

# Communication with Stakeholders

We adopt a variety of communication methods to share information with all kinds of stakeholders—shareholders, customers, suppliers, local residents, and employees.

## Websites on the Internet

Our Websites present a wide range of information, including environmental and social contribution activities, profiles of the company and its products, investor relations, job opportunities, and procurement data. Many documents and reports can be downloaded from these Websites.



The Hitachi Chemical Website:  
<http://www.hitachi-chem.co.jp>

## Public Relations

The logo of *Hitachi Chemical* has been gaining consumer recognition and promoting the image of the company through advertisements published in newspapers, magazines, and other media.



Advertisement in the Tokaido Shinkansen super express train.

## Exhibitions

We participate in various exhibitions to promote the products of the Hitachi Chemical Group. Such exhibitions include the Eco-Products Exhibition (a comprehensive exhibition for environment-related products), the JPCA Show, the FPD R&D and Manufacturing Technology Expo & Conference, FPD International, SEMICON Japan, and the Printed Wiring Boards EXPO.



The Printed Wiring Boards EXPO (January 2004 at the Tokyo Big Site)

## Timely Disclosure

Our account settlement and other important information are disclosed in a timely manner at the Tokyo Stock Exchange and Osaka Securities Exchange, where Hitachi Chemical is listed. Hitachi Chemical was the 36th company out of 1,751 to report their full-year business results for the year ending March 2004.

## Documents and Reports

We issue various reports and documents to let a wide range of people know about our corporate activities. These publications include the Social and Environmental Report, Company Brochure, Business Report, Annual Report, Intellectual Property Report, and the Technical Report.



## Evaluation from External

### •SRI Index

In March 2004, Hitachi Chemical's efforts in areas including strengthening compliance and corporate governance, environmental preservation and social responsibility activities were evaluated and included in the FTSE4Good Index Series, a socially responsible investment (SRI) index prepared by FTSE International, a major stock index company in the United Kingdom.

\* SRI: Socially Responsible Investment

### •Corporate Rankings

Hitachi Chemical was ranked 84th in the manufactures category in "the Seventh Environmental Management Survey of Corporations" by Nihon Keizai Shimbun Inc., which covered 1,772 manufacturers and 2,154 non-manufacturers and published in December, 2003. In the Companies with Good Working Conditions: 2003, a survey also performed by Nihon Keizai Shimbun, Hitachi Chemical was ranked 10th.

### •Prime Minister's Invention Award

In June 2003, the patents regarding anisotropic conductive film for LCDs received the "Special Award (Prime Minister's Award) at the 2003 National Commendations for Inventions" held by the Japan Institute of Invention and Innovation. This is the second highest (only the Imperial Invention Prize is higher) in special award category.

## Communications with Employees

### •Opinion Exchanges between President and Employees

“Nagase Direct” is an intranet site, where Yasuji Nagase, the President and CEO, expresses his thoughts and principles on the operation of the Hitachi Chemical Group to employees of group companies. Using this site, employees in turn can send their opinions and feedback to the president.



“Nagase Direct,” on “HC-NET,” is an intranet site for employees

### •Internal Publications for Communication

An internal journal, Hitachi Kasei, is published every two months to let all employees know about the visions held by management, messages on important issues, and various other information. Each manufacturing site and group company also publishes its own newsletter.

### •Consultation Opportunities

Employees can send their complaint messages anonymously to a consultation site on the intranet. In addition, a special consultation desk for measures against sexual harassment is assigned at the headquarters and each worksite.

### •Employee Awards

Each year, we honor employees who have participated in the development of products and the acquisition of patents that have made a significant contribution to the company’s business achievements. In addition, those who made substantial achievement in off-the-job activities, such as sports events and volunteer activities are also honored. A certificate signed by the president and a prize money are given to awarded winners.



Dobon-kai Team achieved a successful record at the Japan International Birdman Rally and was commended by the president in 2003.

## Feedback on the 2003 Issue of the Environmental Report

Last year, Hitachi Chemical published 3,100 copies of the Japanese version and 2,000 copies of the English version of “the Environmental Report: 2003.” Fifty-eight readers returned the surveys that we enclosed with the report, and some of the answers and opinions received in the survey have been reflected in the current issue, “the Social and Environmental Report: 2004.”

### Example of Feedback from Readers and Our Responses

- Social performance of the Group should be included in the report to make it a “Sustainability Report.”  
→ From this issue, we have expanded the range of information to cover social aspects.
- I would like to know more about the actual measures being taken to improve environmental conditions.  
→ In this issue, we have added a column “Environmental Topics from the Works,” which introduces actual cases where a certain level of improvement was achieved.
- “Introduction to Works” needs descriptions in words in addition to the data in numbers and graphs.  
→ We have included “Measures to Reduce Environmental Impacts” and “Topics in 2003” in the “Environmental Topics from the Works” section of the 2004 report.

### ■ Survey results

What is your overall impression of this report?



Which column(s) in this report made the most significant impression on you?

