



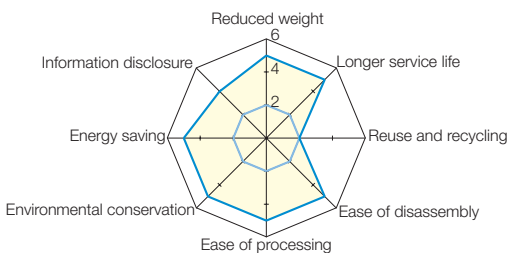
Hitachi Hometec Co., Ltd. has seven customer centers nationwide for providing meticulous customer support.

Example of People- and Environment-Friendly Products—3

Housing Equipment and Environmental Facilities

A natural refrigerant heat pump hot-water heater “Eco Cute” (Manufacturer: Hitachi Hometec Co., Ltd.)

“Eco Cute” Natural Refrigerant Heat Pump Hot-Water Heater is environment-friendly by absorbing heat from the atmosphere and transmitting it to a natural CO₂ refrigerant that retains heat, thus generating three times the energy for heating water than applying electricity to a heat pump. In January 2006, we became the first in the industry to commercialize a mist (humidified) sauna product using hot water generated by Eco Cute. The mist sauna function is achieved by spraying hot water mist inside a bathroom while concurrently warming it with a bathroom heater to maintain an internal temperature of approximately 40°C with 100% humidity.



Post-delivery product support

P5 CSR Policy 2

Preventing product-related accidents

Hitachi Chemical has assigned persons in charge of product-related accidents in each sales office and division to prepare for possible defects in products delivered to customers. These personnel report to the division and immediately visit the site.

Each office holds quality review meetings more than once a year to uncover the underlying causes of product defects that occur during a given period and to verify the effectiveness of preventive measures and how well customer satisfaction has been retained.

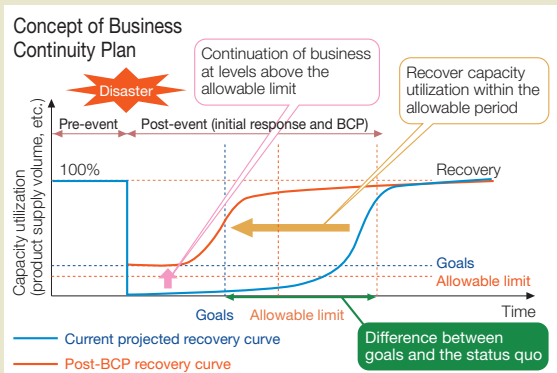
After-sales service for housing equipment and environmental facilities—Hitachi Hometec Co., Ltd.

Hitachi Hometec Co., Ltd. maintains its service concept of making the utmost effort to ensure that delivered products are consistently effective throughout their product life cycle and that customers always feel satisfied. We support customers by standing ready to implement repairs 365 days a year and offering precise refresh services for waterworks at seven customer centers and 39 service stores at 83 locations nationwide.

Dispersed production bases and a business continuity plan for a more stable supply system

Hitachi Chemical constructed two new factories in Yuki and Kamisu, Ibaraki Prefecture, to improve the stability of product supply through a two-base manufacturing system for the ANISOLM, anisotropic conductive film for displays, and surface protection films for optical sheets, manufactured at the Goshomiya Works.

In addition, to meet the demands of our customers and the market, we are formulating the Business Continuity Plan (BCP) in order to be prepared for natural disasters and major fires, avoid disruption in the supply of core products and ensure rapid recovery in the event any disruption occurs.



Source: Business Continuity Guideline issued by Cabinet Office, Government of Japan