

News Release

September 17, 2025
Proterial, Ltd.

Proterial to Exhibit its Products at the 25th China International Industry Fair (CIIF 2025)

Proterial (China), Ltd. (Shanghai, China; hereafter, "Proterial"), a local Chinese subsidiary of Proterial, Ltd., will exhibit its products at the 25th China International Industry Fair (CIIF 2025) that will be held in Shanghai, China from September 23 to September 27, 2025. Proterial booth (8.1 HALL B016) will showcase high-function materials in a broad range of fields, such as the robotics, automotive, and semiconductor sectors.

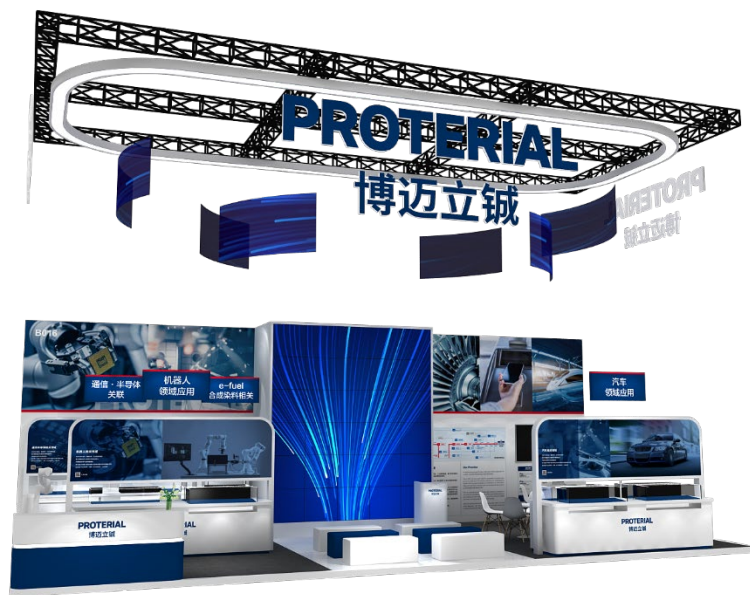


Illustration of Proterial booth

1. Exhibit Contents

(1) Robotics

Permendur YEPTTM-2V

Ferrite sintered magnet NMFTM

Neodymium/iron/boron sintered magnet NEOMAX[®]

Nd-Fe-B anisotropic ring magnet

Industrial robot cables (movable cables, fixed cable, harness products, thermally fusible flat cables)

Proterial, Ltd.

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

(2) Automotive

Cladding materials for power modules and batteries
Fe-based amorphous alloy for transformers and high-speed motors
Ni-based amorphous brazing materials
Brake hose, EPB harness, SRC-Assy
High-toughness/high-machinability new cold dies steel SLD™-f
Cold dies steel and high-speed tool steel YSS™
On-board flexible flat cable (FFC)

(3) Telecommunications and semiconductors

Stainless (SUS) foil for foldable display
Conductive Ni-P particles
FINEMET™ common mode choke core/coil
Soft ferrite core, amorphous powder core/coil
Silicon nitride substrates
Nano-sized crystal material FINEMET™ shield yoke sheet

(4) Synthetic fuel (e-fuel)-related field

Hydrogen-related products such as materials with hydrogen embrittlement resistance

2. Exhibit Overview

- (1) Name: The 25th China International Industry Fair (CIIF 2025)
(2) Date: Tuesday, September 23, 2025 to Saturday, September 27, 2025
(3) Venue: National Exhibition and Convention Center Shanghai (Hongqiao)
(Proterial booth: 8.1 HALL B016)
(4) Organizer: Donghao Lansheng (Group) Co., Ltd.
(5) Official Website: <https://www.ciif-expo.com/home>
(6) Special Website: https://www.china.proterial.com/2025_ciif (Only in Chinese)
(7) How to apply for admission: Apply through the QR code or URL below.
You can register free of charge until 19:00 (UTC+9), Saturday, September 20.



<https://www.ciif-expo.cn/ciifVisitor?registrationCode=rs-30001421>

Proterial, Ltd.

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

PROTERIAL
博迈立铖

CIIF 2025

CHINA INTERNATIONAL
INDUSTRY FAIR 中国工博会

Information

Proterial is to exhibit its products at CIIF 2025.
Please take this opportunity to visit the venue.

Date:

September 23 to 27
2025

Venue:

National Exhibition and
Convention Center
Shanghai (Hongqiao), China

Proterial booth: 8.1 HALL B016



If you have registered through the QR code, please tell the staff at the Proterial booth when you visit the venue. You will receive a novelty item.

* Please note that we may stop giving away novelty items without notice because the number of novelty items is limited.

**Register in advance
for free admission!**

Applications for registration to be accepted until 19:00 (UTC+9), September 20

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/>

YEP, NEOMAX, NMF, FINEMET, SLD, and YSS are registered trademarks or trademarks of Proterial, Ltd.

Proterial, Ltd.

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

■About PROTERIAL

PROTERIAL

The Thinking Behind our Company Name

“Proterial” combines “**pro-**” with the word “**material.**”

“Pro-” represents elements of our Values:

- **Unparalleled Professionalism**
- **Unbounded Progressiveness**
- **Unleashing Proactiveness**

“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, 2025)

Representative : Sean M. Stack

Representative Director, Chairperson, President, & CEO

Sales revenue: 768.6 billion yen (Term ended March 2025)

History: 1910: Founded as Tobata Foundry Co.

1937: Merged with Hitachi, Ltd.

1956: Established separately as Hitachi Metals Industries, Ltd.

2023: 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.

Proterial, Ltd.

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

www.proterial.com/e