

## Notice on New Corporate Logo and Trade Name

Sanyo Chemical Industries, Ltd. (Head office: Higashiyama-ku, Kyoto City; President: Takao Ando) is pleased to present to you the renewal of our corporate logo in welcoming the 70th anniversary of foundation this year. We have been known simply and affectionately as “Sanyo Chemical”. We have decided to use this familiar name in the new logo.

We have also decided to bring “Sanyo Chemical” to the forefront as our trade name. The new trade name will appear in our day-to-day activities such as packaging, advertising, web site and other social channels. Note that our official company name “Sanyo Chemical Industries, Ltd.” will remain unchanged.

We will eventually use the new logo & trade name from April 2019. We aim to build a new brand identity with them.

### ◆New Corporate Symbol and Logo

<Symbol>



<Corporate logo>



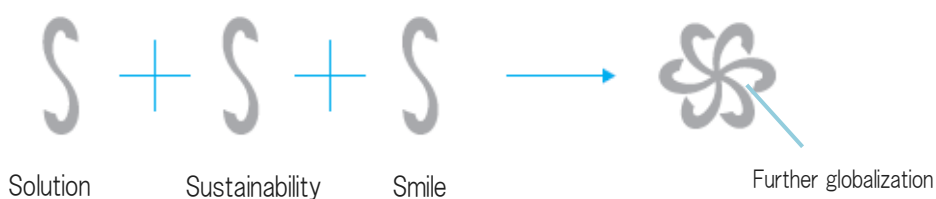
### ◆Trade Name

We adopted our trade name as simply “Sanyo Chemical”. It will be featured on web site, printing materials, packaging and labeling, etc. However registered company name will remain unchanged, so that the official company name “Sanyo Chemical Industries, Ltd.” will remain used in the same way as before in the official & legal documents, contract, slip, licensing and registration, etc.

### ◆Example

<Design of the new corporate logo>

The new corporate logo was designed to portray the value of Sanyo Chemical with three S: Solution, Sustainability and Smile. The sphere at the center visually represents the message of our further globalization.



<Current Corporate Logo>

