

Hitachi Capital (UK) PLC
Consumer Finance



The world is changing and so are we!

Over the last 18 months we've all experienced an unparalleled amount of change, that's made us rethink and adapt the way we work, communicate, and do business. At Hitachi Capital Consumer Finance we've responded by accelerating investment in our new digital platforms and innovative finance solutions to meet the e-commerce demands from our retailers and consumers, future proofing our business and yours.

But it doesn't end there!

From early next year, Hitachi Capital (UK) PLC will rebrand completely under the new trading style of **NOVUNA** and Hitachi Consumer Finance will become **NOVUNA Consumer Finance**.

At the same time, we will change our corporate name from Hitachi Capital (UK) PLC to Mitsubishi HC Capital UK PLC. This follows the merger earlier in 2021 of

Mitsubishi UFJ Lease and Finance Company Limited (MUL) and Hitachi Capital Corporation (HC) which means we are now part of one of the world's largest and most diversified financial groups.

NOVUNA is derived from the Latin words Novo – **To Make New** and Una – **Together**, which captures the essence of our business and how we work in partnership to create innovative solutions, to support our customers through rapid change.

The rebrand is a significant move for our company and marks the start of an exciting new era as we accelerate our growth plans under our new parent company. It also aligns perfectly with our digital transformation programme which is driving efficiencies across our retail and personal loans channels.

Same service, same people, just bigger and better!

Our name maybe changing but we're still the same company and the same people behind the new brand, and our promise to you remains the same. We're committed to supporting you and your customers by delivering innovative solutions and outstanding customer experiences.

Your relationship management team and the products/services and systems you use with us, will remain the same and you can still reach us through all the normal channels you use today.

It is very much business as usual and as we move forward together, we'll be in a far stronger position to help your business grow.

The flexibility & speed of a manufacturing led business, with the financial strength of a global powerhouse.

Being part of one of the world's largest and most diversified financial groups with over £66bn of assets, provides us with the size, scale, and financial power to continue to invest in our retail offering.

This is a significant strength that will help us drive our business forward alongside our customers', and we will do that in a way that delivers on our promise to help create a cleaner, healthier, and more sustainable future for everyone.

From October we will start to introduce our new brand name on our websites, ads, emails and in the trade press well ahead of the full rebrand which will happen by the end of March next year, so that our customers become familiar with the name.

Our new **NOVUNA Consumer Finance** branding will need to replace any reference to Hitachi Capital Consumer Finance or Hitachi Capital (UK) PLC across your business, for example in financial promotions, so we'll be working closely with you over the coming months to ensure a smooth transition for your customers.

There is still a lot to do ahead of the full launch of our new brand, but if you have any questions please don't hesitate to get in touch with myself or your Relationship Manager.

Brian Flesk
Head of Retail
Hitachi Capital Consumer Finance

Hitachi Capital Consumer Finance is a trading style of Hitachi Capital (UK) PLC. Authorised and regulated by the Financial Conduct Authority. Financial Services Register no. 704348. The register can be accessed through www.fca.org.uk.

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