

Hitachi in Oceania



THE FUTURE IS OPEN
TO SUGGESTIONS

Hitachi Social Innovation



The Hitachi Tree

▀ The Hitachi Tree symbolised the “comprehensive drive” and the “wide business range” of the Hitachi Group. It continues today as an image of the Hitachi Group’s working for communities through leveraging of its collective capacities and technologies and the dedication of the individuals in the Group Companies.

Botanical Name: Samanea Saman.

Common Name: Monkeypod tree.

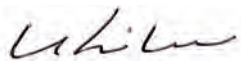
Location: Moanalua Gardens, Oahu, Hawaii, U.S.A.

Message from the Managing Director

/// The Hitachi Group was founded in 1910 by Mr. Namihei Odaira, a Japanese electrical engineer who was determined to produce original products and technologies in Japan. Over the years, Hitachi has continuously delivered products and services that meet society's demands and desires across a wide range of industries. While more than 100 years have passed, Mr. Odaira's drive to innovate still permeates Hitachi today, and the company can count many industry-changing products and technologies amongst its achievements.

In recent years, we have taken a stand to reinvigorate this feature of our organisation through proactively integrating the vast array of our operational and information technologies to help collaborative creation with our customers, solutions that will leave a lasting impact on the well-being of the communities in which we operate.

With more than eight Hitachi Group Companies represented across Australia and New Zealand, bonded by our commitment to Social Innovation and introducing new technologies in sectors such as mining, healthcare and agriculture while establishing a Research & Development presence in the region, we continue to demonstrate our desire to make a difference in the social well-being of the people.



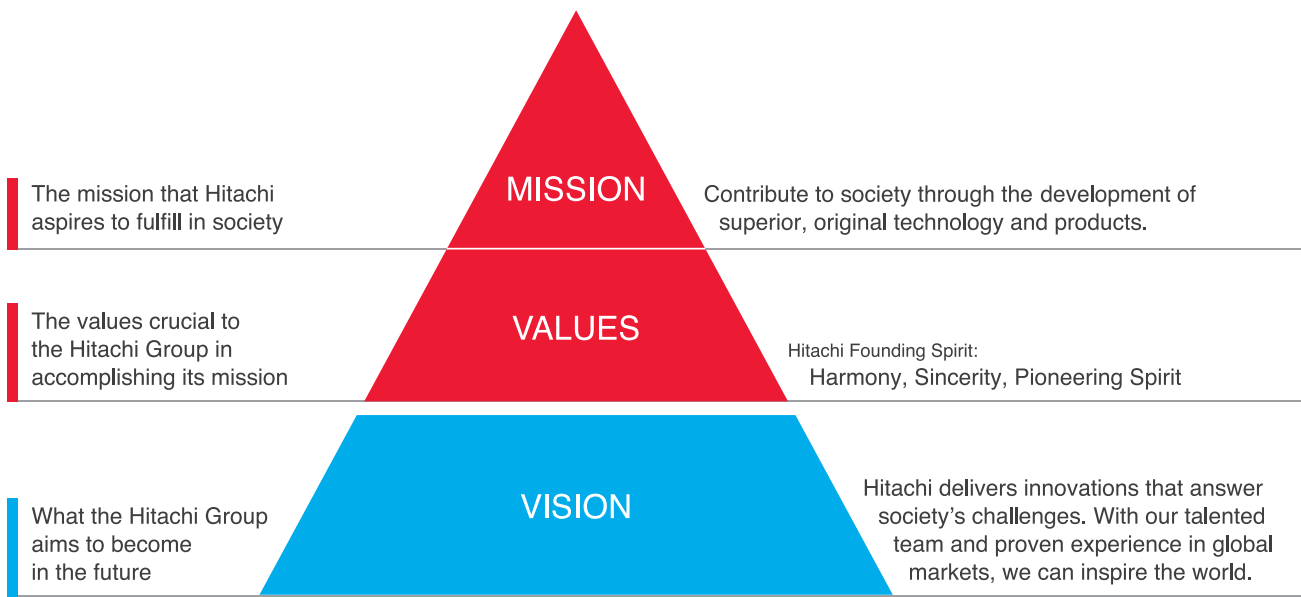
Hitoshi Ishihara

Managing Director

Hitachi Australia Pty. Ltd.



