing Director of Hitachi Asia Ltd., also represented the Hitachi Group of Companies in Singapore to receive a token of appreciation from President Tony Tan.

The highlight of the night was when President Tan activated the light-up mechanism on stage together with Mr Iino and other distinguished guests such as Ambassador Kenji Shinoda, and Minister Tan Chuan-Jin. Instantly, Orchard Road was transformed into a galaxy of brilliant lights of blue, turquoise and sapphire.





# Singapore International Transport Congress and Exhibition 2016



Hitachi's booth for SITCE 2016.

The second edition of LTA-UITP Singapore International Transport Congress and Exhibition (SITCE) was held from 19 to 21 October 2016, at Suntec Singapore Convention and Exhibition Centre. Jointly organised by the Land Transport Authority (LTA) of Singapore, the International Association of Public Transport (UITP) and LTA's subsidiary, MSI Global Pte Ltd., the event attracted major transport stakeholders.

With a forward-looking theme of "Innovating Transport for Liveable Cities", this year's SITCE enabled attendees such as authorities, policy makers, urban planners, transport operators and solution providers to expand their network and engage in collaborative discussions towards solving the challenges faced in urban transport.

With an aim to increase awareness and deepen guests' understanding of Hitachi's Social Innovation Business in Singapore, Hitachi showcased its Rail Products, Asset Management Solutions, Predictive Maintenance Systems, Security/Intelligent Solutions, as well as its People Flow Analysis Solutions to highlight its position as a total railway solution supplier. By underscoring the integration of rolling stock with signalling, power, security and ICT solutions, guests were shown a strong rail foundation that can catalyse future business expansions. Additionally, the award-winning Fingervein System, which employs a decompression and compression technology, directly addresses the growing security threats in Singapore. Furthermore, the 3D visualisation of People Flow Analytics coupled with the anonymity of CCTV images also emphasised Hitachi's strong stance towards consumer co-creation in its Social Innovation Businesses.

Hitachi's booth attracted close to 650 visitors throughout the three days of exhibition. Esteemed visitors to the booth included Ambassador Kenji Shinoda from the Embassy of Japan in Singapore, as well as representatives from LTA and East Japan Rail Company (JR-East). This provided an abundance of networking and business opportunities with major rail authorities. Through Hitachi's active participation in the SITCE, Hitachi hopes to create new business networking opportunities and increase the presence of the Hitachi Brand in Singapore.



1 Hitachi employees explaining and doing a demonstration on Hitachi's People Flow Analysis to visitors.

2 Mr Kenji Shinoda (centre), Ambassador of Japan to Singapore from the Japan Embassy observing Hitachi's Railway Systems.

3 Representatives from LTA watching an informative video on the Railway Business Unit.

4 Visitors understanding more about Hitachi's products and solutions.





- 1 Mr Ando (left) and Mr Sato (second from left) responding to the individual interview of the media.
- 2 Mr Ando giving a presentation on the outline of HEV.
- 3 An introduction of key personnel from Hitachi Elevator Asia were made at the opening ceremony.

## Hitachi Elevator Vietnam Opening Ceremony

The official opening ceremony of Hitachi Elevator Vietnam Co., Ltd (HEV) was conducted at Park Hyatt Saigon Hotel in Ho Chi Minh City (HCMC) on 17 November. Established in September 2016 as a fully owned subsidiary of Hitachi, Ltd., HEV has since been actively promoting sales and services for elevators and escalators in Vietnam, rendering full-services from sales to maintenances of elevators, escalators and moving sidewalks.

The opening ceremony was graced by Mr Bui Pham Khanh, Deputy Minister of Construction where a total of 212 guests joined in the celebration. Guests were given an introduction of HEV and witnessed the mock-up display of the UAG Series SN1 - an elevator which showcases the four classification of value that Hitachi provides namely energy efficiency, comfort, safety and emergency and a sleek, state-of-the-art design.

The demand for urban railway systems, hotels, office buildings and residential buildings have been increasing in Vietnam due to an increasingly rapid growth of urban population. As a result, the demand for elevators and escalators to enable smooth transfers in these buildings is also expected to rise with an annual growth rate of over 7%.

