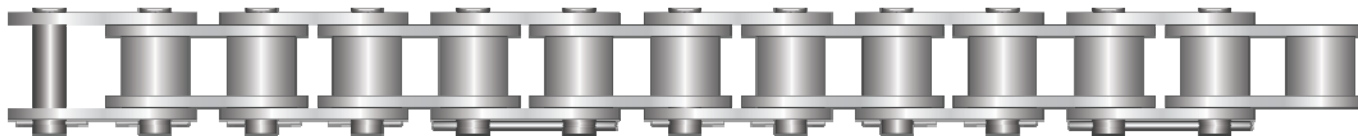


# **Corporate Name Change FAQ**

**SENQCIa MAXCO, Ltd.**



## What Does the Corporate Symbol Represent?



### ■ Origin of the Name:

The Japanese word “Senkusha” meaning “*Pioneer*”.

### ■ “Q” represents an awareness and passion toward “Quality.”

### ■ Meaning of the symbol

The line running to the upper right represents ongoing progress.

The circular shape represents the “Earth” . . . embodying our will to develop globally.

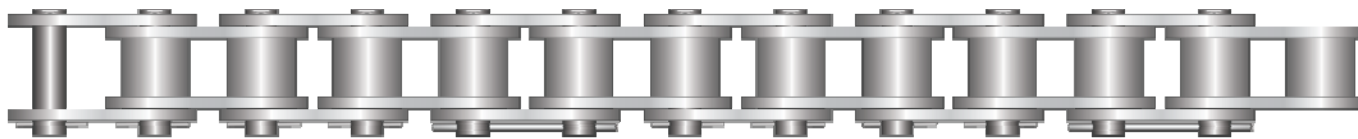


### ■ Color

Orange: activeness and familiarity,

Gray: flexibility and reliability

This dynamic design represents our stance of always being a “pioneer” that lead the times by creating unique innovative products.



## Why is a Name Change Necessary?



■ On March 25<sup>th</sup> 2015 the common stock shares of our Parent Company (Hitachi Metals Techno, Ltd.) were acquired from Hitachi Metals Ltd. by a special corporation set up by The Carlyle Group. As of that date we were no longer a member of the Hitachi Group.

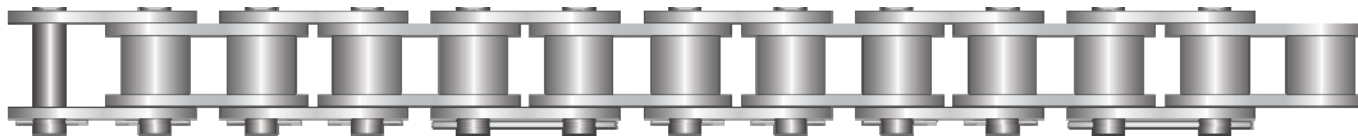
■ Our Parent Company was re-founded under the new name:

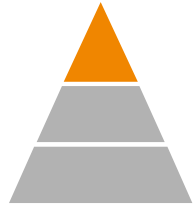
**SENQCIA Corporation**

and we, Hitachi Maxco, Ltd will change our name to:

**SENQCIA MAXCO, Ltd.**

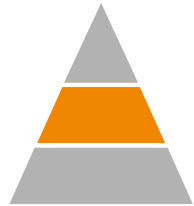
■ The name change is necessary to clearly identify our separation from the Hitachi Group and establish our new brand identity and new corporate philosophies:





## Corporate Philosophy

We will contribute to the development of society through providing high-quality products and services.



## Basic Principles

Our  
promises

1

Pursue uniqueness and strive for technological innovation.

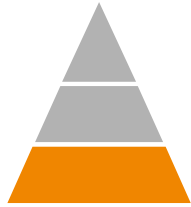
2

Create new values from a global Perspective.

3

Continue to be a company that stakeholders can be proud of.

## What are your Corporate Philosophies (continued)?



### Code of Conduct: “HEAT”

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**H**ospitable



Think from customers’ standpoint and strive for the best.

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**E**arnest



Act in compliance with laws and social norms.

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**A**ctive



Think independently and challenge with enthusiasm.

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**T**ough



Strive for a goal with persistency.