Hitachi Group Identity



The Hitachi Group Identity articulates the Mission, Values and Vision that are shared by the Hitachi Group worldwide. Bonded by this Identity, the Hitachi Group is able to demonstrate outstanding teamwork that transcends the boundaries of geographical regions and business fields.

Throughout its 100 year history, the Hitachi Group has passed on its Mission and Values to generations of employees and external stakeholders. The Vision has been created based on the Mission and the Values. It is an expression of what the Hitachi Group aims to become in the future.

The Hitachi Group will continue to contribute to society based on this Hitachi Group Identity.

About Hitachi

Building the Future Through Collaborative Creation with Customers

For more than 100 years, Hitachi has developed social infrastructure that provides the foundation for nearly every aspect of modern life. Leveraging three core strengths – operational technology, IT, and products/systems – we deliver innovations to society and customers.

Our IoT solutions provide insights that help organisations make more informed decisions to deliver exceptional outcomes and smarter, safer, healthier and more efficient societies. Lumada, our IoT core platform, connects physical and digital technologies via data and software intelligence to drive innovation and accelerate digital transformation.



*1 OT: Operational Technology.

2018 Mid-Term Management Plan

In May 2016, Hitachi announced its 2018 Mid-Term Management Plan, which guides its corporate strategy for the next three years. The company's goal is to become an innovation partner for the IoT era. Hitachi is applying the vast expertise and resources of its Social Innovation Business to tackle complex societal and business challenges. The 2018 plan emphasise digitisation as Hitachi moves from delivering individual products and systems to customers to connecting these products and systems through digital technologies. Hitachi will focus on four core areas: Power and Energy; Industry, Distribution and Water; Urban; and Finance, Public and Healthcare.

Number of employees: **310,000+**

Number of companies: **900+**

(As of September 2016.)

Over 100 Years of Social Innovation

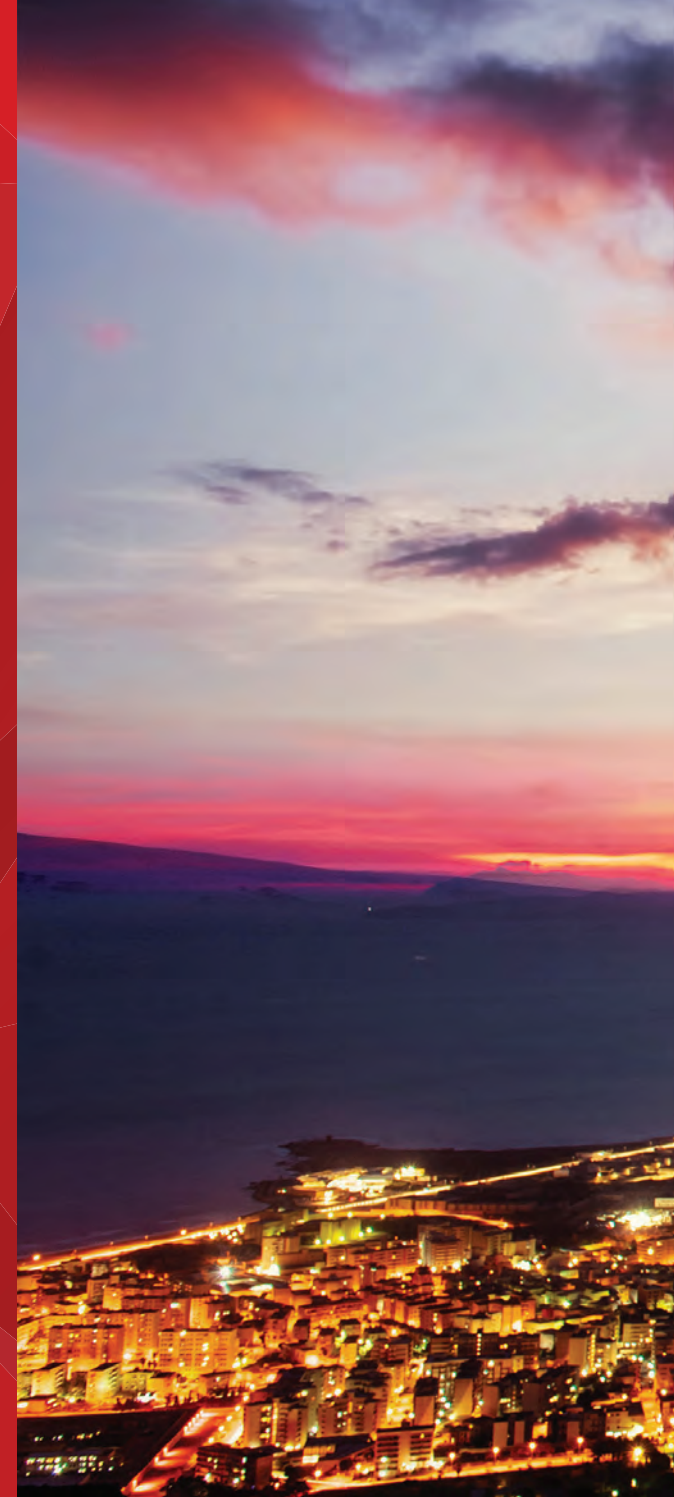
/// The challenges around us can seem insurmountable. When we come together, thinking on a global scale, we can create novel solutions to social problems. Through collaborative creation, we are translating brilliant ideas into positive realities. At Hitachi, we strive to create environments and circumstances that foster big-picture thinking—to arrive at better answers to challenges and ensure a better quality of life.

