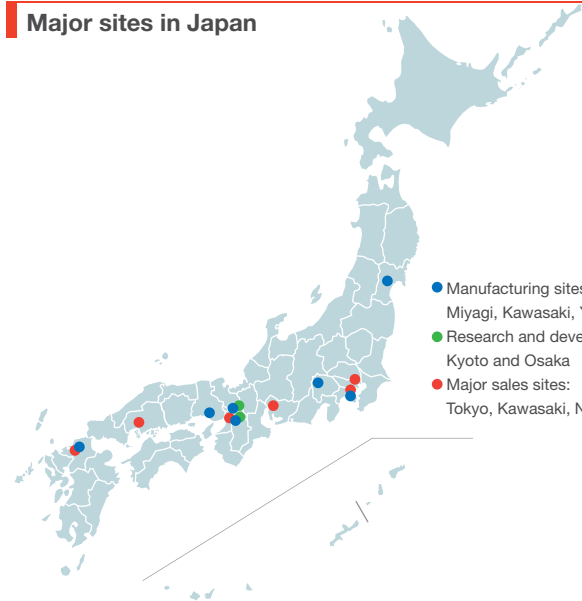
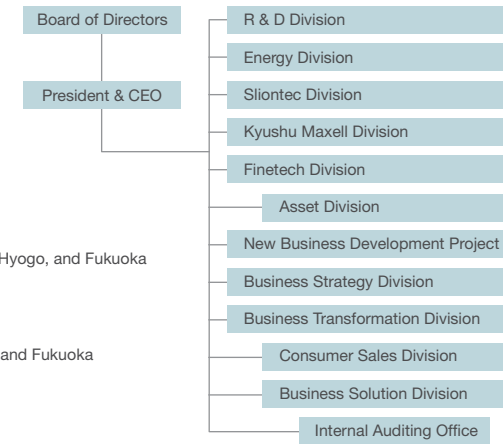


Major sites in Japan



- Manufacturing sites:
Miyagi, Kawasaki, Yamanashi, Kyoto, Osaka, Hyogo, and Fukuoka
- Research and development sites:
Kyoto and Osaka
- Major sales sites:
Tokyo, Kawasaki, Nagoya, Osaka, Hiroshima, and Fukuoka

Organization (as of April 1, 2013)



Head Office

2-18-2, Iidabashi, Chiyoda-ku, Tokyo 102-8521
Tel: (+81)3-3515-8211 Fax: (+81)3-3515-8314

Consumer Sales Division

2-18-2, Iidabashi, Chiyoda-ku, Tokyo 102-8521
Tel: (+81)3-3515-8217 Fax: (+81)3-3515-8297

Business Solution Division

2-18-2, Iidabashi, Chiyoda-ku, Tokyo 102-8521
Tel: (+81)3-3515-8231 Fax: (+81)3-3515-8312

R & D Division

Osaka: 1-1-88, Ushitora, Ibaraki-shi, Osaka 567-8567
Tel: (+81)72-623-8195

Kyoto: 1, Koizumi, Oyamazaki-cho, Otokuni-gun, Kyoto 618-8525
Tel: (+81)75-956-3131 Fax: (+81)72-953-0418

Energy Division

1, Koizumi, Oyamazaki-cho, Otokuni-gun, Kyoto 618-8525
Tel: (+81)75-956-4141

Sliontec Division

3819, Noborito, Tama-ku, Kawasaki-shi, Kanagawa 214-0014
Tel: (+81)44-922-1131 Fax: (+81)44-932-6033

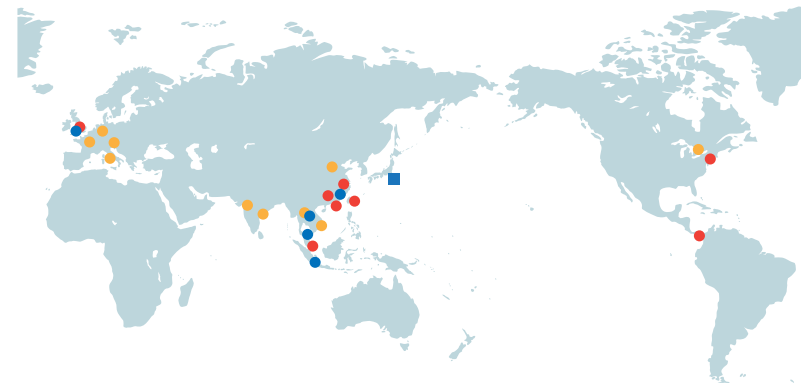
Kyushu Maxell Division

4680, Ikata, Fukuchi-machi, Tagawa-gun, Fukuoka 822-1296
Tel: (+81)947-22-0585 Fax: (+81)947-22-4865

Finetech Division

42-2, Aza Shinmei Tazawa ohkuma, Watari-cho, Watari-gun, Miyagi 989-2383
Tel: (+81)223-34-3900 Fax: (+81)223-34-3904

Major overseas sites



- Head office of Hitachi Maxell, Ltd.
- Manufacturing sites:
China, Thailand, Malaysia, Indonesia, and UK
- Sales sites (corporation):
USA, UK, Hong Kong (overseas business presiding company),
China (two sites), Taiwan, Singapore, and Panama
- Sales sites (major branches and offices):
Canada, Germany, France, Italy, Hungary, China,
India (two sites), Thailand, and Vietnam

* Country or area

Maxell group's major companies (as of April 1, 2013)

Hitachi Maxell Global Ltd.	Maxell Taiwan, Ltd.
Maxell Corporation of America	Maxell Tohshin (Malaysia) Sdn. Bhd.
Maxell Europe Ltd.	Maxell Finetech (Thailand) Co., Ltd.
Maxell Asia (Singapore) Pte. Ltd.	PT. SLIONTEC EKADHARMA INDONESIA
Maxell (Shenzhen) Trading Co., Ltd.	Wuxi Hitachi Maxell Co., Ltd.
Maxell (Shanghai) Trading Co., Ltd.	

