

Hitachi Koki

News Release

“Koki Holdings Co., Ltd.” embarks on a new chapter **Hitachi Koki changes its corporate name effective June 1**

TOKYO, May 31, 2018 – Hitachi Koki Co., Ltd, a leading manufacturer of power tools and life-science equipment, announced today that the company will change its corporate name to Koki Holdings Co., Ltd., effective June 1, 2018, and start a new stage of the history. The new corporate name, Koki Holdings Co., Ltd., is designed to maintain continuity with its current name, while also reflecting the multiple brands it encompasses around the world, and accelerate our investment in acquisitions to expand our global business.

Also the company changes the name of its group companies around the world accordingly, mainly manufacturing companies, from June 1, 2018 as follows.

NEW NAME	Current Name
Koki Manufacturing & Service Co., Ltd.	Hitachi Koki Manufacturing & Service Co., Ltd.
Hikoki (Malaysia) Sdn. Bhd.	Hitachi Koki (Malaysia) Sdn. Bhd.
Guang Dong Hikoki Co., Ltd.	Guang Dong Hitachi Koki Co., Ltd.
Fujian Hikoki Co., Ltd.	Fujian Hitachi Koki Co., Ltd.
Guangzhou Hikoki Co., Ltd.	Guangzhou Hitachi Koki Co., Ltd.
Taiwan Hikoki Co., Ltd.	Hitachi Koki Taiwan Co., Ltd.

The company will rebrand its main brand of power tools under the new HiKOKI (pronounced “hai - koh - key”) name in Autumn 2018.

“It gives me great pleasure to announce that we embark on a new chapter, the second foundation, changing our corporate name to “Koki Holdings Co., Ltd.” While we enhance our sales capability so that we can consolidate 70 year’s relationship with our customers, we work to provide products and services which deliver the benefit for users. Moreover we will make sustainable growth in our business realize for further business expansion. On this occasion of the second foundation, we would like to accelerate the development of cordless tools which meet customer needs at present and in the future,” said Osami Maehara, President, Hitachi Koki.

The new “Koki Holdings” will enhance its global businesses as a worldwide leading manufacturer, with its world-class advanced technologies which produces reliable and innovative products.

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(Reference)

【About us】

Hitachi Koki Co., Ltd. (Koki Holdings Co., Ltd., effective June 1, 2018) is one of leading power tool and life science equipment manufacturer. Those products are including power tools such as driver and drill, garden tools such as brush cutter and hedge trimmer, electrical appliance such as cleaner and high-pressure washer, and ultra-centrifuge.

Hitachi Koki's world-class advanced technologies have produced reliable and innovative products throughout its celebrated 70-year history. An extensive sales and service network underpins our superb reliability, with sales network in all of Japan's prefectures and over 130 countries throughout Europe, the Americas, Asia, Oceania, the Middle East and Africa.

Founded	December 18, 1948
Capital	17.8 Billion Yen
Annual Revenue	190 Billion Yen
Number of Employee	6,446 consolidated, as of March 31, 2018

【About New Logo】

The HiKOKI brand was created to embody the three core competencies of the company, including its innovative technologies that give rise to products with superior performance, the reliability of its products and services backed by a 70 - year company history, and the high potential for new business growth. For ease of pronunciation, the new brand name uses a lowercase "i" in its first syllable, and includes the implicit numeral "1" to express our commitment to providing with the "No. 1" products for our customers, and our aim to achieve "No. 1" global status.

HiKOKI

【Our Brands】

- Power Tools Business



- Life Science Instruments Business

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For press inquiries, please contact:

Brand & Communications Office,

Hitachi Koki Co., Ltd. (Koki Holdings Co., Ltd. effective June 1, 2018)

Name: Yasunori Miyane / Shigeo Komatsu

Email: pr@hitachi-koki.co.jp

Tel: +81 3-5783-0601