

News Release

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Hitachi Europe Announces the Appointment of Dr Satoshi Yoshitomi as New General Manager of Johannesburg Office

Johannesburg, South Africa, March 18, 2014 --- Hitachi Europe Ltd., a subsidiary of Hitachi, Ltd. (TSE:6501), today announced that Dr Satoshi Yoshitomi has been appointed as General Manager of the Johannesburg Office of Hitachi Europe. Dr Yoshitomi currently serves as Senior Manager, Corporate Marketing Group, Hitachi, Ltd., and succeeds Mr Mitsunobu Oshima. The new appointment will be effective on 1 April, 2014.

Dr Yoshitomi will lead all Hitachi's corporate business operations for Sub Saharan Africa. He will also lead the corporate business strategy and coordinate Group company collaborations in the region. Dr Yoshitomi has served as Senior Manager, Corporate Marketing Group, Hitachi, Ltd. since 2012. He joined Hitachi, Ltd. in 1987 and has held various supervisory and senior management positions. His background includes extensive experience in several areas, including engineering and global marketing operations in Americas, Europe, Asia and Russia. Dr Yoshitomi was also instrumental in the opening of Hitachi Europe's Istanbul office in Turkey in 2012.

Hitachi is currently implementing policies aimed at the global rollout of the Social Innovation Business as part of its 2015 Mid-term Management Plan, and has set a goal of increasing the ratio of overseas sales, which was at 41% in FY2012, to over 50% by FY2015. Sub Saharan Africa including South Africa are key strategic markets for Hitachi's growth globally, as part of this Plan.

Hitachi's aim is to contribute to the stable and sustainable growth of countries through its Social Innovation Business. Hitachi recognises the huge opportunity Sub Saharan Africa offers, where it is projected to see a high rate of economic growth alongside India. Last fiscal year 2013, Hitachi celebrated the 50th anniversary of the establishment of its business incubation office in Johannesburg. Since opening the

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office in 1963, Hitachi has had a presence in South Africa through its Power systems, Information & Telecommunications Systems, Construction Machinery, Power tool and Home appliances businesses. In FY2014 Hitachi intends to increase human resource investment in the incubation office to further expand its Social Innovation Business in the region.

Dr Yoshitomi said, "I am excited and honored to take on my new role as General Manager of the Johannesburg Office. Sub Saharan Africa is a very important market for our company and I see many ways in which Hitachi can contribute to the region's growth and continued economic and societal development, together with other stakeholders."

About Hitachi Europe Ltd.

Hitachi Europe Ltd., headquartered in Maidenhead, UK, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of information & telecommunication systems; power (including nuclear) and industrial system; rail systems; digital media and consumer products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing with operations throughout 12 countries across Europe, the Middle East and Africa. Hitachi Europe also has three Research and Development Laboratories and a design centre. For more information, visit <http://www.hitachi.eu>. For more information on other Hitachi Group companies in Europe, please visit <http://www.hitachi.eu/network/index.html>.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totalled 9,665 billion yen (\$117.8 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development systems, as well as the sophisticated materials and key devices that support them.

For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.