In the 21st century, the need for basic necessities like housing, energy and transportation has never been greater. Hitachi is committed to being the organisation that countries, governments and industries rely on to help solve many of their infrastructure problems both today and in the future.

Hitachi's Social Innovation Business is anchored by the desire to identify issues from customers' perspectives, work on solutions together with customers as "One Hitachi" and realise innovations by providing solutions that combine products, services and highly sophisticated IT.

Through its Social Innovation Business, Hitachi aims to refine technologies and develop new ones to meet tomorrow's challenges, creating value that will last for future generations. This means developing data centres capable of organising and storing vast quantities of unstructured data and finding more efficient ways to generate energy and moderate its consumption.

It means providing heavy duty construction machinery equipment needed to build roads, factories and office buildings and creating automotive technologies and mass transportation systems that improve efficiency while reducing the carbon footprint. The goal of Hitachi's Social Innovation Business is to drive innovation and "Inspire the Next".





Global Brand Campaign

Hitachi launched a new Global Brand Campaign in May 2016 that is aligned with the management vision based on the 2018 Mid-Term Management Plan.

The new campaign has been rolled out simultaneously in 19 countries through various media. Under the campaign copy “THE FUTURE IS OPEN TO SUGGESTIONS”, the goal of this campaign is to build the brand through collaborative creation with customers and partners.

For more information about Social Innovation and the Global Brand Campaign, please visit <http://social-innovation.hitachi/au/>



01
FACT

World Population

By 2020, 56% of the world's population will live in urban areas.



02
FACT

High Speed Train

By 2020, there will be over 70,000 km of active high-speed rail track in the world—with a cost of over \$600 billion to complete and maintain.



03
FACT

Smart City

By 2025, there will be over 26 smart cities around the world, representing over \$1.57 trillion in market value.



04
FACT

Water

30% of the global water network, including wastewater recycling, will be smart enabled by 2020.



05
FACT

Social Innovation

Social Innovation will represent a market opportunity of \$2 trillion by 2020.



