

# News Release

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*Hitachi's Santa House at the Christmas Village outside Ngee Ann City*

## **Hitachi and partners to roll out Christmas-themed activities benefitting children from selected beneficiaries in Singapore**

**Singapore, 8 December 2017** – Hitachi Asia Ltd. announced today that it will host a series of Christmas-themed activities, aimed to benefit children from selected beneficiaries in Singapore, as part of a joint collaboration with Orchard Road Business Association (ORBA) and Community Chest at this year's Christmas Village.

These activities come under an initiative dubbed "Hitachi Plays Santa", which entails Christmas-themed performances for these children, who can look forward to receiving a limited edition fun pack, courtesy of donations and efforts raised by Hitachi staff volunteers.

Over 200 children, parents and guardians can expect to benefit from this initiative, which will take place at the Christmas Village, held outside Ngee Ann City.

This inaugural event will broaden and strengthen Hitachi's collaboration with ORBA and Community Chest, to extend a helping hand in our community.

Since establishing its regional headquarter in Singapore in 1989, Hitachi has been consciously giving back to the community through yearly donations to Community Chest. Underscoring its continuous efforts in illuminating the festive spirit in Singapore, 2017 marks the 27<sup>th</sup> year that Hitachi continues spreading the Christmas cheer through its sponsorship of the Orchard Road Christmas Light-up.

Mr. Kojin Nakakita, Chairman of Hitachi Asia Ltd., said: "Here at Hitachi, we have fostered a positive tradition of consciously giving back to our community for the past 27 years. We're continuously looking for avenues to support our community and inspire positive changes in our society. Hitachi is pleased to partner Community Chest and ORBA in this meaningful cause to create positive memories for our young beneficiaries."

Mr. Wong Weng Fatt, Assistant Manager, Hitachi Asia Ltd. commented: "I'm happy to be part of this meaningful initiative to add a smile and jumpstart the Christmas spirit amongst our young friends. I hope our efforts will go a long way in creating a positive experience for them."

Supported by Hitachi staff based in Singapore who hope to pitch in to this meaningful cause, the "Hitachi Plays Santa" project is one of several initiatives rolled out by Hitachi as part of its ongoing commitment to give back to the community it serves in.

#### **About Hitachi Asia Ltd.**

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Singapore. With offices across seven Asean countries - 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 and others. For more information on Hitachi Asia, please visit the company's website at <https://www.hitachi.com.sg>.

#### **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 2016

(ended March 31, 2017) totaled 9,162.2 billion yen (\$81.8 billion). The Hitachi Group is a global leader in the Social Innovation Business, and it has approximately 304,000 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>.

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