

Company Name: Hitachi Cable, Ltd.  
President: Norio Sato  
Listings: First Section, Tokyo Stock Exchange, Inc.  
First Section, Osaka Securities Exchange Co., Ltd.  
Code Number: 5812  
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### **Hitachi Cable to establish sales company in South Korea**

Hitachi Cable, Ltd. has decided to establish a sales company in Seoul, South Korea. This will be effected by incorporating under South Korean law its liaison office already located in Seoul.

#### 1. Purpose of establishing this sales company

Until now, Hitachi Cable's business activities directed at the South Korean market have been centered on exports. For the purpose of further expanding its business in the South Korean market, in June 2005 it opened a Seoul office which has since handled market research and other activities. During the nearly two years of operations of this office, Hitachi Cable has been able to build a strong foundation in the South Korean market, and has therefore decided to incorporate the office under South Korean law and to assign it to conduct sales activities in this market.

With the incorporation of this sales company, the Hitachi Cable Group plans to deepen its relations with key customers in the electronics and other fields by deploying aggressive sales activities based in South Korea, in order to expand further its business activities directed at this market.

#### 2. Overview of new company

- (1) Company name: Hitachi Cable Korea, Ltd.
- (2) Date incorporated: June 1, 2007
- (3) Representative: Hitoshi Kambayashi, President and Representative Director
- (4) Capital: 80 million won (approx. 10 million yen)
- (5) Ownership: a wholly owned subsidiary of Hitachi Cable
- (6) Address: 21F Jonggak Tower, 2-6 Jongno, Jongno-gu, Seoul, South Korea
- (7) Lines of business: sale of Hitachi Cable Group products and related operations
- (8) Number of employees: three
- (9) Target sales: 100 million yen (projected for first fiscal year)