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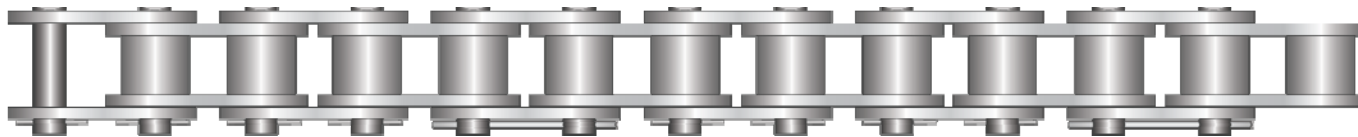
## When Will These Changes Occur?



The official Company Name Change will occur on **January 1<sup>st</sup> 2016**.

At that time some changes will be in effect which will be noticeable including how we identify ourselves, business cards, building signage, letterhead etc.

Other changes will occur over time including product packaging, reprinting of literature and other promotional materials.



## How about the Website and e-mail Addresses?



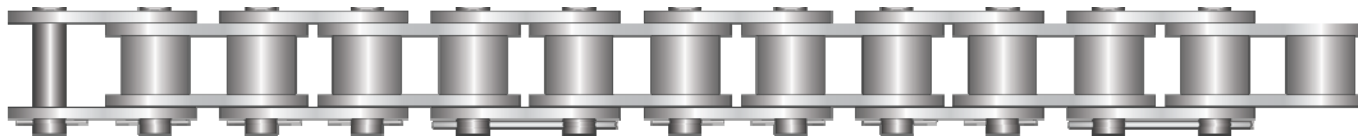
Our website address will change to:

[www.senqciamaxco.com](http://www.senqciamaxco.com)

Our e-mail addresses will also change to have the suffix:

[.senqmax.com](mailto:info@senqmax.com)

However the old website address, [www.hitmax.com](http://www.hitmax.com), and e-mails sent with our old suffix, [.hitmax.com](mailto:info@hitmax.com), will automatically be redirected to the new website and e-mail address.



## Is There Any Change to Where the Products are being Manufactured?



**Absolutely not.** The manufacturing sites, personnel, brands etc. will all remain the same.

Our four brands of roller chain will remain unchanged with the exception that our Inspire Series Brand will be stamped with the name SENQCIA instead of HITACHI. Packaging for all four brands will change with the new Orange and Black color scheme and you should start seeing new packaging during the 1<sup>st</sup> half of 2016.

For Engineering Class Chains and Environmental Products there is likewise no change in any of the manufacturing locations.



**ULTRA-MAX**

**HI-MAX**

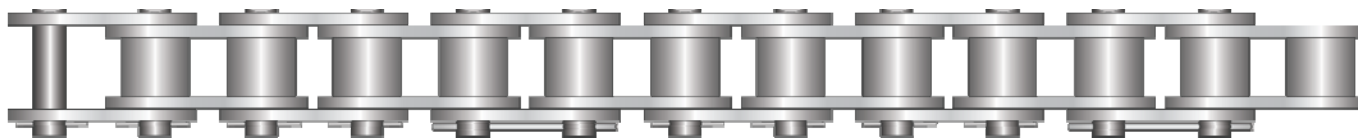
**MAX**



**Do Existing Purchase Orders or Contracts need to be rewritten.**

**No.** Existing Purchase Orders or any other contractual agreements will remain valid and do not need to be reissued or rewritten.

After January 1<sup>st</sup> order confirmations and quotations will be issued under the new corporate name and legal agreements, if or when reissued, will contain the new corporate name however all agreements, quotations and/or contracts will be executed in an ongoing way as if there has been no change whatsoever.



## Do you have a calendar of when changes will likely be in effect?



Corporate name change – January 1, 2016. At that time most documents including Purchase Orders, Order Acknowledgements, Quotations, letterhead, business cards will be changed.

Chain product stamping – The Inspire Series products formally stamped HITACHI will be stamped SENQCIA however it will take time to change over inventories. We expect most inventory to be changed over by the end of the first half of 2016. Chain stamping for the Hi-MAX, Ultra-Max and Max brands remains unchanged.

Product packaging. We will begin receiving chains in new packaging reflecting the corporate name change during the first quarter of 2016. As with the chain stamping above it will take time to turn inventories. We anticipate completing the changeover at some point in 2016.

Catalogs, literature and other promotional materials will be re-issued during 2016 with the new corporate name. No promotional materials such as hats, shirts golf balls etc. will be shipped with a Hitachi logo after January 1, 2016. Catalogs and product literature will remain available until they can be re-printed.