

## Our Business

# 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."

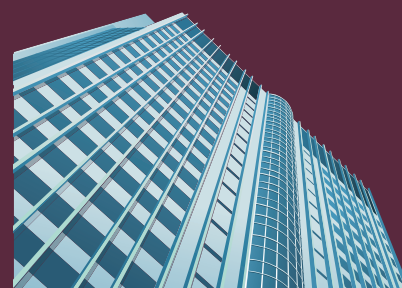
## 1 Target Markets



**Automobiles**



**Electronics**



**Industrial Infrastructure**

## 2 Business Segments (as of April 1, 2010)

Business Segment	Business Units	Major Products
<ul style="list-style-type: none"> <li>● <b>High-Grade Metal Products and Materials</b></li> </ul>	<ul style="list-style-type: none"> <li>■ Specialty Steel Company</li> </ul>	High-grade specialty steels [YSS™] (molds and tool steels, alloys for electronic products (display-related, semiconductor and other packages), industrial equipment and energy-related materials, razor and blade materials), precision cast components
	<ul style="list-style-type: none"> <li>■ Roll Company</li> </ul>	Rolls for steel, nonferrous and non-metal applications, injection molding machine parts, structural ceramic products, steel-frame joints for construction
	<ul style="list-style-type: none"> <li>■ Hitachi Tool Engineering, Ltd.</li> </ul>	Cutting tools
<ul style="list-style-type: none"> <li>● <b>Electronics and IT Devices</b></li> </ul>	<ul style="list-style-type: none"> <li>■ NEOMAX Company</li> </ul>	Permanent magnets (rare-earth magnets [NEOMAX®], ferrite magnets, other permanent magnets and applied products)
	<ul style="list-style-type: none"> <li>■ Information System Components Company</li> </ul>	Components for information and telecommunication equipment (multilayered devices, isolators), IT materials and components, materials and components for medical equipment, soft ferrite core and applied products, nanocrystalline magnetic material [FINEMET®] and applied devices, amorphous metals [Metglas®] and applied products
	<ul style="list-style-type: none"> <li>■ Soft Magnetic Materials Company</li> </ul>	Amorphous metals [Metglas®]
<ul style="list-style-type: none"> <li>● <b>High-Grade Functional Components and Equipment</b></li> </ul>	<ul style="list-style-type: none"> <li>■ Automotive Components Company</li> </ul>	High-grade casting components for automobiles (heat-resistant exhaust casting components [HERCUNITE®], ductile iron [HNM™]), aluminum wheels [SCUBA™], other aluminum components
	<ul style="list-style-type: none"> <li>■ Piping Components Company</li> </ul>	Piping and infrastructure components (Gourd® brand pipe fittings, stainless steel and plastic piping components, water cooling equipment, precision mass flow control devices, sealed expansion tanks)
	<ul style="list-style-type: none"> <li>■ Hitachi Metals Techno, Ltd.</li> </ul>	Construction components (access floor systems, structural systems, material handling systems)

# 3 Our Premium Eco-Friendly Products to Fuel the Group's Growth

## Aluminum Wheels SCUBA™

These automobile wheels meet discerning demands for high strength and superior design



## YSS™ Specialty Steel SLD-MAGIC®

By considerably prolonging mold life span, cold-working die steel SLD-MAGIC® contributes to lowering automobile development and manufacturing costs



### <Automobile>

Eco-Friendliness,  
Safety and  
Comfort

### <Industrial Infra- structure>

Energy-Saving,  
Safety and  
Comfort

Keywords  
of  
Development

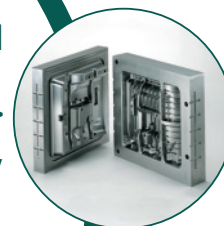
### <Electronics>

Energy-Saving,  
Compact and Lightweight,  
and Highly Integrated



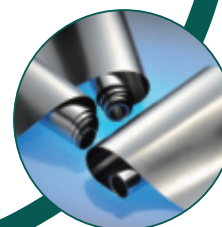
## Heat-Resistant Exhaust Casting Components HERCUNITE®

Offering increased resistance to heat and oxidation, these components are used in the exhaust lines of automobiles, including exhaust manifolds and turbine housings



## YSS™ Specialty Steel CENA1™α

Plastic molding steels, CENA1™α offers high machinability and rust resistivity, which, in turn, prolongs mold lifespan and reduces maintenance costs



## Amorphous Metals Metglas®

Soft magnetic materials save electric energy consumption by reducing the loss from transformers and related devices, thereby contributing to the reduction of CO<sub>2</sub> emissions



## Permanent Magnets NEOMAX®

A variety of high-performance permanent magnets are supplied, including the world's top brand NEOMAX® rare-earth magnets, as well as ferrite magnets

# 4 Business Portfolio

Business Segment	Industrial Infrastructure	Automobiles	Electronics
● High-Grade Metal Products and Materials	High-grade specialty steels		Alloys for electronic products
	Rolls		
	Cutting tools		
● Electronics and IT Devices	Permanent magnets		
	Information system components		
	Soft magnetic materials		
● High-Grade Functional Components and Equipment	High-grade casting components for automobiles		
	Piping components		
	Construction components		