

Power of Solutions, Power to Customers

Embodied in this corporate slogan is the idea that the Hitachi Capital Group has both the power of solutions and the ability to bestow power to customers. It represents the will of each employee to meet diverse needs through the provision of services that truly focus on the customer and the community. Based on this philosophy, we always do our utmost to be a reliable and trusted company.

In this special feature, we showcase the Company's unique service menu, which has the power to meet the requirements of a new era. We also introduce services closely tailored to regions and customers, as well as initiatives and businesses that contribute directly to society, including environmental protection and life-support measures.

Power to Meet the Requirements of a New Era



Semiconductor manufacturing equipment

ANSWERING THE CALL OF DOMESTIC DEVICE MANUFACTURERS

— EXPANDED BUSINESS FOR SEMICONDUCTOR MANUFACTURING EQUIPMENT

As a manufacturer-affiliated leasing company, we have a competitive edge in operating leases for semiconductor manufacturing equipment. Apart from developing personnel with specialized skills, we have amassed a wealth of know-how in secondhand sales of equipment and other items. Through the effective utilization of management resources, we have created a system that enables us to meet the needs of domestic device makers in terms of investment in new equipment and installation of used equipment.

As part of our efforts directed toward business expansion, we strengthened ties with Hitachi High-Technologies Corporation, a semiconductor manufacturing equipment maker within the Hitachi Group. We also entered a business alliance with Apex Inc., which boasts sophisticated know-how and technological foundations in the appraisal, brokerage and purchase and sale of manufacturing devices.

RESPONDING TO THE FUNDING DEMANDS OF THE AGRICULTURE, FORESTRY AND MARINE INDUSTRIES — INVESTED IN EHIME GAIYA FUND

Hitachi Capital invested in Japan's first agricultural fund, the Ehime Gaiya Fund, which was established in November 2006 by The Ehime Bank, Ltd. The amount of equity participation by the Company was ¥50 million of a total ¥500 million. The purpose of the fund is to support and nurture agriculture, forestry and marine industries, which constitute the economic foundation of the Shikoku region.

The initial recipients of funding were two local companies: Takeda-farm Ltd., which is engaged in the direct selling of organic (low-pesticide) citrus fruits, and Katsuhime Co., Ltd., which is involved in the farming, processing and sale of saltwater eels. The Ehime Gaiya Fund accepts the issued bonds of each company and uses the funds to pay for the purchase of agricultural land, farm equipment and young fish.

Through this participation, Hitachi Capital can strengthen its ability to meet needs in the agricultural sector through community-based services, while adding value to the agricultural industry and contributing to the revitalization of the region.



Organic fruit farm of Takeda-farm Ltd.

MEETING CORPORATE INFORMATION SECURITY NEEDS — DEVELOPED “IP FAX SYSTEM” FOR THE PREVENTION OF ERRONEOUS FACSIMILE TRANSMISSIONS

Businesses run the possibility of losing customer trust if they erroneously transmit facsimiles. As a means to prevent such errors, the unique IP Fax System was developed by Hitachi Capital via thorough measures the Company has been implementing on a daily basis.

The system prevents information leaks due to the following three causes of erroneous transmission, namely, mistaken registration of the destination fax number, selection of the wrong recipient and the wrong fax number due to a change of address. This system prevents these problems before it's too late through such measures as recognizing the change in ID of the recipient's fax machine due to a change of address.

Despite advancements in network-related information security, the development of fundamental measures against erroneous fax transmission has been slow. Appealing the necessity of such measures, Hitachi Capital helps to resolve these issues for customers, which include public offices, local government and companies, through the proliferation of this system.



IP Fax System

Power to Support the Development of Communities and Customers



Illustration of completed Gontazaka Square

CONTRIBUTING TO THE CREATION OF NEW TOWNS — PROMOTED GONTAZAKA REDEVELOPMENT PROJECT IN THE CITY OF YOKOHAMA

The Gontazaka Redevelopment Project aims to promote urban redevelopment of idle land owned by the City of Yokohama. A plan devised by a consortium that includes several local companies and in which Hitachi Capital serves as the main representative was employed for the project. Hitachi Capital leased a plot of city land in Gontazaka 3-chome, Hodogaya-ku, Yokohama, under a fixed-term agreement for business purposes. Private businesses then constructed city-subsidized public housing, rental housing and commercial facilities on the site for leasing.

The site opened in July 2007 as Gontazaka Square. A supermarket, appliance mass-merchandise and pharmacy have already opened their doors for business, while the new residential area is scheduled to be ready soon. A medical clinic is also planned for the area.

Hitachi Capital will promote further collaborative projects with the local government and aims to contribute to the vitalization of local communities.



Warehouse of Hitachi Transport System, Ltd. used for customer distribution operations

PURSuing A BUSINESS MODEL THAT BENEFITS CUSTOMERS

— PARTICIPATED IN A PROJECT REGARDING THE REFORM OF THE DISTRIBUTION BUSINESS OF SHISEIDO CO., LTD.

