

Business Topics 2010

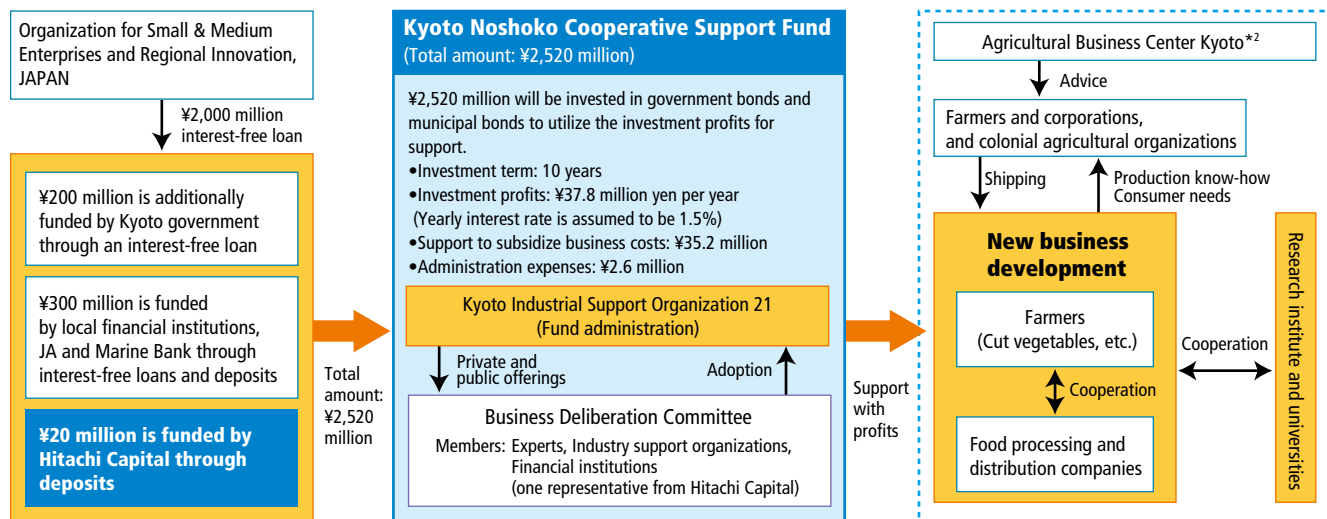
Participated in Agricultural Fund to Foster Affiliated Kyoto Industries for Agriculture, Forestry and Fisheries Products

In September 2009, Hitachi Capital participated in the Kyoto Noshoko Cooperative Support Fund, an agricultural fund set up to foster affiliated industries in Kyoto. The fund is intended to promote agricultural business leading to new economic activities utilizing agriculture, forestry and fisheries products from Kyoto and focuses on supporting businesses contributing to the increase of individual business owners engaged in agriculture. The total amount of the fund is ¥2,520 million, mainly funded by the Organization for Small & Medium Enterprises and Regional Innovation, JAPAN; Kyoto Prefecture; and local financial institutions. Hitachi Capital entrusted ¥20 million in deposits. Kyoto Industrial Support Organization 21*¹, in charge of administration of the fund, invests in government bonds and municipal bonds and utilizes the investment profits to foster new agricultural businesses. Through these activities, Hitachi Capital aims to contribute to agricultural

development in Kyoto by strengthening cooperation with respective companies and organizations in Kyoto that participate in this fund, as well as to create business opportunities between individual business owners engaged in the agriculture, forestry and fisheries industries targeted for this fund and small and medium-sized companies (food processing and distribution fields). Hitachi Capital also intends to promote the business models and production know-how accumulated through this fund throughout Japan.

*1. Kyoto Industrial Support Organization 21 was established to promote the foundation and fostering of new business and venture companies and to perform business matching between them. As a comprehensive support organization related to management innovation, developing new business and fostering and creating new industries for small and medium-sized companies through Industry-Academia-Government collaboration, the aim is to contribute to the development of business activities for companies and industries in Kyoto.

Fund Operation Structure



*2. Agricultural Business Center Kyoto is an organization established to perform business matching between farmers and food processing and distribution companies and manages the agricultural business creation platform.

