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## Management

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## // Hitachi Group Identity

### Carrying out Corporate Activities Based on the Hitachi Group Identity

#### Approach

GRI 102-16

Hitachi's Mission is to "contribute to society through the development of superior, original technology and products." To fulfill our Mission, we adhere to our Values, which reflect the Hitachi Founding Spirit of "Harmony, Sincerity and Pioneering Spirit." Under our Mission and Value, we have added the Hitachi Group Vision, which describes what the Hitachi Group aims to become in the future. These elements together make up the Hitachi Group Identity. Based on the Hitachi Group Identity, continuously considering the next generation, we carry out corporate activities from a medium- to long-term perspective informed by sensitivity to the changing needs of 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.

By implementing the plan, the Hitachi Group seeks to fulfill its responsibilities as a good corporate citizen and member of the global community which provides value to customers and society leveraging 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, which are the guidelines for ethical behavior and decision-making shared by all executives and employees of the Hitachi Group.

### Solidifying the Hitachi Group Identity

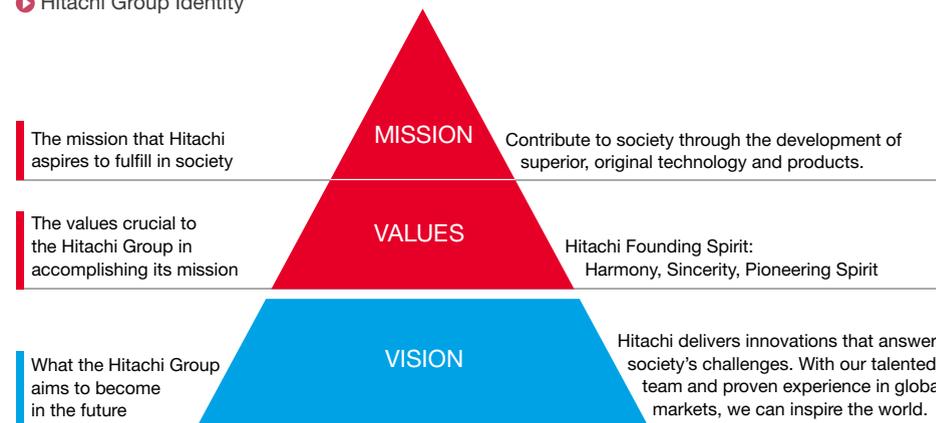
#### Training

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

One way we promote understanding of and familiarity with the Hitachi Group Identity and the Hitachi Brand is with the annual Inspiration of the Year Global Award, which recognizes remarkable activities that contribute to enhancing the value of the Hitachi Brand by demonstrating the Hitachi Group Identity. In fiscal 2021, the award saw 307 applications from Hitachi Group employees around the world. Projects that utilized data and technology to help create a sustainable society while supporting people's happiness were selected from various regions for the Grand Prix. One such award went to a project in Europe working to promote the transition to electric vehicles and to co-create technological and commercial innovations. 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 award winners, is released 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 realize a better society.

#### ▶ Hitachi Group Identity



P171 Complying with the Hitachi Group Codes of Conduct

[Hitachi Group Identity](https://www.hitachi.com/corporate/about/identity/index.html)  
https://www.hitachi.com/corporate/about/identity/index.html

[Hitachi Group Identity Movie - I am Hitachi](https://www.hitachi.com/corporate/about/identity/i_am_hitachi/index.html)  
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