

## Group Identity of the Hitachi Construction Machinery Group

In 2022, the Hitachi Construction Machinery Group formulated a unique Group identity.

As stated in our mission, we strive to swiftly respond to the expectations of our customers and address the issues they are confronting. Based on outstanding technologies, we will thus deliver innovative products, services and solutions through co-creation with our customers and alliance partners. Through these endeavors, we will create new value to “ensure a prosperous land and society for the future” in line with our vision, thereby contributing to the realization of a safe and sustainable society.

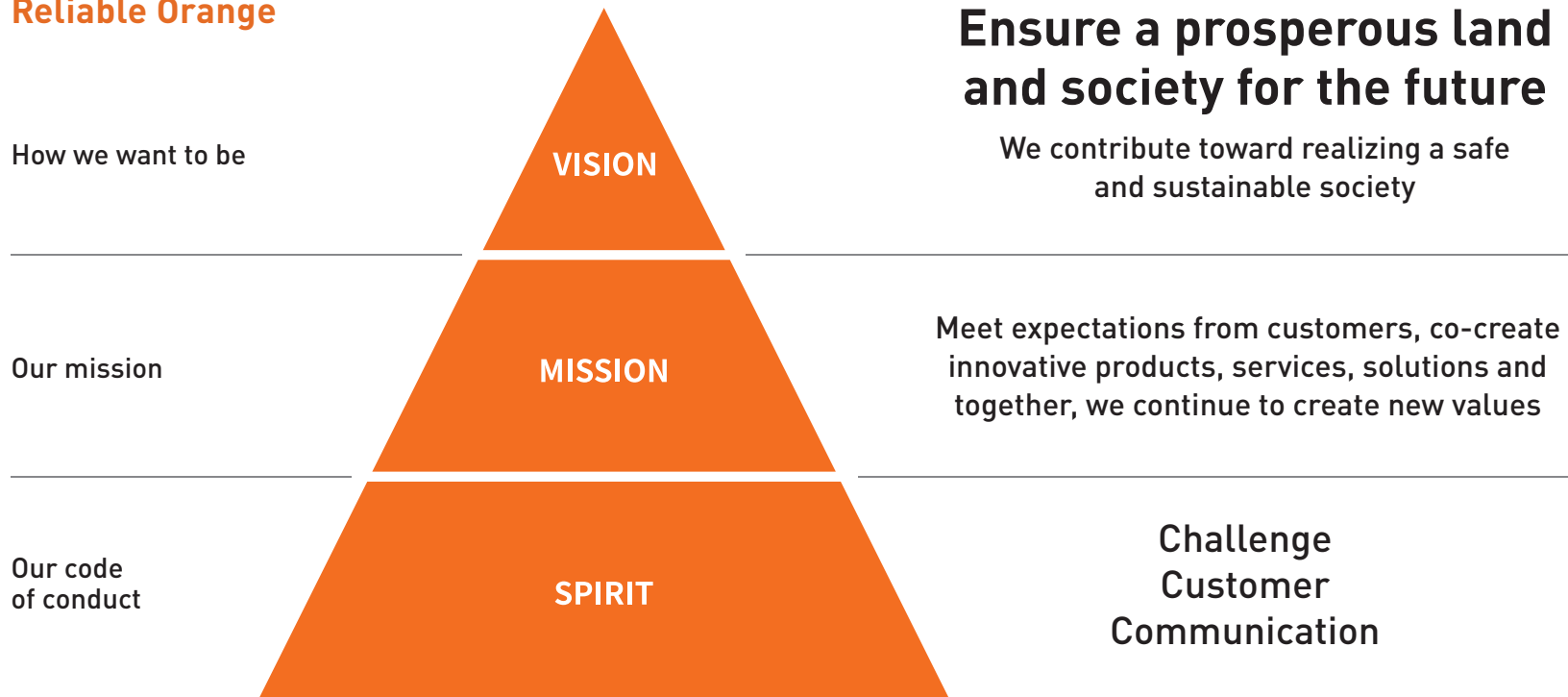
Corporate Statement

### Reliable Solutions

We are a reliable solutions partner with/for our customers

Corporate Color

Reliable Orange



Foundational Values: Basics and Ethics, Trust and Technology, Pride and Responsibility

### Kenkijin Spirit

The global Hitachi Construction Machinery Group shares a universal code of conduct we call the “*Kenkijin Spirit*.” The people of Hitachi Construction Machinery (“*Kenkijin*”) work individually and together to realize the goals and aspirations we share.

The underlying commitment behind this spirit can be expressed in three key words beginning with “C,” words defining key concepts that surpass the boundaries of language: the spirit of rising to meet Challenges, serving Customers, and ensuring meaningful Communication.

Each person in the global Group develops their own ideas and initiatives through the *Kenkijin Spirit*, providing the products and services our customers deserve, and bringing them new value.