

News Release

March 24, 2026
Proterial, Ltd.

Exhibit at “Coiltech Deutschland 2026”

Proterial, Ltd. (hereinafter, “Proterial”) will exhibit at Coiltech Deutschland 2026, a trade fair specializing in electrical engineering, to be held from March 25 to March 26, 2026, in Augsburg, Germany. At the Proterial booth (2-E48), the company will showcase its latest advanced magnetic materials and motor-related products that contribute to higher motor torque and reduced losses.



Proterial Key Visual

1. Overview

Proterial provides products and technologies for a wide range of applications in the motor field, including xEVs*. At the Proterial booth at Coiltech Deutschland 2026, the company will showcase advanced magnetic materials and motor-related products. Engineers from the Motor Solutions Department, which was established within the Marketing & Sales Division in November 2025, will also be available to answer customer inquiries. By responding to increasingly sophisticated and diverse customer needs, Proterial aims to contribute to solving customer challenges through comprehensive proposals offering optimal technologies and products.

Proterial, Ltd.

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

2. Main Products on Display

- Magnetic materials:
 - Neodymium-iron-boron (Nd-Fe-B) sintered magnets, Ferrite sintered magnets
 - Bonded Magnet
- Soft magnetic materials:
 - Permendur, Amorphous alloys, Magnetic Slot Wedge
- Electric Wire & Cable:
 - Magnet wire, Motor internal wiring components [SRC(Semi-rigid Connect)-Assy]

NdFeB Magnet NEOMAX® HRE free / less

High-performance **Ferrite Magnet NMF™**

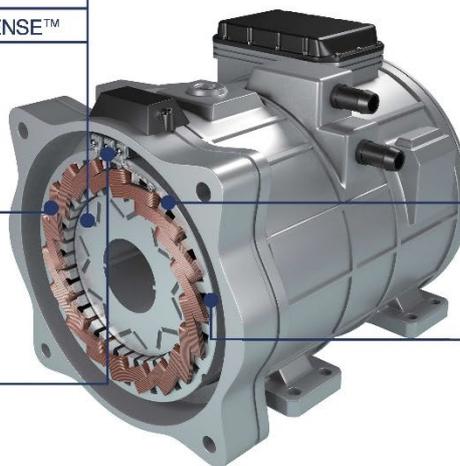
High-performance **Bonded Magnet HIDENSE™**



Magnet Wire



Semi-rigid Connect Assy (Busbar)



Amorphous Alloy



Permendur YEP™-2V



Magnetic Slot Wedge



3. Overview of Coiltech Deutschland 2026

- (1) Period: March 25, 2026 to March 26, 2026
- (2) Venue: Messe Augsburg (Augsburg, Germany)
- (3) Official website: <https://www.coiltech.de/landing.asp?idf=113&idl=de>
- (4) Proterial booth: 2-E48

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/>

* xEV: A collective term for electric vehicles (EVs), hybrid electric vehicles (HEVs), and plug-in hybrid electric vehicles (PHEVs).

NEOMAX, NMF, HIDENSE, and YEP are registered trademarks or trademarks of Proterial, Ltd.

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■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 2026, Proterial received a Silver rating in the EcoVadis Sustainability Assessment for the second consecutive year.

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