1. Qualitative Information Concerning Consolidated Business Results

(1) Summary of Fiscal 2010 First-Quarter Consolidated Business Results

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	2,152.5	14%	24,461
Operating income	88.4	139.0	1,005
Income before income taxes	144.2	225.1	1,640
Net income	117.4	208.2	1,335
Net income attributable to Hitachi, Ltd.	86.0	168.7	978

During the first quarter of fiscal 2010, the global economy generally showed a moderate recovery trend, driven by growth in China and other emerging nations, in addition to economic recovery in the U.S..

China's real GDP growth rate in the April-June quarter remained high, rising 10.3% year over year. However, there are concerns about the economic impact of shifting to a more flexible exchange rate system for the yuan and government measures to prevent the economy from overheating. The U.S., meanwhile, moved onto a relatively stable recovery despite the fact that employment and income conditions remained lackluster, the recovery in consumer spending and capital expenditures waned and benefits of economic stimulus measures dissipated. In Europe, there are concerns about the economic impact of fiscal austerity measures by governments in the region.

In Japan, in addition to external demand underpinned by strong Asian economies, the economy showed some encouraging signs in internal demand, as government measures drove improved personal consumption and the fall in capital expenditures tapered off. However, the outlook remains unclear due to the structural problems such as ongoing yen appreciation and a faltering share market, coupled with soft employment and income conditions, the government's fiscal deficit and others.

Hitachi's consolidated revenues for the first quarter were 2,152.5 billion yen, up 14% year over year. Significant year-over-year increases were recorded mainly in the High Functional Materials & Components, Automotive Systems, Electronic Systems & Equipment, and Components & Devices segments in line with recovering demand in automotive- and electronics-related fields.

Overseas revenues increased 24% year over year, to 979.3 billion yen largely due to a global recovery in demand.

Hitachi posted consolidated operating income of 88.4 billion yen, representing a 139.0 billion yen turnaround year over year. This much improved result was attributable to higher revenues, which led to a large improvement in the High Functional Materials & Components and Components & Devices segments and all segments posted profits.

Hitachi also recorded net other income of 55.8 billion yen, an improvement of 86.0 billion yen from the net other deductions recorded in the corresponding period of the previous fiscal year, despite recording exchange losses resulting from the yen's appreciation. The improvement reflected in part the recording of gains on the sale of marketable securities resulting from the transfer of some shares of IPS Alpha Technology, Ltd. to Panasonic Corporation.

As a result of the above, Hitachi recorded income before income taxes of 144.2 billion yen, an improvement of 225.1 billion yen year over year. After income taxes of 26.8 billion yen, Hitachi posted net income of 117.4 billion yen, 208.2 billion yen better year over year. After deducting net income attributable to noncontrolling interests of 31.4 billion yen, Hitachi posted net income attributable to Hitachi, Ltd. of 86.0 billion yen, a 168.7 billion yen improvement on the previous fiscal year's first quarter.

(2) Revenues and Operating Income by Segment

Results by segment were as follows:

[Information & Telecommunication Systems]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	348.9	(3%)	3,966
Operating income	0.1	(5.1)	2

The segment recorded revenues of 348.9 billion yen, a decrease of 3% year over year, with software and services, and hardware both recording lower revenues due to ongoing reduction for IT investment in Japan. A bright spot was strong revenues in storage solutions, particularly for overseas markets.

Segment operating income dropped 5.1 billion yen, to 0.1 billion yen. This was the result of lower earnings in both software and services, and hardware because of declines in revenues.

[Power Systems]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	177.8	5%	2,021
Operating income	4.6	3.1	53

Segment revenues rose 5% year over year, to 177.8 billion yen. One reason was higher sales of nuclear power generation systems due to the construction of new plants and preventative maintenance in Japan. Another factor was strong sales of coal-fired thermal power generation systems overseas.

Segment operating income improved 3.1 billion yen to 4.6 billion yen in line with higher revenues.

