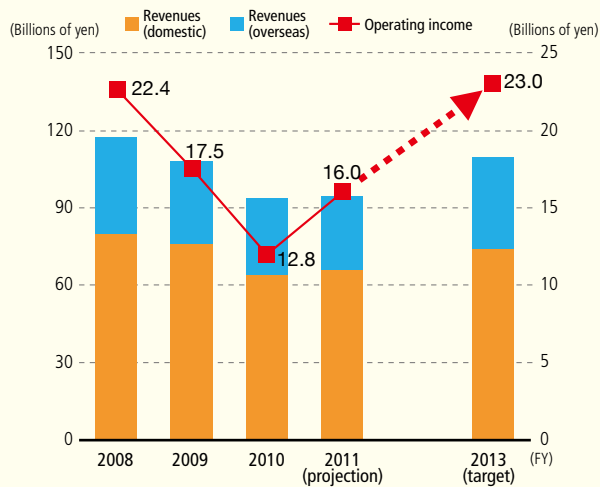


Realizing a Stage of Sustainable Growth by Creating Function-Oriented Service Businesses

The Hitachi Capital Group has initiated a new Mid-Term Management Plan spanning from fiscal 2011 to fiscal 2013. This involves deploying three strategies that leverage the unique strengths of the Hitachi Capital Group based on a new perspective aimed in particular at creating function-oriented service businesses. Specifically, these three strategies entail: (1) Creating new domestic businesses, (2) Bolstering fundamental domestic businesses and (3) Expanding overseas businesses. We seek to increase the proportion of revenues from new businesses to over 20% of our business portfolio. Through these initiatives, we aim to achieve revenues of ¥110.0 billion and operating income of ¥23.0 billion in fiscal 2013, the final year of the Mid-Term Management Plan.

Numerical Targets by Fiscal 2013

Revenues	¥110.0 billion (Fiscal 2011 Projection: ¥97.8 billion)
Operating income	¥23.0 billion (Fiscal 2011 Projection: ¥16.0 billion)
ROE	Over 5.0% (Fiscal 2011 Projection: 3.7%)
Stockholders' equity ratio	Over 16% (Fiscal 2011 Projection: 15%)



Strategy 1: Create New Domestic Businesses

As a strategy for domestic businesses, we aim to shift from traditional finance businesses to function-oriented service businesses, and thus secure new revenue bases through new business creation.

Shift from Traditional Finance Businesses to Function-Oriented Service Businesses

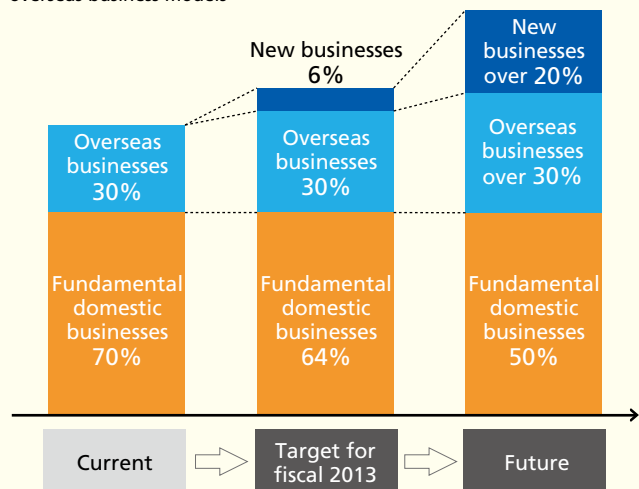
We are currently witnessing a shift from an era of "generating sales through creating products" to one of "generating sales by providing the utility value of a product as a service." For example, manufacturers of energy-saving equipment are required to change to a service-oriented business model from "selling devices" to "selling the benefits of energy conservation." Hitachi Capital has, over the years, provided traditional financial services to such businesses, including credit and other sales finance, as well as equipment leasing and liquidation of receivables. Going forward, in addition to these services, we will support customers as their trusted business partner by offering various functions that include credit risk management, asset management, accounting, billing and receivables collection representation. Hitachi Capital has positioned these as function-oriented service businesses and will nurture them as new revenue bases.

