

Hitachi Cable America, Inc. is now Proterial Cable America, Inc. Effective January 4, 2023

We are pleased to announce that Hitachi Cable America Inc, (a subsidiary of Hitachi Metals, Ltd) will be changing our name effective January 4, 2023. On September 26, 2022, Hitachi Metals, Ltd. (hereinafter, the “Company”) announced the opinion in support of the tender offer for the shares of Hitachi Metals, Ltd. After the tender offer is completed, the company’s shares will be delisted after related administrative procedures and the Company will leave the Hitachi Group.

New trade name:

Proterial Cable America, Inc.

Reasons for change of trade name

The Company has its origin in Hitachi, Ltd., which was founded in 1910, and was spun off into an independent company in 1956. Since its original foundation, the Company has grown by providing the society with many unique products developed with its high technological capabilities. After a successful implementation of the Takeover Bid, the Company will accelerate its efforts toward further reform and growth in cooperation with the new capital partner, aiming to become a company “leading sustainability by high performance.” Taking an opportunity afforded by the planned capital reorganization, a step for its second independence, the Company will change its name to one befitting the new start for growth.

Thinking behind our company name

“Proterial” reflects the essence of our corporate philosophy, which consists of three elements: Mission: “Make the best quality available to everyone;” Vision: “Leading sustainability by high performance;” and Values: “Unflinching integrity” and “United by respect.” It combines “pro-” with the word “material.”

“Pro-” represents our “three pros”:

Professional — work that exceeds expectations

Progressive — a spirit that keeps challenging

Proactive — an enterprising attitude

Change of trade name of group companies

The trade name of the Company’s group companies whose current name includes “Hitachi” will be changed on January 4, 2023 in principle. However, some will be changed by January 3, 2023 when appropriate, or later than January 5, 2023.

Proterial Cable America, Inc.

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