

R&D strategy for global growth of social innovation business

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“Growth driven by Social Innovation business” & “Solid financial base”

Social innovation business is made up of
“Fusion of societal infrastructure & IT” and “Materials & Key devices”

1. Leverage Hitachi’s strengths to promote a global growth strategy

- Strengthen locally led project control centers; Develop detailed strategies for each region

2. Focus business resources on Social Innovation business*

- Invest 1 trillion JPY in FY2010 - FY12 period; Spend 600 billion JPY on R&D

3. Stable profit center by strengthening the management platform

- Rigorously cut cost, improve non-operating revenue, etc.; Become a global CSR leader