Hitachi in Oceania: An Overview

Hitachi has 7 companies in Australia and 2 in New Zealand with a total revenue of AU\$1.5B and employing 1,800 staff across the region: (Source: Hitachi Oceania Consolidated Financials 2016)

- **Hitachi Australia Pty. Ltd.**
- **Hitachi Construction Machinery (Australia) Pty. Ltd.**
- **Hitachi Data Systems Australia Pty. Ltd.**
- **Hitachi Power Tools Australia Pty. Ltd.**
- **Clarion Australia Pty. Ltd.**
- **Hitachi Consulting Australia Pty. Ltd.**
- **Ansaldo STS Australia Pty. Ltd.**
- **CablePrice (NZ) Ltd.**
- **Hitachi Data Systems New Zealand Pty. Ltd.**

Hitachi has offices spread across all states and territories in Australia and across New Zealand which includes a newly established Research & Development presence. With major shareholdings either directly or through one of its group companies, Hitachi has gradually grown and has made significant contributions to the region over the last half century through its wide range of products and solutions.

The next pages provide a brief introduction to the various products and services Hitachi has to offer in the region through the different group companies. For any further enquiries please contact the relevant organisation via the details outlined in this brochure.

For additional information, please visit our website www.hitachi.com.au

LinkedIn: **Hitachi - Oceania**

Twitter: **@Hitachi_ANZ**

Mining, Construction and Forestry



Agriculture



Automotive Electronics

Power Tools



Consulting



R & D



Transportation



Information Technology



Industrial Equipment



Social Infrastructure



Digital Presentation Solutions



Home Appliances



Hitachi Australia Pty. Ltd.

▀ Social Infrastructure Group

For many years Hitachi has contributed to the development of social infrastructure that enables a safe, secure, comfortable and enjoyable way of life in our modern cities. As we move into a period of expansion and rationalisation Hitachi aims to deliver concepts and technologies to contribute to the development of innovative, energy efficient, integrated solutions that minimise environmental impact and promote harmonious coexistence between industry, communities and nature.

Our business in Oceania covers many diverse Social Infrastructure sectors including:

- Transportation
- Electricity Transmission and Distribution
- Energy Solutions (Renewable Energy, Storage)

Hitachi Australia also provides overhaul, maintenance, upgrading, project management & specialist Original Equipment Manufacturer (OEM) services for equipment supplied throughout Australia & New Zealand.



Waratah Train – Traction System



Traffic Management System for Railway Networks



1 & 2. 145 kV Gas Insulated Switchgear
3. Maintenance Services

Hitachi Australia Pty. Ltd.

Tel: 1800 HITACHI (1800 448 224) or +61 (2) 9888 4100

Fax: +61 (2) 9888 4188 www.hitachi.com.au



/// Digital Presentation Solutions

Projection Solutions

Whether it's overcoming the challenges of projecting large images in smaller rooms, reducing shadow, or eliminating eye glare, we have the projection solution to suit almost any requirement.

Interactive Solutions

Hitachi's range of interactive products includes interactive projectors and LCD-LED backlit displays, which allows you to combine and integrate stunning visuals.

/// Electronic Components

Vein ID Biometric Authentication

Hitachi's Vein ID Biometric Authentication is one of the most advanced biometric identification technologies. Hitachi's Finger Vein attesting technology identifies finger vein patterns that exist inside the human body, eliminating tampering while increasing reliability and security.

Liquid Crystal Displays

Hitachi is a leading global developer and manufacturer of Liquid Crystal Displays (LCD).

Lighting

Hitachi manufactures a range of lighting products including LED office lighting and fluorescent tubes which range from general household grade to specialised medical use.

/// Industrial Products

Air Compressors

We offer a range of reciprocating, scroll and screw compressors in both oil free and oil flooded types.

Uninterruptable Power Supply

Hitachi offers a wide range of UPS systems for industrial, commercial & enterprise applications, we also offer medium voltage multi-level variable frequency drives.

Advanced Inkjet Printing Units

Hitachi offers advanced InkJet Printing units based on superior technology.

Electric Chain Hoists

A wide selection of capacity, speed and power sources, designed for premium quality, reliability and performance.

Inverter and Programmable Logic Controllers

This range reflects broad industry experience and encompasses developments in program.

