

Hirata's Competitive Advantage

Engineering Capabilities, Manufacturing Capabilities, and Support Capabilities

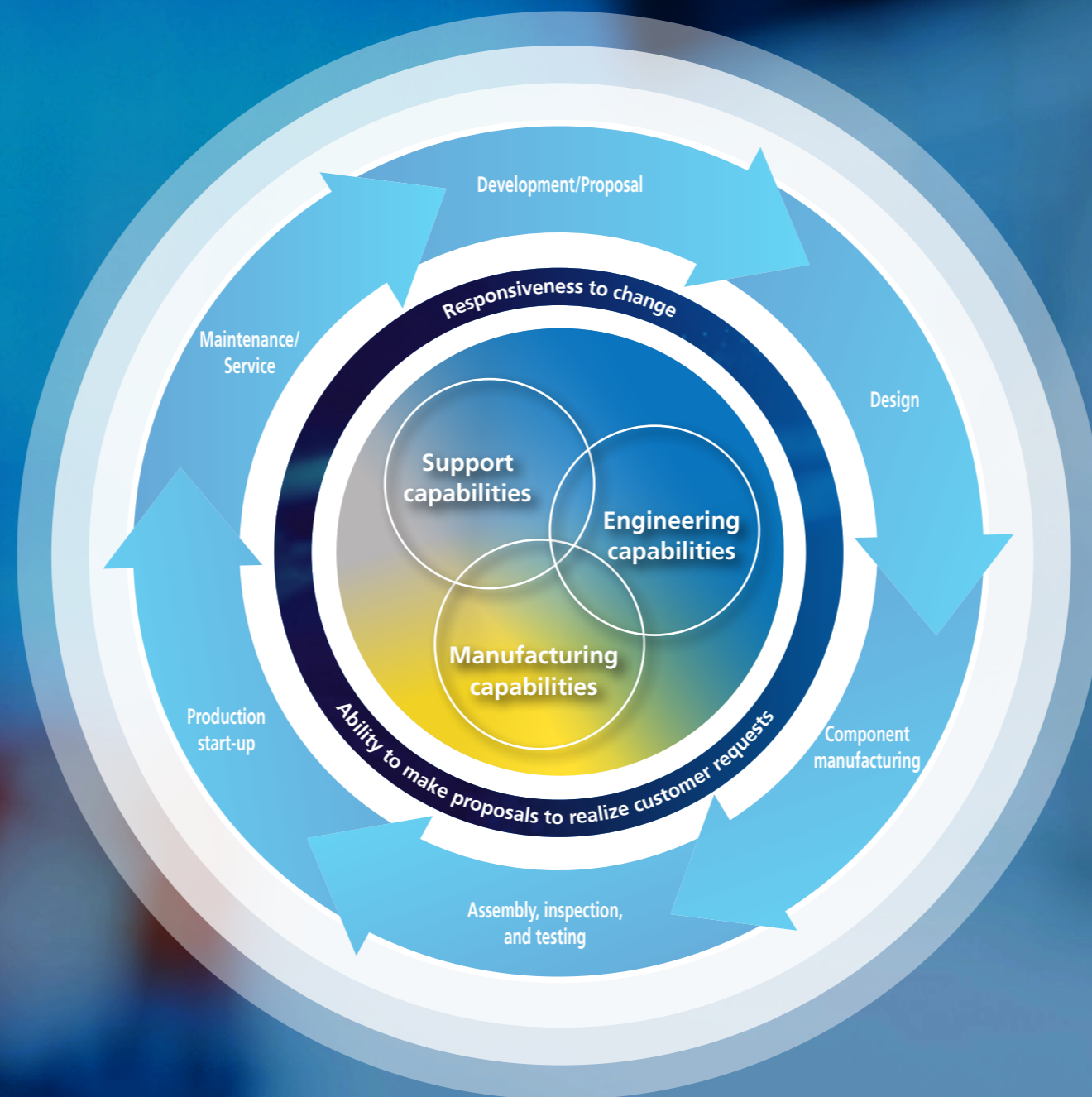
Hirata possesses engineering capabilities and manufacturing capabilities cultivated by responding to various customer requests. The strengths of the Group are created by the synergies of these two capabilities. We conduct concurrent engineering that leads to new ideas and efficiency improvement by having employees responsible for engineering and manufacturing functions share information and collaborate at a high level.

Because Hirata supports manufacturing sites around the world, we utilize the technology and know-how we have accumulated over the years to work on operation support, maintenance, and product updates. In this way, we have grown and expanded our business by grasping and responding to the changing needs of the times around the world.



Support capabilities

In supporting production sites, there are various practical issues, including labor practices, customs, and safety standards in each region. We face these issues in earnest and continue to provide optimal production systems and improve them every day based on experience and know-how. In addition, our global network, which includes nine overseas bases, provides reliable support for our customers.



Engineering capabilities

From the development stage and conceptual stage, maintaining a customer-oriented mindset is indispensable. Our experienced engineers, who have cultivated their unique proposal and design skills for each job, give shape to and realize customer needs.

The experiential knowledge of our engineers is accumulated in our organization. We can provide high-level solutions by actively incorporating the latest tools into this knowledge.



