

## Social Contribution

### To build a Better Society for Tomorrow

In order to build a better society for tomorrow as member of society, the Hitachi Construction Machinery Group promotes a wide range of community contribution activities mainly focused upon those associated with and suitable for its operations. Information on the activities are positively disclosed on the website and through other media, and the Group is committed to promote the activities in collaboration with stakeholders.

※ You can also see details on demining machines on pages 10 and 11, on the Kasumigaura Marathon on pages 16 and 17, and post-disaster restoration activities on page 18.

#### "Hitachi Construction Machinery Festival" took place

On November 20, 2005, the Tsuchiura Works held the "Hitachi Construction Machinery Festival." The objectives of this event that has been held since 2004 are to express our gratitude to people in the community and family members of the employees and to offer opportunities for them to know more about the plant. About 3,500 persons visited the venue and enjoyed demonstrations of hydraulic excavators, a musical performance by the brass band from Shimoinayoshi Elementary School and other entertainment.



Performance by the Shimoinayoshi Elementary School

#### Assisting "Profession Learning" for Elementary School Pupils

On June 24, 10 sixth grade pupils from Yamatogawa Elementary School, Itoigawa City, Niigata Prefecture visited the Head Office. This was part of "Profession Learning" during their school excursion to visit companies in order to "think about future dreams and jobs through understanding of corporate structures and roles."

In approval of this purpose, Hitachi Construction Machinery extended its cooperation to the project. After watching a video program to introduce Hitachi Construction Machinery, the children listened to an explanation of the company by Mr. Kikawa, then vice president. Also, questions from the children were answered using product brochures and miniature models.



Pupils of the Yamatogawa Elementary School visiting our Head Office

#### Earnestly Talking About "Landmine Clearance"

As part of the operations of the International Products Development Dept., Mr. Kitai has been involved in the development of demining machines. He gave a lecture on the efforts for landmine clearance by Hitachi Construction Machinery at a junior/senior high school in Yokohama City. Starting with an introduction of the Hitachi Construction Machinery Group, he explained the role of the Japanese government ODA, damage caused by antipersonnel landmines, an overview of demining machines and other topics for about an hour. Students were all ears to his story.



Mr. Kitai giving a lecture

#### Donations to Various Organizations

Hitachi Construction Machinery contributes donations to a wide range of charitable organizations. The following are examples of the organizations the company made donations to in Fiscal 2005:

| Names of Organization                         | Activities   |
|---|--|
| Hitachi Foundation (USA)                      | Support of economically or socially alienated people   |
| Hitachi Foundation (4 foundations, Japan)     | Development of youth, assistance for science and technology, promotion of education and environmental conservation |
| Japanese Foundation for Cancer Research       | Cancer research and medical service provision  |
| The Japan Center of Conflict Prevention       | Development of conflict prevention specialists, collection of weapons and landmine clearance                       |
| Shinsetsukai                                  | Activities to promote kindness and welfare   |
| Guide Dog & Service Dogs Association of Japan | Guide dog rearing and rehabilitation of visually-challenged people   |
| Nikikai                                       | Promotion of musical art through studies and presentation of vocal music   |

#### Backing up clay pigeon shooters

As part of Japanese sports culture promotion activities, Hitachi Construction Machinery has a clay pigeon shooting team, and Ms. Keiko Suzu and Ms. Yukie Nakayama, top shooters in Japan, are doing their best toward the entries in the Olympic Games in Beijing.



Ms. Suzu, clay pigeon shooter



Ms. Nakayama, clay pigeon shooter

#### Supporting Team Japan Ice Sledge Hockey

"Ice sledge hockey" is a version of traditional ice hockey for physically challenged athletes. As a member of the Hitachi Group, Hitachi Construction Machinery supported Team Japan that participated in the Torino 2006 Winter Paralympic Games.



Japanese "Ice Sledge" hockey team in practice. Mr. Nakakita, coach, Hitachi, Ltd. giving instructions.

