

Corporate Credo

Hitachi Group Identity

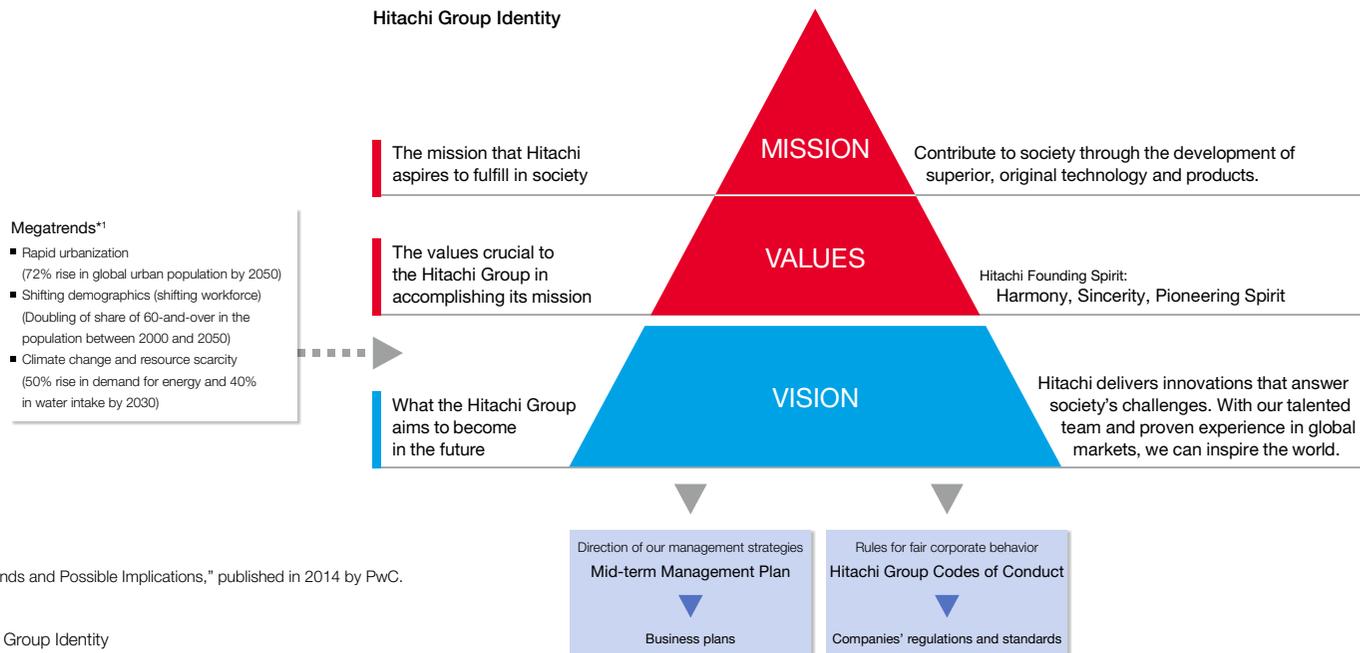
Society is today undergoing great changes and faces a range of challenges, from rapid urbanization and shifting demographics to climate change and resource scarcity. The Hitachi Group's Corporate Credo is to contribute to society through the development of superior, original technology and products. To accomplish this mission, we uphold the values of Harmony, Sincerity, and Pioneering Spirit that comprise the Hitachi Founding Spirit. Our Group Vision was created based on this mission and these values to express what the Hitachi Group aims to become in the future. Together, these three elements—Mission, Values, and Vision—make up the Hitachi Group Identity.

Based on our Group Identity, and continuously considering the next generation, we promote corporate activities informed by sensitivity to the needs of a changing society. Our Mid-term

Management Plan is the action plan we define to realize the Hitachi Group Vision; by integrating our management and sustainability strategies, we seek to enhance the effectiveness of this approach.

The implementation of our plan is a way for us to fulfill our responsibilities as a good corporate citizen through robust, diverse governance; the pioneering spirit and strong ethical stance of our employees; and operations that help address social issues. We operate and pursue our activities in line with the Hitachi Group Codes of Conduct, the guidelines for ethical behavior and decision-making shared by all executives and employees of the Hitachi Group.

Trends in Society and Hitachi Group Identity



*1 Based on the "Five Megatrends and Possible Implications," published in 2014 by PwC.