Hitachi received an order for 32 sets of elevators and 31 sets of escalators in 2015 for the elevated station buildings of Urban Railway Line 1 in Ho Chi Minh City, which is the first urban railway system in Vietnam. Following this, the company gradually released a new machine room-less elevator for Asia and the Middle East markets since September 2016. With this model, Hitachi is expected to further enhance its market share of elevators and escalators in Vietnam.

At the press conference, Mr Hiroshi Sato, CEO of Hitachi Building Systems and Mr Akihito Ando, Managing Director of HEV, further reiterated Hitachi's commitment to the Vietnam market in the presence of 13 local media.

## Hitachi ICT Solution Day in Yangon

To further contribute to Myanmar's community with partners, Hitachi, Ltd. and Hitachi Asia Ltd. hosted the "Hitachi ICT Solution Day in Yangon" for the first time on 7 December at Sedona Hotel. This marks Hitachi Group's third event in Myanmar with more than 70 guests gracing the event.

There were opening remarks by Mr Kosuke Horiuchi, Deputy Managing Director of Hitachi Asia Ltd. (HAS) and a keynote speech by U Thein Oo, Chairman of ACE Data Systems. This was followed by six business presentation sessions, all of which served to introduce several ICT solutions that may contribute to Myanmar's quality of life. The six presentations engaged participants in areas such Big Data Analytics, Digital Transformation, Data Centre Operations, ICT Platforms and Applications.

Mr Masaaki Otake, Deputy Managing Director of HAS and General Manager of Hitachi Asia Ltd. Myanmar Branch expressed his strong commitment and expectations in the Myanmar market. He ended the event by saying, "Hitachi remains very much committed in providing and supporting the Myanmar society through our ICT expertise to address challenges to realise Myanmar's growth. We look forward to having the opportunity to discuss with all of you how to create a brighter future. I hope you would establish closer relationships with Hitachi. Hitachi is grateful for hosting this forum and I deeply appreciate the opportunity to meet all of you today."

The event showcased Hitachi's ICT solutions, one of the key drivers in Hitachi's Social Innovation Business. Also, it provided an opportunity to discuss technological answers from an ICT perspective to address various societal issues unique to Myanmar.



- 1 Many guests attended Hitachi ICT Solution Day.
- 2 Tea Break / Networking over refreshments at Hitachi ICT Solution Day.



# Hitachi Data Systems is Wow! A Great Work Place

Hitachi Data Systems (HDS), a wholly owned subsidiary of Hitachi, Ltd. has won the 2016 Great Place to Work® Watch Out World! (WOW!) Special Mention Award in the Great Place to Work® list outcomes. Hitachi Data Systems received the award at the Great Place to Work Awards Ceremony at Shangri-La Singapore on 7 November 2016.

The Great Place to Work® Institute Singapore surveys and recognises companies that retain talent by making their people a priority and by creating a culture in which people trust the people they work for, have pride in what they do and enjoy the people they work with. Companies are selected and ranked based on confidential input from the employees through the Trust Index® Employee Survey. The results are also determined by an audit of the company's culture and people practices. Only organisations that have majority of their employees who consider their organisation to be a great workplace will be in the running to be honoured with the Great Place to Work® awards.

"We are honoured to be recognised for something that is essentially part of our everyday culture," says Ravi Rajendran, Vice President and General Manager, ASEAN, Hitachi Data Systems. "We truly value our employees and strive to give them an open environment to express themselves; to empower them and let them work autonomously, and with mutual respect for each other. It is rewarding to see that the efforts we make result in a working environment that feels like a family. And we are happy that our efforts are recognised by Great Place to Work® and we are given this prestigious award."



The HDS team together with Minister Lim Swee Say, Ministry for Manpower on stage to receive the WOW! Special Mention Award.

The Hitachi founding principles of Harmony, Sincerity and Pioneering Spirit, have been widely practiced in the workplace. This results in exceptionally high level of employees who agree that Hitachi Data Systems is a pleasure place to work with friendly team environment, flexible working arrangements and a positive team spirit. At Hitachi Data Systems, employees are treated fairly, regardless of job levels. Above all, they are motivated to go the extra mile as they know they will be recognised and rewarded accordingly.



