

# News Release

March 28, 2025  
Proterial, Ltd.

## Proterial to Exhibit its Products at Hannover Messe 2025, One of the World's Largest Trade Fairs for the Manufacturing Industry

Proterial, Ltd. (hereinafter, "Proterial") will take part in Hannover Messe 2025, the world's leading industrial trade fairs, to take place from March 31st to April 4th, 2025 in Hannover, Germany. Following on from last year, we will be showcasing mainly hydrogen-related products and making proposals for realizing a decarbonized society.

### 1. Concept

As a "green enabler," Proterial aims to help our customers solve environmental challenges through the provision of our products, thereby promoting a sustainable transformation of the global environment and society. Recognizing the overriding importance of reducing carbon dioxide (CO<sub>2</sub>) emissions, we are focusing on the achievement of a hydrogen society as a way to address this issue.

In line with this approach, at this year's Hannover Messe, Proterial will exhibit its lineup of products that support "Production," "Storage" and "Utilization" of hydrogen at Hydrogen + Fuel Cells Europe, the trade fair's special exhibition area for hydrogen and fuel cell technologies as in the previous year. By presenting products that help our customers in Europe and around the world solve problems in achieving a hydrogen society, we contribute to the move toward a decarbonized society.

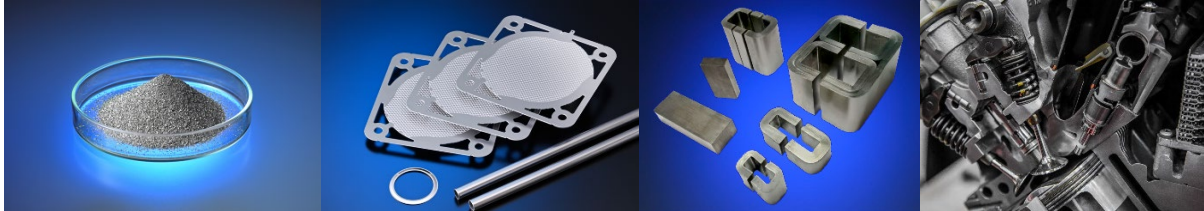


### Proterial, Ltd.

Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan  
[www.proterial.com/e](http://www.proterial.com/e)

## 2. Products to be displayed

Hydrogen storage alloy, High-strength alloys, High oxidation-resistant alloys, Materials with hydrogen embrittlement resistance, Additive manufacturing materials with high corrosion resistance and hydrogen embrittlement resistance, Amorphous alloy Metglas™ cut cores, Nanocrystalline Soft Magnetic Material FINEMET® cut cores, Aluminum Electroplating Technology ALectro™, Cathode Active Material Production Technology CALISMAT™



## 3. Presentation of products at the technical forum

Proterial will provide product explanations at a technical forum during Hannover Messe 2025.

(1) Time and date: 10:15 a.m. to 10:30 a.m. (CET), April 2, 2025

(2) Venue: Hall 13, Booth A30

(3) Theme: High-performance MATERIALS \* hydrogen industry

<https://www.hannovermesse.de/event/high-performance-materials-hydrogen-industry/vor/8028>

## 4. Overview of Hannover Messe 2025

(1) Period: March 31, 2025 to April 4, 2025

(2) Venue: Hannover Exhibition Grounds (Hannover, Germany)

(Proterial's booth will be set up within the Hydrogen + Fuel Cells Europe special exhibition area.)

(3) Organizer: Deutsche Messe AG

(4) Description: One of the world's largest international exhibitions for the manufacturing industry. It is also an exhibition platform for the German government to promote decarbonization and Industry 4.0. It covers automation, motion and digital technologies, energy-related technologies including hydrogen and fuel cells, industrial components and materials, vacuum technology, compressors, intralogistics, and basic technologies at the research stage.

(5) Official website: <https://www.hannovermesse.de/en/>

(6) Proterial's booth: Hall 13, Stand D28

<https://www.hannovermesse.de/exhibitor/proterial-europe/N1566266>

Media Inquiries: Corporate Communications Dept.

[https://www.cntct.proterial.com/contact/publish/inquiry\\_eng?g=01&c=001-01](https://www.cntct.proterial.com/contact/publish/inquiry_eng?g=01&c=001-01)

Customer Inquiries: <https://www.proterial.com/e/contact/>

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## ■About PROTERIAL

# PROTERIAL

“Proterial” reflects the essence of our corporate philosophy, which consists of three elements: Mission: “Make the best quality available to everyone;” Vision: “Leading sustainability by high performance;” and Values: “Unflinching integrity” and “United by respect.” It combines “**pro-**” with the word “**material.**”

“Pro-” represents our “three pros”:

- **Professional — work that exceeds expectations**
- **Progressive — a spirit that keeps challenging**
- **Proactive —an enterprising attitude**

“Material” refers to the high-performance materials that our original technologies produce and underpinned by the three pros. With our focus on solving customer issues and bringing new levels of value, we promise to contribute to the realization of a sustainable society through the products and services that embody our philosophy.

## ■Proterial, Ltd. — Company Overview

Established: April 1956

Head office: Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan

Capital : 310 million yen (as of March 31, 2024)

Representative : Sean M. Stack

Representative Director, Chairman, President and Chief Executive Officer (CEO)

Sales revenue: 1,033.2 billion yen (Term ended March 2024)

History: 1910: Founded as Tobata Foundry Co.

1937: Merged with Hitachi, Ltd.

1956: Established separately as Hitachi Metals Industries, Ltd.

2023: Company separated from the Hitachi Group, and renamed from Hitachi Metals, Ltd. to Proterial, Ltd.

Proterial is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. In January 2025, Proterial received a Silver rating in the EcoVadis Sustainability Assessment.

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