[Social Infrastructure & Industrial Systems]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	231.6	(6%)	2,632
Operating income	2.5	6.4	29

The segment recorded revenues of 231.6 billion yen, down 6% year over year, reflecting lower sales of plant-related equipment and construction, and elevators and escalators. However, control systems for the industrial field and certain other products and services recorded solid growth.

Segment operating income improved 6.4 billion yen year over year, to 2.5 billion yen, despite the impact of lower revenues. The improved earnings were attributable to higher earnings on elevators and escalators resulting from cost-cutting and other measures.

[Electronic Systems & Equipment]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	250.2	23%	2,844
Operating income	5.3	17.2	61

Segment revenues rose 23% year over year, to 250.2 billion yen, the result of increased sales mainly of semiconductor-related manufacturing equipment on the back of rebounding capital expenditures in the electronics field, coupled with strong sales of medical electronics equipment.

Segment operating income improved 17.2 billion yen to 5.3 billion yen due to higher sales of semiconductor-related manufacturing equipment and other products.

[Construction Machinery]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	162.0	27%	1,841
Operating income	6.9	8.5	79

Segment revenues climbed 27% year over year, to 162.0 billion yen. In addition to growth in overseas sales of hydraulic excavators and other products, especially to China, the higher segment revenues reflected the impact of making Indian company Telco Construction Equipment Co., Ltd. a consolidated subsidiary in March 2010.

Segment operating income improved 8.5 billion yen year over year, to 6.9 billion yen due to the higher revenues.

[High Functional Materials & Components]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	345.5	26%	3,926
Operating income	26.2	29.4	298

Segment revenues rose 26% year over year, to 345.5 billion yen, reflecting strong results at Hitachi Metals, Ltd., Hitachi Chemical Co., Ltd. and Hitachi Cable, Ltd. due to a global recovery in demand for automotive components and electronics-related products.

Segment operating income improved 29.4 billion yen year over year, to 26.2 billion yen. In addition to higher revenues, this was due to the benefits of business structure reform measures initiated in the previous fiscal year.

[Automotive Systems]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	175.7	38%	1,997
Operating income	4.2	17.3	48

Segment revenues increased 38% year over year, to 175.7 billion yen on the strength of a global recovery in demand brought about by government programs in certain countries to support vehicle sales.

The segment recorded operating income of 4.2 billion yen, a year-over-year improvement of 17.3 billion yen on account of improved capacity utilization in line with recovering demand, and the benefits of business structural reforms.

[Components & Devices]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	201.9	21%	2,295
Operating income	16.7	27.0	191

Segment revenues rose 21% year over year, to 201.9 billion yen due to strong sales of HDDs, reflecting robust demand for use in PCs and servers.

Operating income for the segment improved 27.0 billion yen year over year, to 16.7 billion yen, as earnings improved in HDD operations in line with rising sales.

Note: HDD operations are conducted by Hitachi Global Storage Technologies (Hitachi GST), which has a December 31 fiscal year-end, different from Hitachi's March 31 year-end. Hitachi's results for the three months ended June 30, 2010 include operating results of Hitachi GST for the three months ended March 31, 2010.

[Digital Media & Consumer Products]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	256.6	21%	2,917
Operating income	7.1	20.6	81

The segment recorded a 21% increase in revenues year over year, to 256.6 billion yen. Optical disk drive-related products recorded strong sales largely due to increasing PC demand. Higher sales of flat-panel TVs and other products also boosted revenues, as did strong sales of air conditioners, particularly overseas in China and other markets.

The segment recorded operating income of 7.1 billion yen, an improvement of 20.6 billion yen from the first three months of fiscal 2009. In addition to benefits from business structural reforms in flat-panel TVs and other areas, higher sales led to increased earnings in optical disk drive-related products, air conditioners and other businesses.

Note: The optical disk drive operations are conducted by Hitachi-LG Data Storage, Inc. (HLDS), which has a December 31 fiscal year-end, different from Hitachi's March 31 year-end. Hitachi's results for the three months ended June 30, 2010 include operating results of HLDS for the three months ended March 31, 2010.