"The culture here instils a high level of discipline and a great sense of responsibility in all of us," says Jayda Lam, Partners and Alliances, ASEAN, Country lead, Cambodia and Laos for Hitachi Data Systems. "This makes us feel like part of the family. If someone is on leave, others will take ownership and find ways to get things done. Our motto to stay hungry and humble keeps our feet firmly on the ground to always improve the way we do things in order to achieve our common goals."



HDS had a mini celebration in the office.



# Message from Regional Head of Compliance



Hirohiko Morisaki  
Regional Head of Compliance for ASEAN  
Hitachi, Ltd.

Date: 13 January 2017

TO: Compliance Officer / Compliance Manager  
Hitachi Group Companies in ASEAN

I have been promoting awareness of Hitachi Global Compliance Programme (HGCP), and ASEAN anti-competition and anti-corruption laws among Hitachi Group companies in ASEAN, as you know.

Within the Hitachi Group, there were three cases of violation of competition law in the US and the EU in 2016. Due to Hitachi's poor compliance record, authorities are keeping a close watch on the entire Hitachi group. As a global player, we need to take immediate action to improve our Compliance processes and track record.

We have revised our HGCP to create a unified compliance programme for all Hitachi Group companies worldwide and to better explain our objectives, compliance processes and efforts to our internal and external stakeholders.

Since each business have different types of compliance risks and limited resources, you are strongly recommended to use the risk-based approach so that companies can focus on identifying and mitigating key compliance risks relevant to your business, to tailor a suitable and effective compliance programme for yourselves, and to comply fully with the programme.

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The revision of HGCP has been announced to all parent and supervisory companies in December 2016 who are required to implement the enhanced programme by the end of March 2017. My team and I are ready to support your company's efforts to implement the revised compliance programme through activities such as training, provision of advice and sharing of compliance information. Hence, to enable us to support your company's compliance efforts, I appreciate if all Hitachi companies could co-operate on the matters set out below:

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## 1. Registration of Compliance Officer / Compliance Manager

- I suppose a Compliance Officer/Manager for your company has already been appointed to manage compliance matters. If the Compliance Officer/Manager has not been registered on our list yet, please inform us of the contact details. We will keep your appointed Compliance Officer/Manager informed of compliance activities and updates.
- If there are any changes to your company's Compliance Officer/Manager, please also let us know by email.
- In case your company is the parent company or regional headquarter, we strongly recommend that you consolidate the details for all your subsidiaries in this region and only submit one application.

## 2. Sharing information and consulting

- We hold Hitachi Group meetings (known as 'Hitachi-Kai') regularly and from 2015, we also hold Compliance Conferences in each country annually to share compliance related information, including case study with regards to huge reputational and financial impact (USD800M – only for settlement of charges), on an European electronics giant caused by violation of FCPA, US anti-corruption law. We strongly encourage you to attend. Furthermore, participants are encouraged to share information relating to their company's efforts on compliance at these meetings so that everyone can learn from one another.
- We launched the Compliance Portal in 2015 and started issuing monthly Compliance Newsletters since May 2016 for sharing relevant information on updates to compliance laws and compliance enforcement trends with group companies. Please use these tools.
- If your company has a compliance related issue, please let me know immediately so that we can provide assistance and prevent similar issues from recurring in other group companies in this region.

## 3. Provision of third party due diligence reports

The revised HGCP requires you to conduct due diligence on prospective business partners. As third party due diligence reports are not cheap, Hitachi Asia Ltd. (HAS) has worked together with an external service provider to provide free due diligence reports to group companies (subject to terms and conditions) for a limited period. Purchased investigation reports will be shared on the Compliance Portal. Please do not hesitate to let me know if you are interested in finding out more about this service.

Thank you for your kind attention.

If you have any query regarding this announcement, please contact:  
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(Tel.) +65-6231-2406 (E-mail) [mkai@has.hitachi.com.sg](mailto:mkai@has.hitachi.com.sg)