Hitachi Capital is participating in a project regarding reform of the distribution business of Shiseido Co., Ltd. with Hitachi Transport System, Ltd., a Hitachi Group company. Hitachi Capital has played the following role in this project.

In April 2007, Hitachi Transport System acquired a 90% stake in a Shiseido subsidiary engaged in logistics operations and started to carry out the domestic distribution of Shiseido's cosmetics. Hitachi Capital took possession of the distribution-related facilities owned by Shiseido and then leased these facilities to a newly established subsidiary of Hitachi Transport System. By integrating Hitachi Transport System's extensive know-how in logistics with Hitachi Capital's lease

scheme, we have built a strongly competitive business model.

Hitachi Capital seeks to develop such new types of business models and to devise ways that benefit companies' customers.

SUPPORTING THE OPENING OF NEW MEDICAL CLINICS VIA DIVERSE PROGRAMS

— HITACHI CAPITAL BECOMES A PARTNER TO DOCTORS

Hitachi Capital offers support programs to aid in the opening of medical clinics by leveraging its extensive know-how and network cultivated by the Company over the years.

Thorough consultation sessions are conducted to make sure the program is customized to the individual characteristics of each doctor wanting to open a clinic. Major funding is required to run a clinic, from real estate preparations to the purchase of medical equipment. Hitachi Capital answers these funding needs with a comprehensive financial services lineup. In addition, an extensive business network enables us to provide fine-tuned support in real estate selection, medical equipment leasing, personnel recruitment and other areas that require special care. Functioning as a true partner to doctors, staff provide practical solutions to problems.

We contribute to the enhancement and development of community-based medical care through such services.



Website for support programs of
medical clinics

Power to Create a Better Society



Maintenance, reuse and recycling of PCs is carried out in-house



CS-e-Shop website for recycled PCs



Recycling of car batteries for reuse

PROMOTING THE REUSE OF USED PCs

— EXPANDED WEB-BASED CS-e-SHOP

CS-e-Shop is a web shop system for used PCs operated by our subsidiary, Hitachi Capital Services Co., Ltd. The data stored on PCs and peripheral devices is first completely erased after lease expiration, then the operating system is installed and the item is sold at a low cost to an individual or company.

Hitachi Capital Services established a business model dedicated to the maintenance, reuse and recycling of PCs, activities that are carried out in-house at an ISO14001-certified site.

This demonstrates how the entire Hitachi Capital Group is fully committed to eco-friendly business practices.

PROMOTING THE RECYCLING OF CAR BATTERIES

— MARKETED "ECO STRONG" REUSED BATTERIES

Hitachi Capital Auto Lease Corporation, a subsidiary, is engaged in the "ECO STRONG" business for reusing car batteries. Previously, car batteries had to be disposed of after a few years due to deterioration of performance. Utilizing the unique "ECO STRONG" technology, degraded batteries can be refreshed and reused at a quality level equivalent to new batteries. The battery box is not dismantled, but rather reused to ensure an all-round eco-conscious system that reduces costs by 75% as compared with previous methods employed by the company.

Amid a market environment influenced by the enactment of the Battery Recycling Law, Hitachi Capital Auto Lease takes a proactive stance toward proposing this business to customers.

INCREASING THE USE OF LIFE-SAVING AUTOMATED EXTERNAL DEFIBRILLATORS (AEDs)

— EXPANDED SALES, LEASING AND RENTAL BUSINESS FOR AEDs

Hitachi Capital is striving to expand the use of AEDs through its sales, leasing and rental business. Ordinary people other than medical workers were permitted to use AEDs in July 2004, which provided the impetus for us to enter this business. We started at a point where understanding and usage of AEDs in Japan was not common. We have been promoting widespread use of AEDs by proposing installation at places and events with many people, including public facilities such as schools, train stations and sports venues, as well as apartment complexes and company factories. This business provides a real sense of mission as it has the potential to save lives.



Automated external defibrillator

PROMOTING SELF-SUPPORT AND THE ARTISTIC TALENTS OF THE DISABLED

— SPONSORED THE “ARTBILITY AWARDS”

Since 1995, we have sponsored the “Artbility Awards” (hosted by the Tokyo Colony Association) honoring disabled artists. In addition to the “Hitachi Capital Special Award” introduced in 1998, submitted artworks are used widely on several PR tools and advertisements. Through such efforts, we are proactively supporting the self-reliance of disabled persons.



Award ceremony

PUSHING AHEAD WITH FORESTRY PROTECTION ACTIVITIES IN JAPAN

— MANAGEMENT OF “CORPORATE FOREST” (“HITACHI CAPITAL FOREST”)

Hitachi Capital contributes to forestry conservation by being the first company to participate in the “Corporate Forest” program, a joint project between the Forestry Agency and Japanese companies aimed at creating and nurturing forests in Japan. Taking part in this project spurred employees to inaugurate a volunteer club, which organizes events four or five times annually, such as planting and care of trees, forest beautification and coastline cleanups.



Beautification of forests by volunteer club