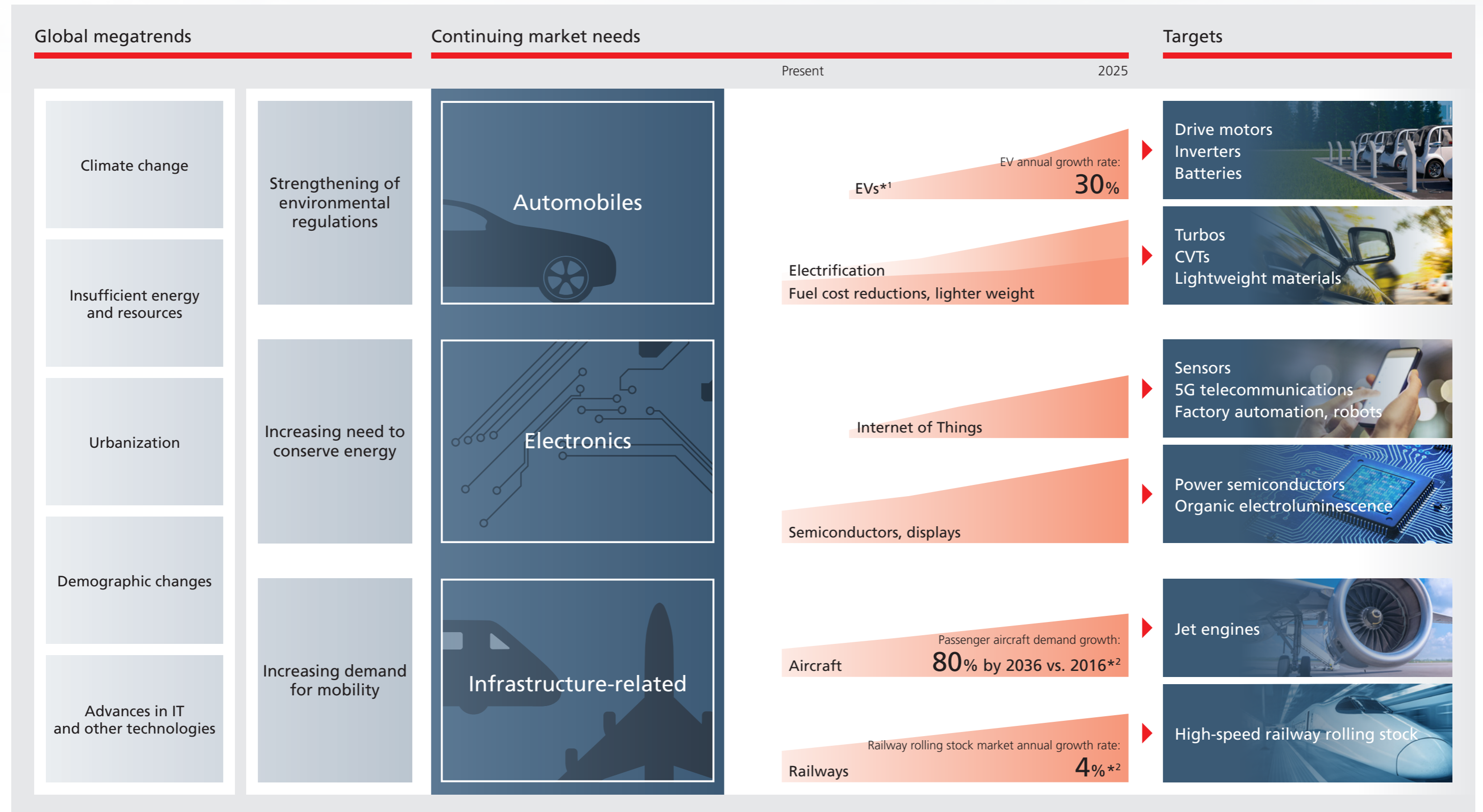


# Target Areas

Megatrends like climate change and insufficient energy and materials are bringing about major transformations to the industrial sector as a whole. The Hitachi Metals Group is working to understand market needs from a customer perspective, to transform megatrends into business opportunities and identify threats, and accurately address social needs for the future.



\*1 Refers to electric vehicles (EVs) including hybrid electric vehicles (HEVs) and plug-in hybrid electric vehicles (PHEVs).  
 \*2 Market trends are Company estimates based on various sources.