[Financial Services]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	94.2	5%	1,071
Operating income	5.1	3.0	59

The segment reported a 5% year-over-year increase in revenues, to 94.2 billion yen, largely due to higher revenues at Hitachi Capital Corporation due to factors such as increased transaction volumes and the sale of assets with expired lease terms.

Operating income for the segment improved 3.0 billion yen year over year, to 5.1 billion yen, in line with higher revenues and the benefits of cost-cutting and other measures at Hitachi Capital.

[Others]

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	179.9	2%	2,045
Operating income	6.0	4.0	68

The segment recorded a 2% rise in revenues year over year, to 179.9 billion yen due to robust growth in revenues at Hitachi Transport System, Ltd. on expansion of third-party logistics solutions.

Segment operating income improved 4.0 billion yen year over year, to 6.0 billion yen, mainly due to higher earnings at Hitachi Transport System.

(3) Revenues by Market

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year % change	U.S. dollars (millions)
Japan	1,173.2	7%	13,332
Outside Japan	979.3	24%	11,129
Asia	502.9	41%	5,716
North America	193.0	12%	2,193
Europe	187.6	5%	2,132
Other Areas	95.7	14%	1,088

Revenues in Japan increased 7% year over year, to 1,173.2 billion yen. This increase reflected mainly higher revenues in the High Functional Materials & Components, Automotive Systems, and Digital Media & Consumer Products segments in line with recovering demand in the automotive and electronics-related fields.

Outside Japan revenues increased 24% year over year, to 979.3 billion yen. In addition to much higher sales in the Construction Machinery Segment, mainly to China, the Electronic Systems & Equipment, Components & Devices, High Functional Materials & Components and Automotive Systems segments posted strong revenues.

As a result, the ratio of overseas revenues to consolidated revenues was 45%, 3 percentage points higher year over year.

(4) Capital Investment, Depreciation and R&D Expenditures

Capital investment on a completion basis, excluding leasing assets, decreased 27% year over year, to 46.9 billion yen, as Hitachi continued to strictly select investments in general. There was, however, an increase in capital investment in the Electronic Systems & Equipment Segment.

Depreciation, excluding leasing assets, decreased 16% year over year, to 75.1 billion yen, primarily due to the continued strict selection of capital investments.

R&D expenditures increased 7%, to 92.5 billion yen, which corresponded to 4.3% of consolidated revenues, due mainly to further R&D investment to strengthen the Social Innovation Business.

2. Financial Position

(1) Financial Position

	As of June 30, 2010		
	Yen (billions)	Change from March 31, 2010	U.S. dollars (millions)
Total assets	9,458.7	494.3	107,486
Total liabilities	7,123.6	427.0	80,951
Interest-bearing debt	3,092.2	725.1	35,139
Total Hitachi, Ltd. stockholders' equity	1,354.1	69.4	15,388
Noncontrolling interests	980.9	(2.2)	11,147
Total Hitachi, Ltd. stockholders' equity ratio	14.3%	0.0%	-
D/E ratio (including noncontrolling interests)*1	1.32 times	0.28 point increase	-
D/E ratio (including noncontrolling interests)*2	1.06 times	0.02 point increase	-

*1: Including liabilities (current and noncurrent) associated with the consolidation of securitization entities.
*2: Excluding liabilities (current and noncurrent) associated with the consolidation of securitization entities.

Total assets as of June 30, 2010 increased 494.3 billion yen from March 31, 2010 to 9,458.7 billion yen. This resulted from the recording of financial assets that had been transferred off the balance sheet to securitized entities in accordance with the application of new U.S.GAAP accounting standards effective from April 1, 2010. Interest-bearing liabilities increased 725.1 billion yen to 3,092.2 billion yen due to the recording of liabilities associated with the consolidation of securitized entities. Stockholders' equity increased 69.4 billion yen to 1,354.1 billion yen from March 31, 2010 due to the improvement in net income attributable to Hitachi, Ltd. As a result, the total Hitachi, Ltd. stockholders' equity ratio was 14.3%, the same as at March 31, 2010. The debt-to-equity ratio, including noncontrolling interests, increased 0.28 points, to 1.32. Excluding the impact of adopting new accounting standards, the debt-to-equity ratio, including noncontrolling interests, increased 0.02 points to 1.06.

