



President and Chief Executive Officer

**Kazuyuki Tanaka**

## Challenge to Create New Value Based on Uninterrupted Research and Development

We, Hitachi Chemical, celebrated our 50<sup>th</sup> anniversary last year since our spin-off from Hitachi Ltd. in 1962. We succeeded business of four original products (electrical insulating varnishes, carbon brushes, industrial laminates and porcelain insulators); since then we have improved materials, processes (synthesis, fabrication), and evaluation technologies and produced many groups of products. We prioritized four business areas, namely “Telecommunication and Display”, “Automobile and Transportation”, “Environment and Energy” and “Life Science” as our key business areas. Today, we are a group of companies supplying a wide variety of materials and components. To date, we have engaged in not only supplying materials and components but also contributing to our customers by proposing new value through MSS (Material System Solution).

In 2013, we, Hitachi Chemical Group, on the occasion of our 51<sup>st</sup> anniversary, advance toward the next half century and beyond. In an increasingly uncertain business climate, we wish to be a growing enterprise group by challenging new field in R&D. We believe this is the way of realizing our corporate philosophy, “Contribution to Society through New Products and Technical Advancements to Open-Up the Era of the Next Generation”.

This issue of Hitachi Chemical Technical Report introduces our new challenges in each business sector. In this, our milestone year, we want to clarify the directions of R&D activities promoted by Hitachi Chemical Group with insight and foresight. We believe our stakeholders will understand our future status by this clarification.

The wide-ranging product lineup arranged by Hitachi Chemical Group and classified as functional material stands out. In particular, in Telecommunication and Display field, we are the only supplier with full lineup of materials, from pre- to post-process of semiconductor as well as packaging materials. We will continue proposing novel materials which lead the development in this field to our customers. To enhance performance and provide new functions, it is crucial for us to extend our R&D to the molecular level. The outcome of our efforts and a vision of our future from inorganic to organic materials in each product are introduced here.

Automobile and Transportation field is a business sector encompassing our unique product groups based on competitive material technology. Currently, we are actively introducing these items to the global market, and under keywords of “Environment”, “Safety” and “Comfort”, we continue striving in R&D of future automobile parts. Please see



the progress of our technology which utilizes material characteristics.

Environment and Energy field is positioned as a third business sector next to those of functional material and automobile parts, the growth of which will be fully backed by Hitachi Chemical Group. To efficiently utilize various energies, e. g. renewable energy, an energy storage device is essential. Our business plan involves developing Li-ion batteries for various energy storage devices and systems for industrial use. We introduce our approach to hone the advantage of Hitachi Chemical Group by pursuing high reliability and extended service life based on competitive material technology.

Life Science field covers a broad range of businesses. Hitachi Chemical Group, however, has specialized in diagnostic reagents and diagnostic systems and continues R&D activity in this area. We continue proposing new systems realized through our high technical background.

Henceforth, the market may continue changing dynamically at unprecedented speed and expanding globally. Amid this changing market environment, Hitachi Chemical will continue growing through new challenges. We want to evolve ourselves continually and keep us at the position of leading ever-changing market. We will respond to customers' needs by our deep knowledge of material technology, search future products which will be globally sought, and become a group of companies offering value exceeding customers' expectations.

The catalyst to make this happen comes in the form of the three genes inherited within Hitachi Chemical Group. "Spirits of Trail Blazer" to challenge new things unhesitatingly, "Flexibility" to respond to the changing era and market, and "Strong Orientation on Customers". With this competitive edge, we continue R&D activity constantly and realize our corporate philosophy, "Contribution to Society through New Products and Technical Advancements to Open Up the Era of the Next Generation". Please anticipate and count on the great success of Hitachi Chemical Group in future.