

# Value that only we can create

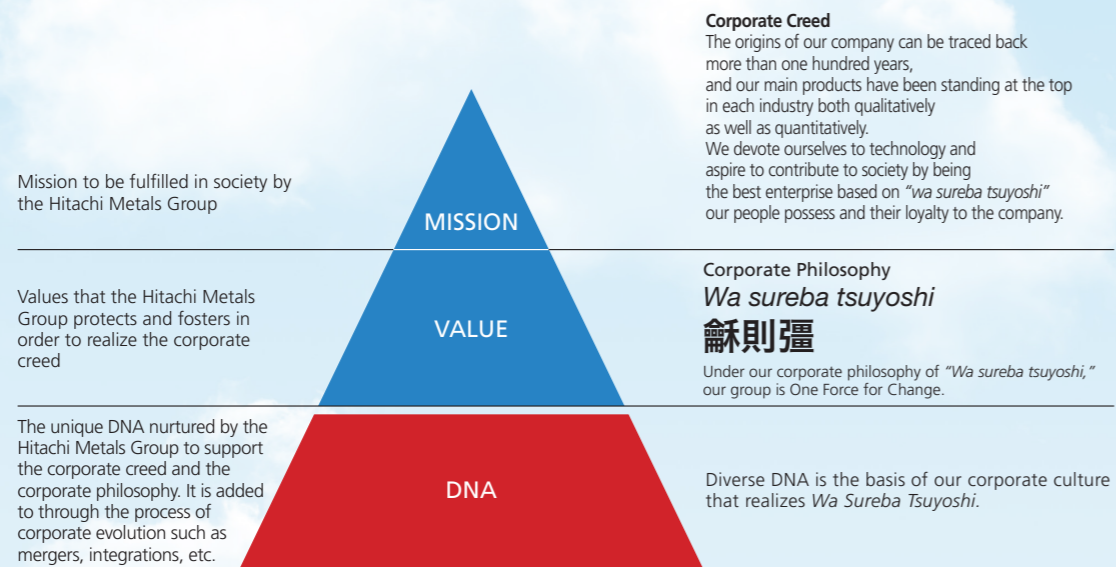
Our DNA has been cultivated over our more than 100-year history. The Hitachi Metals Group's DNA consists of the distinctive technologies and products of all of the companies in the Hitachi Metals Group and the unique human resources that create them.

By further integrating our diverse DNA with the common value represented by our Corporate Philosophy of "*Wa sureba tsuyoshi*," we are paving a unique path for growth that other companies cannot match.

To achieve this growth, our mission is to implement our Corporate Creed to become the "best enterprise."

## Hitachi Metals WAY

The Hitachi Metals WAY is based on the Hitachi Metals' Good Practice Guidance and standards for decision-making, systematically incorporating the Corporate Creed (Mission), Corporate Philosophy (Value), and our diverse DNA that are the embodiment of Hitachi Metals' uniqueness.



## Corporate Creed

The Hitachi Metals Group aims to be the "best enterprise" by "mass-producing high-quality materials"\*<sup>1</sup> with our major products leading the industry in terms of both quality and quantity, with attention to technology as a "genuinely development-driven company"\*<sup>2</sup> where all employees come together to create synergies. Using a large tree as an example, the Hitachi Metals Group's DNA (a tree's roots—diverse human resources, technologies, and products) passes through our Corporate Philosophy (tree trunk—common sense of values) to reach fruition as our Corporate Creed (flowers and fruit—technologies, products, and services). By growing as a "tree" that provides the flowers and fruits that meet the needs of society and individuals, we will achieve our Corporate Creed of being the "best enterprise."

\*<sup>1</sup> Advanced *monozukuri* that provides both "quality" and "quantity" in products and services that resolve issues for customers and society.

\*<sup>2</sup> A company that carries out research and development guided by business strategies that embody the needs of customers around the world and paves the way to the future.

## Corporate Philosophy

Our Corporate Philosophy is our diverse DNA brought together as a common sense of values, or, to use the example of the Hitachi Metals Group as a large tree, our Corporate Philosophy plays the role of the trunk. Creative and diverse human resources, technologies, and products (with a "strong individuality") form a platform that is essential for the Hitachi Metals Group's growth, and, without this, cohesiveness innovation will not occur. Based on our Corporate Philosophy of "*Wa sureba tsuyoshi*," we bring together diverse "strong individuality" to create successive innovation that other companies cannot match, and use those achievements to provide products and services that resolve issues for individuals and society.

## DNA

Our DNA consists of the distinctive technologies and products of all companies in the Hitachi Metals Group, and the unique, talented human resources who create them. Using the example of the Hitachi Metals Group as a large tree, our DNA would be the roots.

With many roots over a wide area, we will be able to obtain more nourishment as the roots grow stronger, and overcome changes in the operating environment and continue to grow. The diversity incorporated in our DNA is the growth driver that is our strength.