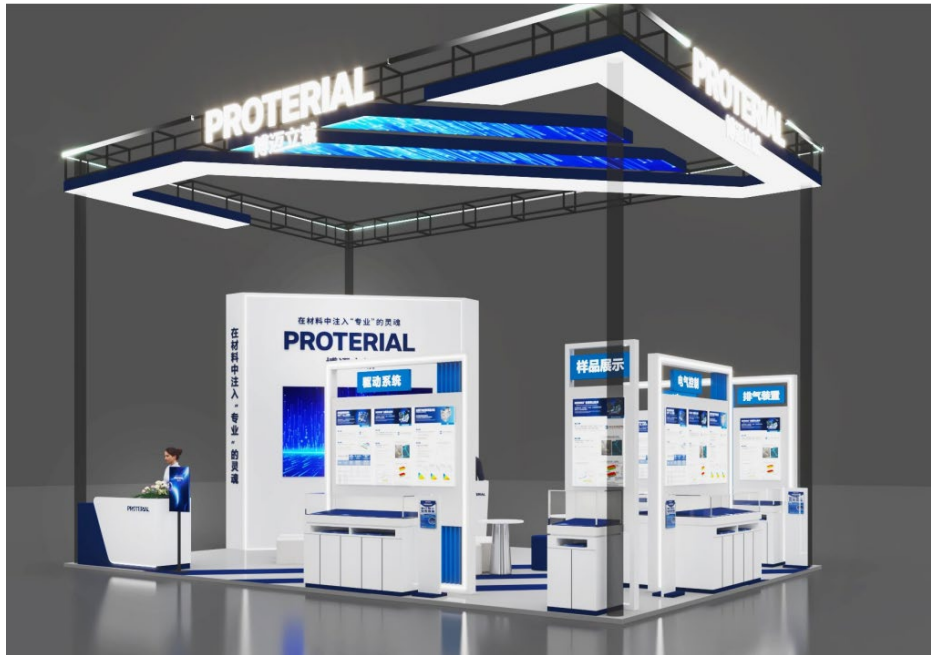


News Release

April 11, 2025
Proterial, Ltd.

Proterial to Join the 21st Shanghai International Automobile Industry Exhibition (Auto Shanghai 2025)

Proterial (China), Ltd. (Shanghai; hereafter “Proterial”), the local subsidiary of Proterial, Ltd. in China, will exhibit at the 21st Shanghai International Automobile Industry Exhibition (Auto Shanghai 2025) to be held in Shanghai, China, from April 23 to May 2, 2025.



1. Exhibit overview

Proterial provides a wide range of high-performance materials, capturing the changing environmental performance requirements of automotive applications. At this exhibition, Proterial will showcase components for xEV motors, inverters, on-board chargers, and batteries, as well as hydrogen-related products, among others, introducing the company’s advanced materials for the mobility sector to customers in China and around the world.

Main exhibits:

(1) Components for motors

- Neodymium magnet NEOMAX®
- Ferrite magnet NMF™
- Amorphous materials for motors
- Magnetic wedge
- Permendur

(2) Components for inverters and on-board chargers

- Nanocrystalline material FINEMET® common mode choke coil and core
- Soft ferrite, Amorphous powder core
- Silicon nitride substrate
- Nanocrystalline material FINEMET® shield yoke sheet
- On-board flexible flat cable (FFC)

Proterial, Ltd.

Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan
www.proterial.com/e

(3) Components for batteries, hydrogen-related products, etc.

Clad materials for power modules and batteries

Hydrogen-related products, such as materials with hydrogen embrittlement resistance

Amorphous brazing filler metals

2. Preview of the 21st Shanghai International Automobile Industry Exhibition (Auto Shanghai 2025)

(1) Exhibition dates: April 23–May 2, 2025 (Wed–Fri of the following week)

*April 23–24: Open to media only

(2) Venue: National Exhibition and Convention Center (Shanghai)

(3) Organizers: Council for the Promotion of International Trade Shanghai, China Association of Automobile Manufacturers

(4) Exhibitors: Over 1,000 companies

(5) Visitors: Approximately 900,000 (expected)

(6) Special website: https://www.china.proterial.com/2025_auto_shanghai (in Chinese)

(7) Proterial China's booth: Hall 1.2H, Booth No. 1BA007

PROTERIAL
博迈立铖

2025
INVITATION

Shanghai International
Automobile Industry Exhibition
Proterial's booth

Embracing Innovation,
Empowering the Future

Proterial will be exhibiting at Auto Shanghai 2025.
We look forward to your visit to our booth at the exhibition.

Dates and times

April 25–May 1 Friday–Thursday 10:00–19:00
May 2 Friday 10:00–15:00

Venue

National Exhibition and Convention Center (Shanghai)
No. 333 Songze Avenue, Qingpu District, Shanghai

**Proterial's booth: Hall 1.2H,
Booth No. 1BA007**

Please scan this QR code and fill out the visitor survey.
(Available in Chinese and English only.)
Visitors who complete the survey will receive a novelty gift at the
Proterial booth, so please ask one of our staff members.
*Please note that quantities are limited, and the offer may end without
prior notice.

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Media Inquiries: Corporate Communications Dept.

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: “Unfaltering 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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