(2) Cash Flows

	Three months ended June 30, 2010		
	Yen (billions)	Year-over-year change	U.S. dollars (millions)
Cash flows from operating activities	131.5	144.2	1,494
Cash flows from investing activities	(79.5)	71.8	(904)
Free cash flows	51.9	216.1	590
Cash flows from financing activities	26.5	107.4	302

Operating activities provided net cash of 131.5 billion yen, a year-over-year increase of 144.2 billion yen due to the marked improvement in net income and improvements in efficiently using working capital.

Investing activities used net cash of 79.5 billion yen, 71.8 billion yen less year over year, mainly due to the strict selection of capital expenditures and sale of certain shareholdings.

Free cash flows, the sum of cash flows from operating and investing activities, was 51.9 billion yen.

Financing activities provided net cash of 26.5 billion yen, a 107.4 billion yen change from the net cash used in the corresponding quarter of the previous fiscal year. This was due to an increase in short-term debt due to the issuance of commercial paper by a subsidiary and other factors.

The net result of the above items was an increase of 78.1 billion yen in cash and cash equivalents, to 655.7 billion yen

Free cash flows increased due to the consolidation of securitized entities in accordance with the application of new U.S. GAAP accounting standards effective from April 1, 2010. However, the application of these standards had almost the same effect on cash outflows in financing activities.

3. Outlook for Six Months Period Ending September 30, 2010

	The first half of fiscal 2010 ending September 30, 2010		
	Yen (billions)	Year-over-year change (% or billions yen)	U.S. dollars (millions)
Revenues	4,400.0	7%	51,764
Operating income	170.0	194.7	2,000
Income before income taxes	200.0	310.1	2,352
Net Income	147.0	285.8	1,729
Net Income attributable to Hitachi, Ltd.	100.0	233.2	1,176

Note: First half of fiscal 2010 outlook figures were converted using 85 yen to the U.S. dollar; the same rate was used for fiscal 2010 consolidated financial forecasts announced on May 11, 2010.

In terms of the overall business environment going forward, the outlook for the Japanese economy is still uncertain despite being on the road to recovery supported by strong Asian economies. The uncertainty is being created by the yen's ongoing appreciation and the impact that the unwinding of stimulus measures will have on the economy. While the Chinese economy is expected to maintain a high growth rate, the global economy as a whole remains uncertain, including lackluster European economies due to fiscal austerity measures and a continuing slowing U.S. economy where employment and personal income conditions remain weak. This overall uncertainty is expected to continue for the time being.

Under these circumstances, Hitachi has revised consolidated forecasts for the first half of fiscal 2010 issued on May 11, 2010 when it announced its financial results for fiscal 2009. Details are shown in the table above. Regarding full-year forecasts, Hitachi has not revised its previous forecasts at this time for the full year because of uncertainty surrounding the business environment in the second half of fiscal 2010. This uncertainty includes trends in the global economy, especially in the U.S. and Europe, foreign currency fluctuations, fluctuations in raw material prices, and the impact of unwinding economic stimulus measures such as the Eco-Points program and tax breaks on environmentally friendly products.

Projections for the second quarter of fiscal 2010 assume exchange rates of 85 yen to the U.S.

dollar and 110 yen to the euro.

Other

(1) Changes in significant subsidiaries during the period (changes in specified subsidiaries causing changes in scope of consolidation)

None

(2) Application of simple accounting treatment and/or specific accounting treatment in preparing the quarterly consolidated financial statements

Yes

(3) Changes in accounting principles, procedures and presentation methods for preparing quarterly consolidated financial statements.

Yes

For details, please see "2. Changes in matters concerning accounting standards" on page 16.