Manufacturing capabilities

Our manufacturing capabilities can be said to be manufacturing capabilities that reinforce our engineering capabilities. The integrated production that achieves both quality and speed through a sense of unity, which can be described as manufacturing versed in production sites and design versed in manufacturing, produces the greatest effect and leads to our competitive advantage. We are also actively working to improve the efficiency of our own production processes and to increase added value.

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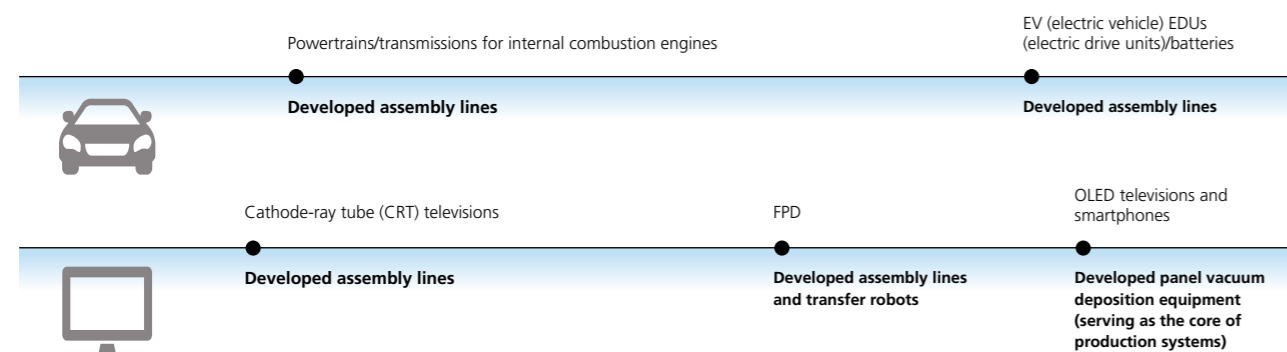
Demonstrating Our Three Capabilities in the Value Chain

Hirata has an integrated production system that includes development and proposal and design, component manufacturing, assembly and verification, production start-up, and maintenance and service. In this system, we work closely with customers from conceptual design to verification and maintenance to realize production systems with low total cost and high production efficiency. By sincerely addressing the needs of our customers and pursuing technical innovation, we respond to needs that change with the times.



Hirata's Production System Evolves in Response to the Changing Times

Since our founding, we have developed production equipment and systems that meet the needs of the times by fulfilling the needs of our customers at a high level and have enhanced our technological capabilities and ability to make proposals. The following are examples of Hirata's production facilities and systems that have evolved along with changes in manufacturing.



Hirata's Competitive Advantage Is Being Demonstrated in Each Business Field.

Hirata demonstrates its strengths in production systems in a wide range of fields, including automotive, semiconductor, medical and chemical equipment, and home electronics-related equipment.



Automotive-related Business

1. Wide-ranging lineup of EV equipment

We are able to develop new products that our customers demand with technology that extends our existing broad product lineup, contributing to the enhancement of our presence.

We are able to handle a wide range of processes, from IGBT, inverter, EDU, EV motor, and LiB to battery module- and pack-related processes. Although some processes are prone to price competition, we create added value by covering IGBT and LiB charging and discharging.

2. Robots and transport systems/equipment are manufactured in-house

We have expanded the range of proposal targets and offer comprehensive proposals for the transport section of the line that meet the customer's requirements, differentiating us from our competitors.

3. Electrification of equipment through our Eco Electric Series and motor development

This allows us to promote the environmental friendliness of our customers' manufacturing facilities.

4. Trusting relationships with Japanese auto parts manufacturers

Detailed communication between Hirata and Japanese auto parts manufacturer allows us to create prototypes of new products.

5. Global network consisting of nine companies overseas

Having a global network allows us to support the global expansion of our customers.



Semiconductor-related Equipment Business

1. Trustful relationships with customers

Through continuous communication, we gain an understanding of the needs and issues of our customers, allowing us to make appropriate proposals.

2. Wide-ranging lineup of related equipment

We accept bulk orders for transfer robots, load ports, openers, etc., increasing customer convenience.

3. Global network consisting of nine companies overseas

Having a global network allows us to support the global expansion of our customers.



Other Automatic Labor-saving Business

Medical and scientific equipment

In the market for automated equipment for medical applications, it is close to being an oligopoly market since we have few competitors in Japan. In addition, we are very different in that we can propose production systems that include robots. We provide after-sales services such as maintenance services offered through Hirata Field Engineering Co., Ltd.

Industrial robots

While there are many other companies specializing in robotics, we can propose incorporating robots into production systems.

How We Will Further Enhance Our Strengths in the Future

As society keeps changing rapidly, it is expected that the Company will play an increasingly important role in advancing customer requests and realizing a sustainable society. We will further enhance our engineering capabilities, manufacturing capabilities, and support capabilities to meet the expectations of society and enhance our competitiveness. Under the Medium-Term Management Plan (FY2022–FY2024), we will aim to further grow our business and strengthen our competitiveness by expanding our business in growth businesses, improving customer value through the use of digital technologies, and strengthening our structure as a global company.