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Hitachi Capital Corporation

Hitachi Electronics Services Co., Ltd.

Hitachi Capital to Launch Comprehensive Operation and Administration Services from  
Implementation to Disposal of Office IT Equipment

Hitachi Capital Corporation (Minato-ku, Tokyo; "Hitachi Capital") has teamed up with Hitachi Electronics Services Co., Ltd. (Minato-ku, Tokyo; "Densa") to provide a new menu of services encompassing operation services from equipment implementation to disposal, and financing service, for such office IT equipment as personal computers and printers catering to mid-size and small businesses. The new services are described below.

1. Purpose of the services

As businesses become increasingly dependent upon IT equipment, the need for operational management of IT equipment, such as internal control and environmental management, has increased and become sophisticated at the same time. Mid-size and small businesses must bear an especially heavy burden of operational management and administration expenses, and the financial burden upon implementing IT equipment and the operational management after implementation have proven to be a large obstacle for such companies.

As a new service menu, Hitachi Capital will provide mid-size and small businesses with services that encompass operation and management from implementation to disposal (purchasing, lease, implementation, extension, transfer, troubleshooting, inventory, data erasure, and equipment disposal), in addition to financing for the IT equipment.

By providing total support through the new services, we will help customers reduce the burden of operating and managing IT equipment, in addition to providing them with the advantages of leasing.

While Hitachi Capital's principal business is financial service, we will work with Densa, whose principal business is integrated support services for maintenance and operational management of IT equipment, to provide the latest services.

Densa also is planning to launch a service incorporating Hitachi Capital's financial service based on the success of the venture.

2. Features of the services

- Reduces the burden on IT equipment administrator

The services are designed to relieve the customer's IT equipment administrator from such complex duties as the procurement of equipment, troubleshooting, and extending or moving equipment, reduce expenses, and allow the personnel to focus on core duties.

- Control the impact on cash flow from implementing IT equipment

As the equipment will be financed by Hitachi Capital's lease or rental program, it allows the customer to reduce initial capital investment.

### 3. Miscellaneous

The services are scheduled to begin at the end of this month.

#### **Hitachi Capital Corporation**

Based on a management philosophy to provide financial services that meet the needs of customers and communities, Hitachi Capital has served to enrich societies by providing financial services with an emphasis on the manufacture of goods.

Boasting a network of 200 offices around the country, Hitachi Capital will continue to provide a full menu of financial services including leases and loans that meet the needs of commercial and retail customers.

Having celebrated the 50<sup>th</sup> anniversary last month, Hitachi Capital Corporation is committed to becoming a dependable “partner” to meet the expectations of our customers.

#### **Hitachi Electronics Services Co., Ltd.**

With a vision of becoming the best solutions partner to help customers grow, Densa has provided integrated support services, or one-stop service for the entire life cycle of information systems, from planning and purchasing to designing and construction, implementation, operation, and maintenance. The services comprise an advanced total solution that combines hardware and software services. Its network of 320 service centers around the country and Hitachi Solution Support Center work around the clock, year-round, to provide safe and reliable information systems that only Densa can provide.

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