/// Consumer Products

Hitachi's consumer products are the perfect blend of modern design, technology and innovation. Our vision is to support evolving lifestyles by providing high quality, well-engineered, energy efficient Home Appliances.



Hitachi Construction Machinery (Australia) Pty. Ltd.

Major Operations: Product sales, service and parts support for mining, construction and forestry equipment.

Hitachi Construction Machinery (Australia) Pty. Ltd. is a subsidiary of Hitachi Construction Machinery Co., Ltd. (Japan) established in 1949, and a leading global manufacturer of Hitachi branded mining and construction equipment. We are part of the global and diversified Hitachi Group, one of the world's largest companies and a leading researcher and manufacturer of new technologies across a diverse range of industries.

Our position within this global network gives us unique access to vast resources and advanced technologies unrivalled within the industry. Our commitment to a more sustainable society has contributed to the design and manufacture of more environmentally-conscious products and facilities. We deliver comprehensive sales, service and parts support to Australian customers across the mining, quarry, construction, forestry, material handling and recycling industries through a wholly-owned national branch network.

We are also Australia's exclusive home of product sales and support for Hitachi, Bell and John Deere equipment — three of the most renowned and innovative Original Equipment Manufacturer brands in the world. In addition to the range of product brands we now offer the Wenco Fleet Management Systems to assist mine sites in performing at their best.

To meet our customers' needs, we continue to expand our national support capabilities through continued investment in both our people and our facilities. As part of an extensive global network and with 26 locations throughout Australia, we are in a strong position to support our customers—24 hours a day, 7 days a week.



David Harvey

Managing Director,
Hitachi Construction Machinery (Australia) Pty. Ltd.

For more information please contact:

Hitachi Construction Machinery (Australia) Pty. Ltd.
1300 HITACHI (1300 448 224) www.hcma.com.au



1



2



3

1. Hitachi Excavator EX8000-6
2. Hitachi Wheel Loader ZW550-5
3. Hitachi Excavator ZX260LC-5

Hitachi Rigid Dump Truck (RDT)

CablePrice (NZ) Ltd.

/// **Major Operations:** Importation, sales and service for construction machinery and commercial vehicles.

For 60 years CablePrice has been dedicated to supplying a range of services, products and technical support through its nationwide sales and service network. A network that comprises 24 branches, dealers and service centres, offering unsurpassed experience in the transport, rural contracting, construction, forestry, mining, demolition and drilling industries. This experience has put CablePrice at the forefront of many industries that make up the infrastructure of the New Zealand economy.

We continually invest in new facilities, utilise the most up-to-date inventory management systems, attract and develop highly trained technicians, parts staff and management personnel. With ongoing training programs, we ensure our staff are completely up-to-date with the latest industry technology, product developments and innovations.

CablePrice is New Zealand's sole authorised distributor for Hitachi Construction Machinery, John Deere Construction & Forestry Equipment, Bell Articulated Dump Trucks and Scania Trucks & Buses.

Our aim is to supply customers with the most comprehensive range of products and parts, backed by the experience and dedication of our sales and product support teams.



Pat Ward

Managing Director and Chief Operating Officer,
CablePrice (NZ) Ltd.

For more information please contact:
CablePrice (NZ) Ltd.

+64 (4) 568 4289 www.cableprice.co.nz



1



2



3

1. Hitachi Rigid Dump Trucks (RDT)
2. Heavy Haul Scania
3. Hitachi Wheel Loader

Hitachi Excavator

Hitachi Data Systems Australia Pty. Ltd. Hitachi Data Systems New Zealand Pty. Ltd.

/// **Major Operations:** Offices in five capital cities across Australia and two in New Zealand.

Every business must improve cost-efficiency, time to market, customer experience, and revenue. Digital transformation promises these gains through better management of your business' data, the common ground among business and IT leaders.

Hitachi Data Systems, a wholly owned subsidiary of Hitachi, Ltd., offers an integrated portfolio of services and solutions that enable digital transformation through enhanced data management, governance, mobility and analytics. We help global organisations open new revenue streams, increase efficiencies, improve customer experience and ensure rapid time to market in the digital age.

