

## New Growth Driven by Sustainable Development

The Hitachi Metals Group is an integral supplier of highly functional component materials that draw on its competitive core technologies. With products that are recognized as leading global brands, the Group operates in the automobile-, electronics- and industrial infrastructure-related markets, guided by the overarching theme of "global environmental protection."



Materials Mag!c

### Materials Magic—What it Means to Us

Materials Magic is More than just a Communication Symbol

### From a Customer Standpoint

"Materials" encompass people, products, technologies, designs, ideas and services that solve problems and generate value. At the Hitachi Metals Group, we deliver optimal solutions that embody customer needs.

This is what we call "**Materials Magic.**"

## Automobiles



Net Sales by Market **30%**

Applying the key concepts of "eco-friendliness," "safety" and "comfort," Hitachi Metals supplies a wide range of automobile-related products excluding steel frames and rubber tires.

## Electronics



Net Sales by Market **40%**

In the electronics-related market, the Company offers a host of items that are "energy-saving," "compact and lightweight," and "highly integrated," ranging from mobile phone components and FPD materials to motor application products.

## Infrastructure



Net Sales by Market **30%**

In industrial infrastructure-related fields, which encompass equipment for buildings, housing, and manufacturing and power plants, "energy savings," "safety" and "comfort" are key principles underlying a product lineup that includes tool steels, pipe fittings and amorphous metals.

### About Our Manufacturing Philosophy

As a development-driven company distinguished for its advanced technology and development capabilities, Hitachi Metal's philosophy reflects a single-minded focus on quality. In relentless pursuit of the creation of quality, we will continue to deliver highly functional component materials that contribute to the wellbeing and prosperity of society.

This, too, is "**Materials Magic.**"

### Each and Every One of Us

Consolidating our wisdom and knowledge, the experience we have amassed over the years and all of the other "Materials" that we possess as an engine for growth, we will forge ahead in the 21st century.

This is yet another facet of "**Materials Magic.**"