

October 16, 2023

IZUMI-COSMO.CO., LTD.

Announcement of Corporate Symbol and English Name Change

We are pleased to announce that IZUMI-COSMO CO., LTD. will change its corporate symbol and English name as follows, effective from November 1, 2023.

Details

1. New Corporate Symbol



Last year, we celebrated our 75th anniversary of founding. As the Izumi Group, we aim for further growth and business expansion, and to show a clearer vision, we announce the renewal of our corporate symbol. With this, we demonstrate our determination to take a new step forward.

The new corporate symbol consists of a square, which represents “perfection and completion” since ancient times, and a modern logo mark, which expresses the spirit of product creation of the Izumi Group (“product development capability”, “high quality”, “advanced production technology”). The symbol color, orange, is a color that expresses light and energy, and represents the passion, professionalism, and challenge spirit of each employee, which is our code of conduct.

2. New English Name: “Izumi Inc.”

(The Japanese name “泉株式会社” remains unchanged. There will be no other changes besides the company name.)

3. Date of Corporate Symbol and English Name Change: November 1, 2023

4. Contact: Administration Division, HR & General Affairs

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