Hitachi Data Systems powers the digital enterprise by integrating the best information technology and operational technology from across the Hitachi family of companies. We combine this experience with Hitachi expertise in the internet of things to deliver the exceptional insights business and society need to transform and thrive.



Nathan McGregor

Vice President & General Manager for Australia and New Zealand, New Zealand & Pacific Islands, Hitachi Data Systems.

For more information please contact: Hitachi Data Systems.

+61 (2) 9325 3300 www.hds.com.au/anz



Hitachi Consulting Australia Pty. Ltd.

/// **Major Operations:** Management Consulting, Technology Solutions, Analytics, IT/OT, Outsourcing and Hitachi Global Convergence Services, drawing on the broad capabilities of the Hitachi group of companies.

Hitachi Consulting brings world class expertise across all major platforms and technologies. We help reduce cost and deliver profit-driving capabilities to our clients.

Hitachi Consulting is the integrator in the company's One Hitachi strategy. An example is our capability in large infrastructure projects where products and services from several Hitachi divisions come together as a solution in Smart City, Healthcare, Agriculture and other projects. We enable the combination of over 100 years of Operational Technology experience with the experience of more than 50 years of Information Technology, which qualifies Hitachi as a leading IoT company.

We are a certified **Global SAP Services Partner**. As a division of Hitachi, Ltd., Hitachi Consulting is one of the largest SAP users and resellers in the world. As one of just 9 **Oracle Diamond Partners**, Hitachi Consulting has deployed Oracle products worldwide in more than 70 countries and employs over 2,400 trained professionals. We are an internationally recognized **Microsoft Global Partner** and a recognized leader in delivering solutions built on the Microsoft Platform.

With our locally-developed methodology and toolset, "Hitachi Process Intelligence" we are a leading exponent of Digital Transformation services."

With the heritage of our 100+ years Industrial and Engineering background, we are uniquely-qualified to apply IoT solutions to drive business value.



Gary Fisher

Country Manager, Hitachi Consulting Australia Pty. Ltd.

For more information, please contact:

Hitachi Consulting Australia Pty. Ltd.

+61 (2) 9888 4127 www.hitachi.com.au/



1



2



3

1. Management Consulting
2. Technology Solutions
3. Strategic Planning

Hitachi Power Tools Australia Pty. Ltd.

Major Operations: Extensive range of high-quality and innovative industrial power tools, outdoor power equipment and accessories.

As a subsidiary of Hitachi Koki Co., Ltd. and with a strong organisational focus on innovation, we are constantly growing and adapting to all facets of the market, from industrial environments to trade applications and DIY users.

Hitachi Power Tools is constantly introducing new tools in the market such as the new 18V 125mm brushless angle grinder, 165mm brushless circular saw and brushless band saw. Also Hitachi has released a new generation of AC brushless SDS max rotary hammers, and a new range of brushless impact wrenches that have been designed with strong durability that will make light work of the most demanding jobs. In the outdoor power equipment range a new 14" hand held power cutter which makes light work of the most demanding jobs.

Based on an environmentally conscious culture, the Hitachi Group places great effort on minimising the environmental impact at each stage of a product's lifecycle. With a stringent quality-control program in place, we aim to produce products that meet strict assessment criteria, including weight reduction, resource recycling, energy efficiency and environmental conservation.



Hiromichi Tanabe

Managing Director, Hitachi Power Tools Australia Pty. Ltd.

For more information please contact:

Hitachi Power Tools Australia

1300 444 822 www.hitachipowertools.com.au



1



2



3

1. WH18DBDL2 - Impact Driver
2. WR18DBDL2 - Impact Wrench
3. WR25SE - Impact Wrench



Cordless Rotary Hammer

Clarion Australia Pty. Ltd.

Major Operations: Sales and services of car and marine audio and visual equipment.