Made Factoring Company into a Subsidiary

In July 2009, Hitachi Capital purchased additional stock in Financial Bridge Corporation, a factoring company that was an equity-method affiliate, and made it into a subsidiary. Financial Bridge Corporation works to provide outsourcing services for factoring system service to customers. By making this company a subsidiary, Hitachi Capital can reinforce the foundation of its factoring system service and expand "commission services," one of the businesses being focused on in the Group.

<Outline of Financial Bridge Corporation>

Principal business: Provision of outsourcing services for collective factoring service
 Date of foundation: August 2002
 Capital: ¥50 million
 Number of employees: 8

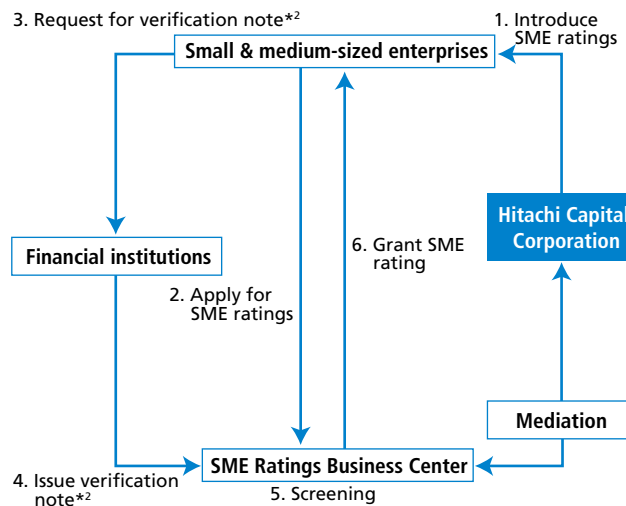
Started Mediating Credit Rating Service for Small and Medium-Sized Enterprises

Hitachi Capital formed a tie-up with Standard & Poor's (S&P) and started the business of mediating "Japan SME Ratings"*¹ service from March 2009. We will utilize this system as a tool for cultivating new customers among the small and medium-sized enterprises on which we are currently focusing. Hitachi Capital also intends to deepen relationships with such customers by increasing opportunities to meet corporate managers and hear about their business issues and investment plans. S&P is able to leverage Hitachi Capital's network and expects to further disseminate rating services to small and medium-sized enterprises. In addition, benefits for customers who are being rated include appealing their creditworthiness externally and objectively making self-assessments.

*1. Japan SME Ratings service is a credit rating service developed by S&P and The Risk Data Bank of Japan, Ltd. for small and medium-sized enterprises that was launched in December 2005. It uses a credit model to evaluate the creditworthiness of a company on a seven-tier scale.

*2. Verification note: One of the documents required for an SME rating prepared by a financial institution to verify an applicant enterprise

Scheme



Established Shenzhen Branch in South China Aimed at Business Expansion

In April 2010, Hitachi Capital established a branch office of Hitachi Capital Leasing (China) Co., Ltd. in Shenzhen, Guangdong Province, China. Since its inception in 2005, Hitachi Capital Leasing (China) Co., Ltd. has promoted business centering on the leasing of medical equipment to major hospitals in China. The new branch office was established to expand business in China, aiming to further develop the medical equipment leasing business in South China, particularly in Guangdong and Yunnan provinces, and new business in industrial and information/telecommunications fields.



Opening ceremony for the Shenzhen Branch

Entrusted with Receivables Collection by Japan Housing Finance Agency

Hitachi Capital Servicer Corporation, a Group company, has been entrusted with receivables collection services for the Japan Housing Finance Agency (formerly Government Housing Loan Corporation) for a three-year period starting April 2010, thereby steadily expanding business in the area of receivables collection. This business requires a strong business execution system and highly specialized skills including a highly extensive and cohesive network with sufficient connections to outsourcers; know-how and experience in legal procedures such as for auctions and

sales by private contract; and long-term and stable service capability and creditworthiness. Hitachi Capital Servicer Corporation was selected for providing receivables collection services based on recognition of its comprehensive ability to satisfy these strict requirements. The Hitachi Capital Group will continue to grow receivables collection business based on accumulated and specialized know-how and exceptional processing capabilities, as well as an extensive, cohesive network nationwide, and backed by the trusted Hitachi brand.