

News Release

FOR IMMEDIATE RELEASE

Contacts:

Malaysia: Sharon Kuan
Jireh Consult Sdn Bhd
+603 7710 8122
skuan@jirehconsult.com

Singapore: Yeap Wei Ting
Hitachi Asia Ltd.
+65 6231 2277
wtyeap@has.hitachi.com.sg

Hitachi Introduces Future-Ready Integrated Solutions at the Hitachi Social Innovation Forum

Kuala Lumpur, Malaysia, February 16, 2017 --- Hitachi, Ltd. (TSE: 6501, “Hitachi”) and Hitachi Asia Ltd. today announced that they are organizing the Hitachi Social Innovation Forum (HSIF) in Malaysia for the first time to showcase a plethora of cutting-edge technologies, systems and applications that are ideal for Malaysia and to understand the local requirements and development.

According to the World Urbanization Prospects, 77.9% of Malaysians will be living in urban areas by 2020. The pressure such rapid urbanization bears on policy makers, authorities and society can be overwhelming especially on demands for power, transportation, security and overall management of cities. In this essence, developed countries are excellent case studies with their implementation of innovative solutions that address the challenges in a sustainable manner.

Officiated by guest-of-honour Dato’ Seri Ong Ka Chuan, Minister II of International Trade and Industry, HSIF was attended by more than 300 distinguished guests, industry experts as well as business professionals.

“In order to face the growing challenges of urbanization, the Government will continue with proactive measures to ensure the right infrastructure is in place. The Government is focused on developing the country to sustain population demands by working together with organisations on a mutually beneficial, public-private collaboration approach to bring forth advanced solutions to the public. Such strategic collaborations will propel Malaysia to greater heights via shared knowledge, resources and expertise,” said Dato’ Seri Ong Ka Chuan.

HSIF featured an exhibition area and a half-day forum with presentations from Malaysia Digital Economy Corporation (MDEC) and subject-matter experts from Hitachi.

Participants viewed and learned first hand how future-ready integrated solutions and systems are deployed to create a smart, sustainable and secure society. For instance, Hitachi utilises its Area Energy Management System (AEMS) to gather and analyse information about the energy supply and demand in Japan's Kashiwa-no-ha smart city, and regulates the power grid accordingly. It is also collaborating with local Malaysia partners to implement energy solutions for townships.

The forum also provided a glimpse into how businesses can project how changes in population, consumption patterns and society behaviour will impact their development plans. Hitachi believes that solutions derived together will have a more significant impact on feasibility of projects, growth of businesses and progress of nations.

"Malaysia is at a very exciting crossroads where urbanization is taking place at a rapid pace. In recent years, we have seen tremendous emphasis on strategic urban planning in Malaysia to create livable cities that are vibrant and can support local community and society well into the future. In this aspect, Hitachi can provide well-managed infrastructure and solutions for optimum efficiency and utilisation. We believe that Malaysia is indeed an ideal country in Southeast Asia for the adoption of innovative solutions, and this is why we are holding this forum in Malaysia," said Mr. Shinichi Sakai, Managing Director of Hitachi Asia (Malaysia) Sdn. Bhd.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges. The company's consolidated revenues for fiscal 2015 (ended March 31, 2016) totaled 10,034.3 billion yen (\$88.8 billion). The Hitachi Group is a global leader in the Social Innovation Business, and it has approximately 335,000 employees worldwide. Through collaborative creation, Hitachi is providing solutions to customers in a broad range of sectors, including Power / Energy, Industry / Distribution / Water, Urban Development, and Finance / Government & Public / Healthcare. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Singapore. With offices across seven ASEAN countries – Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam - the company is focused on its Social Innovation Business to answer society's challenges. Hitachi Asia and its subsidiary companies offer a broad range of information & telecommunication systems, power systems, social infrastructure & industrial systems, electronic systems and equipment, construction machinery, high functional materials and components, automotive systems, home appliances, financial services and others. For more information on Hitachi Asia, please visit the company's website at <http://www.hitachi.com.sg>.