Clarion Australia was established in Australia 1991 and is a direct subsidiary of Clarion Co., Ltd. Clarion is a market leader in the sales and service of Automotive Audio Visual and Navigation equipment, and Marine Audio Visual equipment for both OEM and Aftermarket segments. We also specialise in the supply and service of specialised camera and monitor systems for commercial/industrial applications.

We continually strive to provide customers and business partners with the most technologically advanced and best serviced products in the automotive industry. With the dedicated all-in-house approach including both service and engineering departments, Clarion is regarded as having some of the best supported products in the industry.

Product categories (Automotive): Audio Source Units, Audio Visual Source Units, Advanced Vehicle Navigation Systems, Amplifiers, Speakers, Subwoofers, RSE (Rear Seat Entertainment), Coach Audio, Camera Systems.



Hiroyuki Kamatsu

Managing Director, Clarion Australia Pty. Ltd.

For more information, please contact:

Clarion Australia Pty. Ltd.

+61 (3) 8558 1115 www.clarion.com.au



1. Digital FH Wireless Camera and Monitor System: EE2179E

2. HDMI Smartphone Mirroring : NX606AU

3. Heavy Duty CMOS Camera: CC6601E

Ansaldo STS Australia Pty. Ltd.

Major Operations: Design and installation of advanced signalling and integrated system solutions for metros, light rail, and passenger and freight railways.

We provide engineering services, systems integration and turnkey project delivery of signalling, communications and control systems for metro, light rail, and passenger and freight railways, and have been providing solutions for Australia's passenger and freight rail operators since 1995.

Passenger rail solutions

Whether increasing the capacity of established inner city lines or developing new solutions for fast-growing regional populations, our goal is to deliver reliable, safe and sustainable systems for our clients that optimize performance and increase service availability, and make rail travel simpler and easier for their passengers. From track circuits to communications based train control (CBTC), from high speed railways to driverless and conventional metro systems, Ansaldo STS can provide the signalling solution required.

Freight rail solutions

Ansaldo STS has an established track record in the design and production of a full range of signalling solutions and components and provides operation and maintenance services for freight customers around the world. In Australia we have made our mark in freight rail through the implementation of leading-edge technologies such as the development of train management systems to support the full automation of remote mining railways and signalling and telecommunications systems that use satellite positioning to reduce network infrastructure and maintenance requirements.



Michele Fracchiolla

Chairman, Ansaldo STS Australia

President, Freight Business Unit

For more information, please contact:

Ansaldo STS Australia Pty. Ltd.

+61 7 3868 9333 www.ansaldo-sts.com



1. Driverless systems for metro and heavy haul rail
2. Established track record in High Speed
3. Signalling and integrated system solutions for metro, light rail, and passenger and freight railways



Corporate Social Responsibility

As a global enterprise, we share society's values and pursue sustainable growth by integrating management strategies and CSR. For us, CSR is about making our Group Vision a reality. Our purpose is to contribute through innovation to both realising a safe, secure, comfortable society and helping to tackle global challenges including resource and energy issues, population concentration in cities, and other global environmental issues.

We strive to realise a sustainable society by properly understanding global social and environmental expectations through communication with our stakeholders and integrating those expectations into our management:

- CSR and environmental initiatives that contribute to solving societal issues
- Governance that realises sustainable management
- Communication that fosters mutual understanding with stakeholders

CSR Management Framework

To realise the Hitachi Group Vision, which draws on our corporate belief and Founding Spirit that form the core of our CSR, we have implemented our CSR policy as the basis of our CSR activities.



Hitachi Environmental Innovation 2050

Low-carbon society


- Achieve 50% reductions in CO2 emissions by fiscal 2030 and 80% reductions by fiscal 2050 across the value chain (compared to fiscal 2010)

Resource Efficient Society

- Build a society that uses water and other resources efficiently
- Achieve 50% improvement in usage efficiency of water and other resources by fiscal 2050 (compared to fiscal 2010 in the Hitachi Group)

Harmonized Society with Nature

- Minimize the impact on natural capital



**Hitachi delivers innovations that answer
society's challenges.**

**With our talented team and proven
experience in global markets, we can
inspire the world.**

