

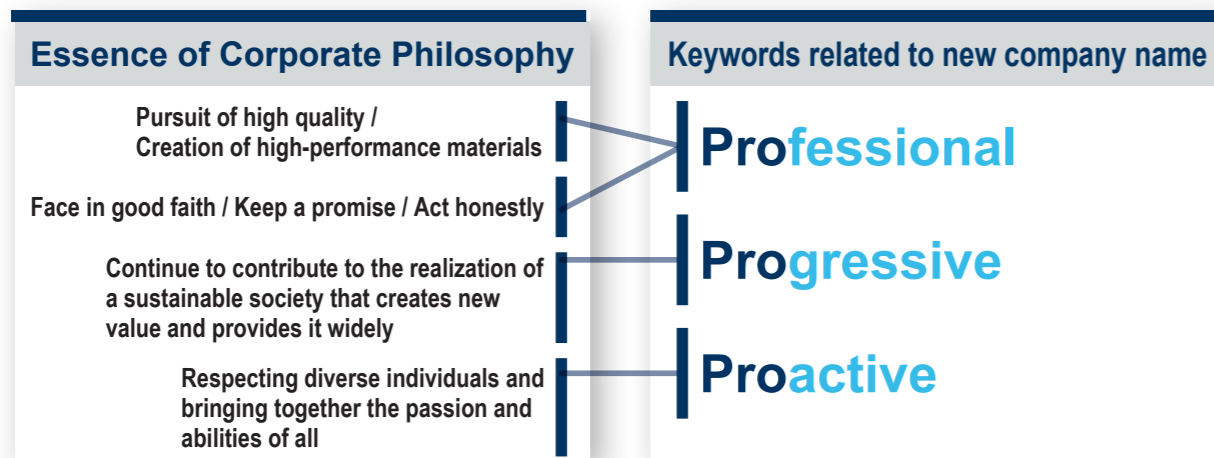
Since its founding in 1910, and continuing after its spin-off from Hitachi, Ltd. in 1956, the Group has grown by providing society with unique products using its advanced technological capabilities. After completion of capital restructuring (tender offer by a consortium of companies led by Bain Capital and its participation in management), we seek to further to accelerate our growth as materials company that “leads sustainability by high performance.” As part of this capital restructuring, or our second independence, we will change our company name to signal a new start.

■The new company name

Proterial, Ltd.

■Thinking behind our company name

“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 × 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 which underpin 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.

■Brand Logo

PROTERIAL

Our logo uses a typeface that expresses simplicity, power, and dignity. Its navy blue treatment suggests calmness and depth.



■Our Promise (Brand Story)

Proterial produces world-class, high-performance materials for mobility, industrial infrastructure, and electronics. Since 1910, we’ve brought together specialists of all kinds to improve our skills and technologies, reflecting our commitment to achieve the best possible quality in everything we do. Moving forward, we’ll continue to elevate both our products and the processes and people that define them.

Only by conducting all our activities with unflinching integrity can we meet the expectations and trust of the communities we serve. By creating new and ongoing value, we’ll help customers realize innovation and contribute to a sustainable society.

With our professional determination, progressive intent, and proactive approach, we’ll strive unceasingly to provide exceptional materials that pave the way to a brighter future.

