

News Release

FOR IMMEDIATE RELEASE

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Hitachi Social Innovation Forum 2016 Announced for Berlin

On Tuesday 29th November 2016 at Ewerk

Berlin, November 23, 2016 --- Hitachi Europe Ltd., a subsidiary of Hitachi, Ltd. (TSE:6501), today announced that it is bringing its global series of Social Innovation Forums to Berlin on Tuesday 29th November 2016. It will take place at Ewerk, one of Germany's oldest preserved power plants, in the centre of Berlin. The Forum will demonstrate how businesses can take advantage of the many new opportunities being created through Social Innovation in the IoT (Internet of Things) era.

The Hitachi Social Innovation Forum in Berlin builds on the success of the previous Forum held in Munich in 2015. It forms part of a wider series taking place across Europe since 2013 as well as various regions throughout the world. The Forum introduces Hitachi Group's wide range of solutions and technologies such as smart cities, energy and healthcare to a Europe-wide audience. Over 150 industry leaders, professionals, government officials and academics will attend to explore the key themes and opportunities presented by the role of 'co-creation' and the IoT in developing new solutions to business challenges faced today.

The Berlin Social Innovation Forum will comprise two main sessions. The morning session will focus on the New Era of Social Innovation, 'co-creation' and the IoT through several key-note speeches and panel discussions, whilst the afternoon will allow delegates to explore an interactive exhibition of Social Innovation technologies and solutions. Klaus Dieter Rennert, Chief Executive for EMEA-CIS, Hitachi, Ltd. and Chairman of the Board of Directors, Hitachi Europe will explain his vision in the opening keynote speech. Delegates will also hear from Carsten Vollrath, Managing Partner/CEO,

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Innovative Management Partner AG, Switzerland; Patrik Sjöstedt, General Manager, Hitachi Insight Group EMEA, Hitachi, Ltd.; Kevin Eggleston, General Manager, Americas, Hitachi Insight Group, Hitachi, Ltd.; Olaf Heil, General Manager, Energy Solutions EMEA-CIS, Hitachi Europe and Wael Elrifai, Director of Enterprise Solutions, Pentaho.

Hitachi's global business development is centered on its expertise in Social Innovation, providing market-leading infrastructure solutions underpinned by highly reliable and efficient Operational Technology and Information Technology. In the recently announced 2018 Mid-term Management Plan, Hitachi aims to increase its overseas sales ratio to more than 55%. Europe is the one of the key regions to achieve this target. Though its Social Innovation Business, Hitachi is committed to provide real benefits to society, turning the world's challenges into opportunities and creating a safer, smarter and more sustainable world with our technologies.

Hitachi aspires to drive innovation together with all of its stakeholders in ways that make positive contributions to society, and it seeks to inspire a world to provide safety, comfort and convenience to people throughout the planet, as well as for future generations.

Following the Forum in London on 29th November, another European Hitachi Social Innovation Forums will take place in Istanbul on 13th December 2016.

[Hitachi European events website](#)

About Hitachi Insight Group

Hitachi Insight Group is dedicated to driving business and societal transformation through digitalization. Its digital solutions deliver connected intelligence from the internet of things and actionable insights that support better decision-making, exceptional outcomes and smarter, safer, healthier, more efficient societies. Leveraging Hitachi's rich industrial heritage and extensive expertise in both operational and information technologies (OT and IT), Hitachi Insight Group accelerates solution creation with the Lumada IoT core platform, serving public and private sector customers across three market categories: Smart City, Digital Energy and Industrial IoT. The group is based in Santa Clara, CA, USA, with offices and operations worldwide. For more information, visit www.hitachiinsightgroup.com.

About Hitachi Europe Ltd.

Hitachi Europe Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Maidenhead, UK. The company is focused on its Social Innovation Business - delivering innovations that answer society's challenges. Hitachi Europe and its subsidiary companies offers a broad range of information & telecommunication systems; rail systems, power and industrial systems; industrial components & equipment; automotive systems, digital media & consumer products and others with operations and research & development Laboratories across EMEA. For more information, visit <http://www.hitachi.eu>.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges. The company's consolidated revenues for fiscal 2015 (ended March 31, 2016) totaled 10,034.3 billion yen (\$88.8 billion). The Hitachi Group is a global leader in the Social Innovation Business, and it has approximately 335,000 employees worldwide. Through collaborative creation, Hitachi is providing solutions to customers in a broad range of sectors, including Power / Energy, Industry / Distribution / Water, Urban Development, and Finance / Government & Public / Healthcare. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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