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**Hitachi Asia Introduces “SAP® Business One” to the Specialist of Selection and Procurement of Water Treatment Equipment, Niimi**

*Delivered to Niimi’s Singapore Subsidiary Approx. 2 Months After Order  
in Cooperation with Hitachi Systems*

**Tokyo, June 12, 2013** – Hitachi Asia Ltd., a wholly owned subsidiary of Hitachi, Ltd. (TSE: 6501), today announced that with the cooperation of Hitachi Systems, Ltd., another wholly owned subsidiary of Hitachi, Ltd., it has introduced “SAP® Business One” to Niimi Singapore Pte. Ltd., the Singapore subsidiary of Niimi Co., Ltd., a trading company specializing in water treatment equipment. An enterprise resource planning (ERP) product for small and medium-sized companies (SMEs) produced by SAP AG, “SAP® Business One” came online at Niimi Singapore at the end of May 2013.

Niimi is a trading company specializing in the selection, procurement and package provision of water treatment equipment in the fields of water supply, water purification, industrial-use water, industrial wastewater, seawater desalination, sewage, human excrement and other domains. On April 1, 2013, Niimi established a subsidiary in Singapore in order to develop business in the fast-growing Southeast Asian countries leveraging its water treatment equipment selection expertise accumulated over many years in Japan. Starting its business in Singapore, Niimi looked at introducing a globally compatible ERP system early on.

Aside from being its regional headquarters in the Asian region, Hitachi Asia is also engaged in the IT business in Singapore and has introduced “SAP® Business One” to a total of around 100 Japanese-affiliated and local companies to date.

Hitachi Systems is marketing its global IT service “GNEXT” in partnership with Singapore-based Hitachi Asia and other Hitachi Group business strongholds throughout Southeast Asia. In July 2012, Hitachi Systems set up a business department “IT Management Group” within Hitachi Asia using this group to strengthen

cooperation with Hitachi Asia.

Hitachi Asia and Hitachi Systems proposed “SAP® Business One” based on Niimi’s needs for a globally compatible ERP system that could be introduced quickly and at low cost. The two companies’ proposal was accepted in April 2013. The following are the three main reasons for adoption of the proposal:

- Introduction was possible in a short timeframe (approximately 2 months)
- The ERP package was compatible with the local tax system, commercial practices and the trading company business
- Support was offered from both Singapore and Japan due to cooperation between Hitachi Asia and Hitachi Systems

Looking ahead, Hitachi Asia will continue to support Niimi’s business development in Southeast Asia, while expanding sales of “SAP® Business One” to both Japanese and local companies in Asia. Hitachi Systems, for its part, will continue to strengthen its operations in Southeast Asia in cooperation with Hitachi Asia.

#### **About “SAP® Business One”**

“SAP® Business One” is a global standard ERP package that integrates management of all core business functions across a company, including financials, sales, sourcing, purchasing, inventory management, customer relationship management, and sales support and maintenance services, mainly for SMEs. This product supports the overseas business development of SME customers for complying with tax systems and commercial practices in 41 countries and in 27 languages.

#### **About Niimi Co., Ltd.**

Niimi Co., Ltd. is a package vendor of water processing equipment. It gathers wide-ranging information on technologies and equipment and works to help expand and stabilize the businesses of engineering, procurement and construction (EPC) contractor and operations and maintenance (O&M) operating company clients. Headquartered in Tokyo, Niimi also has bases in Osaka, Nagoya and Fukuoka, and in April 2013 established an overseas business headquarters in Singapore.

For details: <http://www.niimi.co.jp/en/>

**About Hitachi Asia Ltd.**

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., was established in Singapore in 1989 and operates across seven Asian countries (Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam). Business includes information systems, power and industrial systems and digital media systems. For more information about Hitachi Asia, please visit <http://www.hitachi.com.sg>

**About Hitachi Systems, Ltd.**

Hitachi Systems, Ltd. is an IT services company with strengths in high-quality operations and maintenance services. Hitachi Systems works closely with customers through a network of roughly 300 service sites and contact centers across Japan, through which it offers a wide range of business system design and integration services, and outsourcing services that take advantage of its robust data center infrastructure. A leader since the dawn of the IT era in Japan, Hitachi Systems leverages a track record and expertise in IT services to offer one-stop services covering the entire IT life cycle—from system consulting to integration, installation, operation and maintenance. Hitachi Systems also pushes beyond the boundaries of IT to create new value for customers, with the aim of becoming a global service company to which customers can entrust any operation.

For customer inquiries, please visit at <http://www.hitachi-systems.com/eng/>

**About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. Fiscal 2012 (ended March 31, 2013) consolidated revenues totalled 9,041 billion yen (\$96.1 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>

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\*GNEXT is a registered trademark of Hitachi Systems.

\* Other company names and product names are the registered trademarks and/or trademarks of the respective companies.

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