Create New Businesses by Combining Functions

The driving force behind technical innovation in financial services lies in the strengths of the Hitachi Capital Group, including diverse functions and expertise in insurance, credit guarantees, receivables collection and trust services, locally based sales systems that enable close contact with customers and the customer confidence associated with the "Hitachi" brand. We intend to leverage these strengths, and at the same time, build up businesses for which we can expect market potential, as pillars of revenue. These include "credit insurance business," "businesses in cooperation with regional banks," "receivables collection business," "cloud computing business" and business using trust functions. Notably, we have steadily commenced receivables collection business, such as consignment of receivables collection services from the Japan Housing Finance Agency.

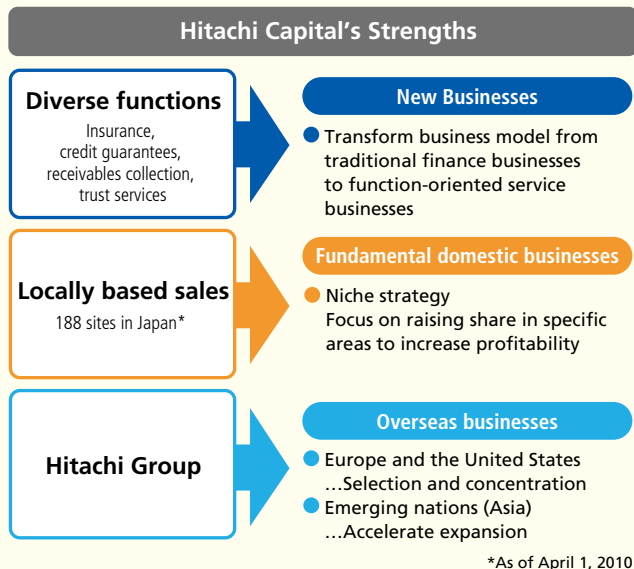
Targeted Business Portfolio

Achieve top line growth by transforming domestic and overseas business models



Overview of Mid-Term Management Plan

Cultivate new businesses and narrow down fundamental businesses in Japan, focus on emerging nations overseas



Strategy 2: Bolster Fundamental Domestic Businesses

Fundamental domestic businesses provide important revenue bases for Hitachi Capital. By reinforcing these businesses and accelerating our growth strategy through the aforementioned new businesses, we can achieve the targets we have set. For that reason, we will steadily expand business in selected domains, concentrate on building share in specific areas and work to raise profitability.

Implement Measures for Maintaining Profitability and Expansion Corresponding to Business Characteristics

In fundamental domestic businesses, we will promote a niche strategy and reinforcing measures befitting respective business characteristics.

We will seek to increase efficiency in each business by enhancing infrastructure through improving IT functions and concentrating back-office functions into the Business Support Center. On top of this, we aim to gradually expand each business through locally based sales that leverage our network of 188 sites nationwide.

As an example, in our corporate business financial services, we will increase volume of business with office automation (OA) equipment sales stores by enhancing our online "Customer Front System." Additionally, we will bolster initiatives in growth areas such as environmental and energy related industries, and in each field, we will strive to contribute to the Social Innovation Business of the Hitachi Group.

In agricultural and medical industries, as well as for consumers, we will strengthen Internet-based business and

expand agricultural equipment reuse and used vehicle purchasing services.

We will also consider M&A and business alliances to advance these strategies. Hitachi Capital also recognizes the importance of linking fundamental domestic businesses with new businesses in order to maintain solid revenues while creating new businesses.

Strategy 3: Expand Overseas Businesses

Overseas, we will accelerate business expansion in China and increase the proportion of revenues from the Asian region to total overseas revenues by adapting to the characteristics of each region in Asia.

Base Business on the Characteristics of Each Region

Our aim is to expand business in Asia by focusing on strengthening our position in the Chinese market. In May 2005, we established Hitachi Capital Leasing (China) Co., Ltd. in Beijing as a locally incorporated company and started developing business based on medical equipment leasing. With the objectives of further expanding business in medical-related areas in the Chinese market and entering new fields such as industrial equipment leasing and information/communications equipment leasing, we set up a branch in Shenzhen, a special economic zone in South China, in April 2010. To aggressively expand business in South China, this branch will work in close contact with Hitachi Capital (Hong Kong) Ltd., which is already carrying out comprehensive business development in the region. In the future, Hitachi Capital will also build up solid business foundations in China through collaboration with the Social Innovation Business of the Hitachi Group.

We will also take maximum advantage of regional characteristics in Singapore and Thailand, where we already have business sites, to strengthen business. Further, we will conduct market research in Indonesia, Vietnam, India and elsewhere to evaluate the potential of overseas expansion based on our well-established business model for Japan.

Meet the needs of different regions in Asia