#### Contributions to Local Communities

In Japan, sales establishments and Group companies of Hitachi Construction Machinery have been involved in a wide range of social action programs.

| Company name   | Area                 | Content   |
|--|----------------------|---|
| Hitachi Construction Machinery                       | Hokkaido             | Seven sales offices supported local festivals, etc.   |
| Hitachi Construction Machinery Camino                | Yamagata Prefecture  | Assisted roadside traffic control for the Cherry Marathon   |
| Hitachi Kenki Logistics Technology                   | Ibaraki Prefecture   | Participated in project to donate electric bulletin boards to the Traffic Safety Association        |
| Hitachi Construction Machinery                       | Chiba Prefecture     | Supported local festival to enjoy the cool of evening   |
| Hitachi Construction Machinery Alba                  | Tochigi Prefecture   | Supported firework display and local summer festival  |
| Hitachi Construction Machinery                       | Gunma Prefecture     | Supported school festival of a local high school  |
| Niigata Material                                     | Niigata Prefecture   | Installed outdoor lamps on the side roads along the factory that are used as school-commuting roads |
| Hitachi Sumitomo Heavy Industries Construction Crane | Aichi Prefecture     | Participated in local adoption program (adoption system with public facilities)                     |
| Hitachi Construction Machinery Tierra                | Shiga Prefecture     | 100 employees participated in a program to climb and clean a local mountain.                        |
|  | Osaka Prefecture     | Accepted local elementary school pupils for factory tour  |
| Hitachi Construction Machinery                       | Kyoto Prefecture     | 33 employees participated in local blood donation program.  |
|  | Kagawa Prefecture    | Assisted trial run of mini-shovel during local winter festival                                      |
|  | Fukuoka Prefecture   | Sponsored Bon dance festival  |
|  | Miyazaki Prefecture  | Sponsored local Gion festival   |
|  | Kumamoto Prefecture  | Sponsored local azalea festival   |
|  | Kagoshima Prefecture | Sponsored anniversary event of local high school  |
| Okinawa Hitachi Construction Machinery               | Okinawa Prefecture   | Supported "Sea Festa Okinawa"   |

#### Efforts in Progress all Around the World

##### ●Hitachi Construction Machinery (Shanghai)

##### Sponsorship of Tianjing Lions in the Chinese professional baseball league



Tianjing Lions

The company has been the main sponsor of a Chinese professional baseball team, Tianjing Lions, since 2002. It also supports baseball lessons for children.

##### Greening Chinese Deserts

In Fiscal 2005, Hitachi Construction Machinery (Shanghai) began the commissioning of the "Forest of Hitachi Construction Machinery (Shanghai)" Project to green the Horqin Desert in the Inner Mongolia Autonomous Region, China, to G-net, an environmental NGO. For four days between April 10 and 13, a total of 70 persons participated in the project and planted a total of 10,500 trees including poplar, seabuckthorn and peashrub. Expected are not only the prevention of further desertification by tree planting but also a vitalization of the community through the creation of local employment.



13 months after tree planting

##### ●Deere-Hitachi (USA)

##### Donations to a Community Chest Drive "United Way"

Every year since 1988, the company has made donations to "United Way" that provide funds for activities of non-profit organizations including Red Cross, YMCA and YWCA. In Fiscal 2005, employees donated 134,374 dollars and the company donated 14,000 dollars. More than 80% of donations are covered by employees' voluntary contributions.

Total contributions since 1988 exceeded one million dollars in Fiscal 2005, and at the General Assembly of "United Way" held in North Carolina on March 24, 2006, Deere-Hitachi was recognized and awarded as the number one contributor in Forsyth county.

##### ●Other Social Contributions by Overseas Group Companies

| Company name                              | Content   |
|---|---|
| Hitachi Construction Machinery (China)    | Contributed one construction machine to assist greening activities in Datong city                       |
| Hitachi Construction Machinery (Thailand) | Contributed books as member of the Thai Hitachi Group   |
| Hitachi Construction Machinery Indonesia  | Contributed to scholarships to students in the neighborhood, children of employees and working students |
| Hexindo Adiperkasa                        | Employee volunteers donated blood in the Red Cross program.   |