

Corporate Credo

Hitachi Group Identity

Approach

102-16

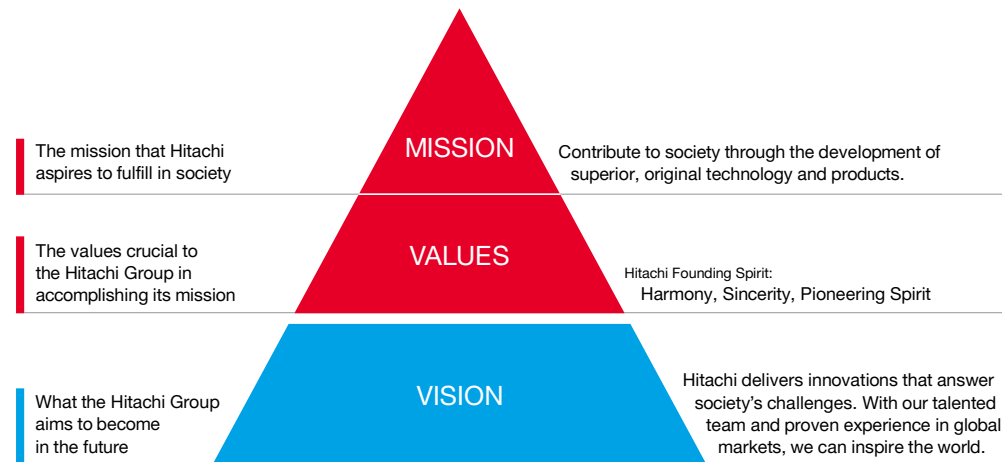
Hitachi Group Codes of Conduct ▶

Hitachi's Mission is to contribute to society through the development of superior, original technology and products. This Mission has been carefully passed on to generations of employees and stakeholders throughout our 110-year history. Our Values reflect the Hitachi Founding Spirit of Harmony, Sincerity and Pioneering Spirit, which was shaped by the achievements of our predecessors in the company as they worked hard to fulfill the Mission. Our Vision was created based on our Mission and Values. It is an expression of what Hitachi Group aims to become in the future as it advances in its next stage of growth. Our Mission, Values and Vision combine to form the Hitachi Group Identity.

Based on the Hitachi Group Identity, and continuously considering the next generation, we promote corporate activities with a view to the medium and long term informed by sensitivity to the needs of a changing society. The Mid-term Management Plan is our action plan 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 the 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.

■ Hitachi Group Identity



Solidifying the Hitachi Group Identity

Employee Engagement

Hitachi promotes brand education through training tools and courses based on the idea that social issues can be solved if each and every one of its employees understands and embodies the Hitachi Group Identity.

One way we promote understanding of and familiarity with the Hitachi Group Identity and the Hitachi Brand is through the annual Inspiration of the Year Global Award, which recognize remarkable activities that contribute to enhancing the value of the Hitachi Brand by demonstrating the Hitachi Group Identity. In fiscal 2019, the award saw 211 applications from Hitachi Group employees around the world. Projects that represented the practice of the Hitachi Group Identity and contributed to a sustainable society by

increasing social, environmental, and economic value were selected from various regions for the Grand Prix, including "Making the Sea Beautiful Again! Water Infrastructure Business in Papua New Guinea" and "Using AI in Providing Smart Building Solutions in Singapore." The Grand Prix-winning projects were recognized at the Global Awards Ceremony and shared with all employees through our intranet.

"Hitachi Group Identity Movie—I am Hitachi," a movie featuring the Grand Prix-winning projects, was unveiled on our website, allowing a wide range of people inside and outside the Group to see how Hitachi Group employees around the world are endeavoring to improve people's quality of life every day while holding the Hitachi Group Identity close to their heart.

Hitachi Group Identity ▶
<http://www.hitachi.com/corporate/about/identity/index.html>

Hitachi Group Identity Movie—I am Hitachi ▶
http://www.hitachi.com/corporate/about/identity/i_am_hitachi/index.html

