

November 30, 2015

To: Hitachi Maxco, Ltd. Business Partners

From: David Egbert – Vice President Industrial Chain Division

Subject: Corporate Name Change for Hitachi Maxco, Ltd.

On March 25, 2015 CK Holdings Co. Ltd. (CHK), a special purpose company, newly incorporated by The Carlyle Group, acquired all of the common stock shares of Hitachi Metals Techno Ltd. - the parent company of Hitachi Maxco, Ltd. Hitachi Metals Techno Ltd. was re-founded under the just announced new brand name:

SENQCIA Corporation

SENQCIA is pronounced “Sen-Q-Sha”

On January 1, 2016 Hitachi Maxco, Ltd. will officially change its legal name to:

SENQCIA MAXCO, Ltd.

SENQCIA MAXCO, Ltd. will be a wholly owned subsidiary of SENQCIA Corporation. This name change and that of our parent company fully communicates our status as an independent company separate from the Hitachi Group. Our new Corporate Logo below reflects our spirit as a “Pioneer” and our dedication towards “Quality” and “Global Progress”.



Despite the change in shareholder the new company will continue to operate in the same manner as before. Our product offerings, factories and brands will remain the same and we will work to expand our current capabilities.

We have included a brief presentation to address some frequently asked questions. Should you have any other questions please feel free to contact us.

Sincerely,

Hitachi Maxco, Ltd.



David Egbert
Vice President, Industrial Chain Division



Bob Callahan
Executive Director Sales, Marketing Business Development
North America, South America, Europe