Corporate data

Company name	Hitachi Maxell, Ltd.
Head office	2-18-2, Iidabashi, Chiyoda-ku, Tokyo 102-8521, Japan
Registered head office	1-1-88, Ushitora, Ibaraki-shi, Osaka 567-8567, Japan
Established	September 1960
Capital	¥12,203 million
Representative	President & Chief Executive Officer, Yoshihiro Senzai
Number of employees	Consolidated: 3,821 (as of January 31, 2013) Non-consolidated: 2,458 (as of January 31, 2013)

Corporate Profile

maxell
Hitachi Maxell, Ltd.





President & Chief Executive Officer

Yoshinori Sanyo

The market situation is undergoing major change at unprecedented speed. Therefore, business must be accelerated in such an environment in order to be well aware of customer needs on a global scale and become more proactive.

On January 1, 2013, Hitachi Maxell, Ltd. and Hitachi Maxell Energy, Ltd. merged to restart business as new Hitachi Maxell, Ltd. At the same time, our overseas business presiding function was transferred to Hitachi Maxell Global Ltd. (in Hong Kong) to step up our global business system. With the merger marking a turning point, we will come even closer to reaching our potential and actual customers, promptly acquire indigenous information, and supply better products and services, in an effort to become a truly global corporation.

In the business segment of "personal and mobile equipment" which is our special area of expertise, we thoroughly pursue our goals of providing customer convenience through our unique process technology, parts and materials, and by providing consumer products that inspire little enjoyment, impressions or excitement in daily life in our segments of energy, industrial parts and materials, electrical appliances and consumer products. Moreover, we will step up efforts in our solution business that provides solutions to any problems you may have, thus making your life "more worthwhile" and "reaching all the recesses that you may want us to reach."

"Harmony and Cooperation, Working with Heart and Soul, and Being of Service to Society." That management philosophy has been our cherished motto ever since our company was founded. With our ever-lasting hopes that we can win customer "trust" through "Maxell" and become "a company that satisfies" our customers through global business, we will work hard each and every day.

We sincerely hope for your continued and even further support for our Maxell Group.

January 2013

The history and progress of our "Monozukuri" manufacturing capabilities



*When data is compressed. The capacity is 100 GB when data is uncompressed.
- Linear tape-open, LTO, LTO logo, Ultrium and Ultrium logo are registered trademarks of HP, IBM, and Quantum in the USA and other countries.

Energy



Lithium-ion rechargeable batteries for consumer applications	Button Batteries
Lithium-ion rechargeable batteries for industrial applications	Lithium primary batteries
Coin-type lithium rechargeable batteries	Electric storage devices

The energy segment consists mainly of lithium-ion rechargeable batteries, micro batteries and other battery products, and is one of Maxell's core businesses since being founded, as indicated by the company's name taken from Maximum Capacity Dry Cell (to spell Maxell). The company has been delivering large quantities of lithium-ion rechargeable batteries for smartphones and portable consumer devices, and is now expanding its business in such areas as industrial batteries and coin-type lithium rechargeable batteries for small equipment. In terms of micro batteries, Maxell's silver oxide batteries used in wrist watches occupy a top global market share and, moreover, Maxell deploys a diverse variety of batteries for small equipment, such as heat-resistant coin-type lithium manganese dioxide batteries with a wide operating temperature range from as low as -40°C to as high as +125°C which are used mainly in tire pressure monitoring systems and similar applications.

Industrial material



Functional materials	Metal / plastic molded products	Broadcasting video tapes
Electroforming / precision components	Adhesive tapes	RFID systems
Optical components	Computer tapes	IC cards

The segment of industrial material consists of products that take full advantage of Maxell's unique technologies and support daily living as the components of motor vehicles, buildings, electronics products and other equipment. High-precision lens units, modules and other optical parts are mounted on digital single-lens reflex cameras, smartphones, motor vehicles and other equipment. Moreover, the precision molding technologies that constitute the core of those products are also applied to non-optical special resin molds. Adhesive tape is used for packing, protection, and building, and is also combined with new functions for use in the semiconductor manufacturing process and in electronics. Magnetic tape was a major product that Maxell launched when the company was founded. Thanks to mixing and dispersion technology, thin-film coating technology, material technology and other analog technologies, magnetic tape responds to high-performance needs and is also available for data backup and broadcast purposes. Other applications in this segment include products and parts for health and medical care, security and other precision equipment.

Electronic appliance/ Consumer product



Small electronic appliances	Hard disks	Accessories
Health-care products	Optical discs	Dry batteries
Audio equipments	Rechargeable devices	Audio tapes / video tapes

The segment of electronic appliance and consumer product sells small electrical equipment, accessories and recording media in a world consumer market. Above all, Maxell's audio and videotape, optical discs and dry batteries have widely penetrated the market, thereby establishing the Maxell brand worldwide. Recording media began with magnetic tape and were later developed through floppy disks and magneto-optical disks. Maxell is now deploying a full lineup of products (including optical discs and hard disks) that offer excellent recording and playback characteristics. Moreover, Maxell has been marketing a consecutive series of highly value-added dry batteries, for which the company has consistently researched and developed ever since its foundation. And as a company particular about sound quality, Maxell has been stepping up its lineup of acoustic equipment (including headphones and speakers), while promptly supplying Maxell brand products needed by the market in terms of wireless chargeable equipment, health care products, various accessories, and other wide-ranging areas.

Global growth

Unique technology Brand Solution

