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**Hitachi to Sponsor the Hitachi Scholarship Program for  
the Asian University for Women in Bangladesh**

*Pledge US\$ 180,000 covering 3 students' school and living expense for 4 years*

**CHITTAGONG, Bangladesh, October 8, 2014** – The Asian University for Women (“AUW”) and Hitachi, Ltd. (TSE:6501, “Hitachi”) announced today that Hitachi will sponsor scholarships for three students attending AUW for four years. Hitachi will provide scholarships to these young women for the course of their undergraduate education at AUW—a four-year program in the liberal arts and sciences. Hitachi has pledged to cover tuition, room and board, health insurance, textbooks and supplies, etc. and for three students. Selected for their academic excellence and leadership potential, these students come from India (2 students) and Myanmar (1 student).

AUW is a pre-eminent liberal arts university for women in South Asia. They provide higher education to those who do not have the means to afford higher education on their own, but are willing and able to become change-makers in their lives and communities after university.

Through this scholarship program, Hitachi supports these eager and highly-motivated young Asian women, and aims to contribute to solving social issues such as poverty, education and gender inequality in South Asia.

Hitachi is pursuing this goal not only through its social innovation business but also by engaging with and contributing to local communities as a member of the community. Specifically Hitachi considers education as one of the focus areas of its social contribution activities.

In addition to the Hitachi Scholarship Program for AUW, Hitachi has been promoting several educational initiatives for young generation around the world, one of which is the Hitachi Young Leaders Initiative (HYLI) since 1996. HYLI brings together the outstanding 28 university students for a week from seven participating countries, namely Indonesia, Malaysia, the Philippines, Singapore, Thailand, Vietnam and Japan, who have shown potential to become future leaders. HYLI provides these students with a platform to exchange ideas on pressing issues in Asia.

Yukiko Araki, CSR and Environmental Strategy Division, Hitachi says, "Hitachi holds its Group Vision that states Hitachi delivers innovations that answer society's challenges. We are very pleased to sponsor three young women who have a big dream to contribute to solving their countries' issues including poverty and education. Through high-level education and working hard together with peers at the Asian University for Women, we expect them to acquire a wide range of knowledge in order to realize each of their dreams, and to become prominent leaders to contribute to further prosperity of their countries in the future. Communication with them will help us identify social issues in India and Myanmar, and we would like to connect it to our better business activities. We, Hitachi, will continue to tackle social issues while nurturing Asia's future leaders."

Kamal Ahmad, Founder, Asian University for Women says, "Hitachi's commitment to sponsoring three students at the Asian University for Women demonstrates their understanding of how business and social development intersect. By investing in women who live in the regions where they have operations, Hitachi is cultivating a roster of educated, cross-culturally competent women who can contribute to business endeavors and lead the way for new initiatives that promote growth for both their countries and the companies that work in them. I am delighted to have Hitachi's support as they further prove their dedication to promoting youth education, and I hope other corporations will follow their example."

**About The Asian University for Women**

AUW is an independent, international university for women located in Chittagong, Bangladesh. The University focuses on providing a high-quality liberal arts and sciences education to future women leaders, regardless of their background. AUW offers a one-year, pre-collegiate bridge program called the Access Academy, as well as a four-year undergraduate program. AUW provides need-based full scholarships to many of its students. AUW has support groups in the United States, United Kingdom, Hong Kong, and Japan. Mrs. Akie Abe, First Lady of Japan, serves as a Patron of the University. For more about AUW, please visit [www.asian-university.org](http://www.asian-university.org).

**About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2013 (ended March 31, 2014) totaled 9,616 billion yen (\$93.4 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional materials & components, automotive systems, health care and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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