Cautionary Statement

Certain statements found in this document may constitute "forward-looking statements" as defined in the U.S. Private Securities Litigation Reform Act of 1995. Such "forward-looking statements" reflect management's current views with respect to certain future events and financial performance and include any statement that does not directly relate to any historical or current fact. Words such as "anticipate," "believe," "expect," "estimate," "forecast," "intend," "plan," "project" and similar expressions which indicate future events and trends may identify "forward-looking statements." Such statements are based on currently available information and are subject to various risks and uncertainties that could cause actual results to differ materially from those projected or implied in the "forward-looking statements" and from historical trends. Certain "forward-looking statements" are based upon current assumptions of future events which may not prove to be accurate. Undue reliance should not be placed on "forward-looking statements," as such statements speak only as of the date of this document.

Factors that could cause actual results to differ materially from those projected or implied in any "forward-looking statement" and from historical trends include, but are not limited to:

- economic conditions, including consumer spending and plant and equipment investments in Hitachi's major markets, particularly Japan, Asia, the United States and Europe, as well as levels of demand in the major industrial sectors which Hitachi serves, including, without limitation, the information, electronics, automotive, construction and financial sectors;
- exchange rate fluctuations for the yen and other currencies in which Hitachi makes significant sales or in which Hitachi's assets and liabilities are denominated, particularly against the U.S. dollar and the euro;
- uncertainty as to Hitachi's ability to access, or access on favorable terms, liquidity or long-term financing;
- uncertainty as to general market price levels for equity securities in Japan, declines in which may require Hitachi to write down equity securities that it holds;
- the potential for significant losses on Hitachi's investments in equity method affiliates;
- increased commoditization of information technology products and digital media-related products and intensifying price competition for such products, particularly in the Components & Devices and the Digital Media & Consumer Products segments;
- uncertainty as to Hitachi's ability to continue to develop and market products that incorporate new

technology on a timely and cost-effective basis and to achieve market acceptance for such products;

- rapid technological innovation;
- the possibility of cost fluctuations during the lifetime of or cancellation of long-term contracts, for which Hitachi uses the percentage-of-completion method to recognize revenue from sales;
- fluctuations in the price of raw materials including, without limitation, petroleum and other materials, such as copper, steel, aluminum and synthetic resins;
- fluctuations in product demand and industry capacity;
- uncertainty as to Hitachi’s ability to implement measures to reduce the potential negative impact of fluctuations in product demand, exchange rates and/or price of raw materials;
- uncertainty as to Hitachi’s ability to achieve the anticipated benefits of its strategy to strengthen its Social Innovation Business;
- uncertainty as to the success of restructuring efforts to improve management efficiency by divesting or otherwise exiting underperforming businesses and to strengthen competitiveness and other cost reduction measures;
- general socio-economic and political conditions and the regulatory and trade environment of Hitachi’s major markets, particularly Japan, Asia, the United States and Europe, including, without limitation, direct or indirect restrictions by other nations on imports, or differences in commercial and business customs including, without limitation, contract terms and conditions and labor relations;
- uncertainty as to the success of alliances upon which Hitachi depends, some of which Hitachi may not control, with other corporations in the design and development of certain key products;
- uncertainty as to Hitachi’s access to, or ability to protect, certain intellectual property rights, particularly those related to electronics and data processing technologies;
- uncertainty as to the outcome of litigation, regulatory investigations and other legal proceedings of which the Company, its subsidiaries or its equity method affiliates have become or may become parties;
- the possibility of incurring expenses resulting from any defects in products or services of Hitachi;
- the possibility of disruption of Hitachi’s operations in Japan by earthquakes or other natural disasters;
- uncertainty as to Hitachi’s ability to maintain the integrity of its information systems, as well as Hitachi’s ability to protect its confidential information and that of its customers;
- uncertainty as to the accuracy of key assumptions Hitachi uses to valuate its significant employee benefit related costs; and
- uncertainty as to Hitachi’s ability to attract and retain skilled personnel.

The factors listed above are not all-inclusive and are in addition to other factors contained in Hitachi’s periodic filings with the U.S. Securities and Exchange Commission and in other materials published by Hitachi.