



## 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.”**

## 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.”**

### Disclaimer

This document contains forward-looking statements, such as results forecasts, management plans and projections that are not historical facts. All such forward-looking statements are based on assumptions and projections that were both current and rational for the purpose of making projections at the time this document was prepared. Changes to the underlying assumptions or circumstances could cause actual results to differ substantially.

Unless otherwise noted, the information included in this document was compiled at the date of this annual report. With the passage of time, the information may become outdated or inaccurate. Hitachi Metals assumes no obligation to update the information in this document in order to reflect circumstances that may occur after the date of the document’s creation.

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President and CEO Hiroyuki Fujii discusses the Company's fiscal 2009 results and strategies for ensuring sustainable growth in a harsh business environment. Topics covered as the Company looks to the future include the need to bolster management and business platforms and the fiscal 2012 Medium-Term Management Plan, under which we aim to succeed as a global company that achieves sustainable growth through quality-based management.

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In this section, Hitachi Metals discusses its corporate governance structure and policy as well as how these relate to managerial decision making and other aspects of business operations. In addition, the Company's internal rules and guidelines, risk management approach and the application of internal control and use of audits is explained as is the structure of the Board of Directors.

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## 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."**