

Contribution to Society through Employee Practices and High-Tech Solutions

CSR for Hitachi High-Technologies

Our society currently faces various issues that need to be tackled, including globally worsening environmental problems and other issues affecting people on a day-to-day basis, the most notable being food safety-related. In this situation, the essential purpose of companies is being reexamined in light of the need for them to exist in harmony with society and contribute to its sustainable development.

Hitachi High-Technologies regards CSR as an important management issue and is implementing more rigorous corporate governance, while pursuing corporate activities based on a law-abiding spirit, and activities to conserve the global environment. At the same time, we are striving to contribute to society through business activities leveraging our competitive advantage in cutting-edge technologies.

The cornerstone of CSR at Hitachi High-Technologies is “contributing to social progress through business activities that emphasize value creation through high-tech solutions,” as advocated in the Basic Philosophy. Each employee aims to practice CSR in their workplace with that philosophy in mind.

Contribution to Social Progress through Business Activities

Hitachi High-Technologies combines design and manufacturing functions that leverage cutting-edge technologies with trading functions that provide leading-edge solutions. As a company that creates value in the high-tech sector, we intend to contribute to social progress by continuing to provide value added products and business models.

We will take into account the needs of society and the customer’s perspective in promoting partnerships and alliances with customers and other companies. By sharing knowledge and information within the organization and moving proactively, we aim to propose timely solutions. For example, we are contributing to resolving environmental problems—an issue throughout the world—through our business activities. To this end, we are leveraging our competitive edge in the global development of environment-related businesses such as solar power generation systems and environmental measurement equipment. At the same time, we will continue implementing business activities aimed at ensuring harmony with the environment.

Workplace-Oriented CSR

To become a company that is trusted with regard to CSR, we must avoid conducting activities aimed at best practice only on an individual and divisional basis. Instead it is essential to enable employees and organizational units to combine organically and establish close communication with all stakeholders inside and outside the company, so that our whole organization maintains best practice.

At the same time, we are aiming to achieve the goals set out in our Corporate Culture Policy: to respect the abilities of every employee and inspire confidence to tackle new challenges; to build a vibrant, enterprising company that is open to new ideas; and to encourage speedy and efficient performance through teamwork. To create rewarding working environments in line with this aim, we are motivating our staff by offering an improved training system and

conducting employee satisfaction and opinion surveys. The overall goal of all these measures is to support our staff in their efforts to promote CSR by enhancing awareness of the issues among individual employees and by inspiring them to contribute to society through their work. Our efforts to pass on and refine advanced skills at manufacturing sites led to our winning three medals at the international WorldSkills Competition held in November 2007.

In addition to contributing to society through business activities, we are also actively promoting initiatives that lead to the development and invigoration of regional communities. Each business location conducts a variety of initiatives including tree planting, supporting the community in raising the next generation, local clean-up activities and sponsoring public marathons.

Ensuring Ethics and Integrity

Our efforts to promote CSR require us to control ourselves more rigorously than hitherto. With that objective, we intend to fulfill our responsibility as a corporate citizen through a well-developed sense of morality founded on prioritizing "Basics and Ethics" (conducting business based on fundamental principles and correctness) and "Integrity" (business based on honesty rather than gain) in every business situation. To this end, we took steps to instill an awareness of CSR by conducting a compliance survey targeting employees throughout the world. I believe that Hitachi High-Technologies will be known as a company with integrity as a result of each employee becoming trusted as a business person in the course of actual corporate activities. At the same time, we will practice management



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Hidehito Obayashi, Ph.D.
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that is based on a global standpoint, respects diversity, and considers human rights.

By maintaining a well-developed sense of morality and taking a proactive approach, we will create the Hitachi High-Technologies Group that values integrity. Our aim thereby is for the Group to be trusted by all stakeholders and to be considered a necessary part of society. To realize that objective, more than 10,000 group employees in 29 countries of the world will continue uniting their efforts to pursue our CSR activities.

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