

# Business Bases Embodying the Hitachi Metals Group's Strengths

The keys to the Hitachi Metals Group's strengths are its "advanced technologies" and "intelligent human resources." Since our foundation, our widely knowledgeable personnel have maintained a commitment to quality. Rather than keeping pace with and following the competition, we develop a wide range of products brimming with creativity and backed by advanced technologies, to meet the needs of customers all over the world.

## Business base 1

### Advanced Technologies

In addition to exploiting our knowledge about the characteristics of various materials to pursue extremely high-quality core technologies and enhance quality, we have *monozukuri* skills that enable us to create and mass-produce items that meet customers' needs. We deploy these capabilities to achieve "mass production of quality" and support value creation at the Hitachi Metals Group.

By exhaustively targeting "mass production of quality" in this way, we have achieved the top market share in our fields of focus.

### Mass production of quality

#### Core technologies

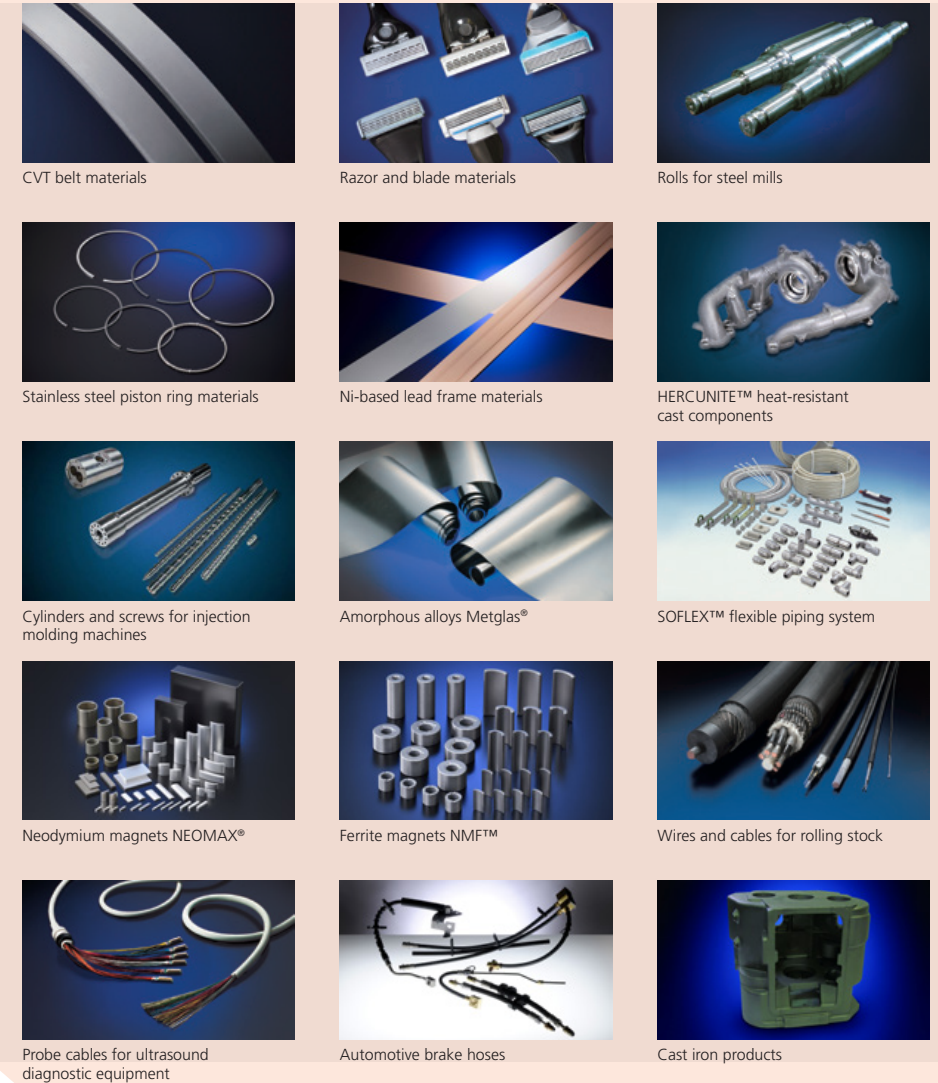
Technologies and ideas to extract materials' maximum performance

- Alloys and design technologies
- Manufacturing and processing technologies
- Analysis/evaluation technologies

#### Monozukuri skills

- Industry-leading production capacity
- Industry-leading cost competitiveness

Top market share achieved



## Business base 2

### Intelligent Human Resources

Human resources are central to the foundation of value creation. Sharing the Group's corporate creed of "*Wa sureba tsuyoshi*," each and every employee demonstrates unique attributes to achieve growth and harnesses strengths to overcome difficulties. In these ways, we are creating new levels of value globally.

和則強

*Wa sureba tsuyoshi*

Individual strengths

Diversity

Shared values

#### Initiatives focused on

Promoting human resource management globally

Promoting human resource diversity and work style reforms

Sharing a common global philosophy

For more details about these initiatives, please refer to page 56.

#### Size of workforce; global breakdown

