

### Hitachi Construction Machinery's Vision

To pass on a productive environment and prosperous cities to future generations. Hitachi Construction Machinery Group helps to create comfortable living spaces.

To contribute to society by playing an important role in maximizing the creation of productive environments and prosperous cities, which stand as a symbol of comfortable living spaces.

### Hitachi Construction Machinery Group Shared Values and Code of Conduct

## Kenkijin Spirit

The Kenkijin Spirit is the mindset of the Kenkijin who both understand and take responsibility to achieve the future vision of Hitachi Construction Machinery. We strive to foster a corporate culture in which every employee around the world takes on the challenge of creating valuable technologies, products, services, and solutions from the perspective of our customers.

### Ideology of the 3Cs

**3C** Challenge  
Customer  
Communication