

July 16, 2021

To Whom It May Concern

Name of the company NIPPON EXPRESS CO., LTD.
Name of representative Mitsuru Saito
President, CEO
(Code No. 9062
First Section of the Tokyo Stock
Exchange)

Notification of Implementation of New Group Branding

In order to provide more advanced and higher-quality services to customers in Japan and overseas in response to the rapidly changing social environment and advancements in technological innovation, the Company (and its group companies) has decided to implement a new brand identity that consolidates the group from January 4, 2022.

This is in accordance with the transition to a holding company structure in January 2022, which is part of our efforts to strengthen the management foundation uniting our domestic and overseas groups to achieve our long-term vision of becoming "*A logistics company with a strong presence in the global market*".

We will use "NX," the shortened form of NIPPON EXPRESS, which is the alphabetic form of NIPPON EXPRESS and the name of our new holding company, as our group brand. The symbol will be designed using "NX" and two new group colors, fresh green and navy blue, and will be used as the core of the global branding across all group companies.

In addition, our corporate message "We Find the Way", established and developed in 2017, will be developed into the message of the new brand "NX".

Current Nippon Express logo has been used for a long time alongside the growth of Japan's logistics industry.

The pride and responsibility that have been put into this company, the wisdom and skills that have been accumulated along with the trust that society has placed in us have all been transferred to the "NX" brand. We will continue to evolve and act as a force that supports our customers, industry, and society by mobilizing the power of each and every employee of the NX Group.

Going forward, we will continue to promote the brand "NX", making it familiar to everyone from the current name "Nittsu".

Please note that there will be an overlap of old and new designs in the process of introducing the new brand.

For matters behind the symbols and colors, please refer to the attached document.

End

New Group Brand Symbol

Following the launch of the Holdings (HD) structure, the following group brand symbols have been newly established as part of the group branding. The group brand symbols will be used widely not only by HD and its core operating companies, but also by group companies in Japan and overseas as a symbol to maximize the sense of unity and value of the group.



〈vertical alignment〉



〈horizontal alignment〉

〈Thoughts Behind the Symbol〉

- The symbol, NX, is a shortened form of NIPPON EXPRESS, the name of the new holdings company which is trusted in Japan and overseas.
- These symbols will serve as a banner for the Group's branding, promoting the evolution of the entire Group in Japan and overseas with the aim of achieving our long-term vision* of becoming "A logistics company with a strong presence in the global market".
- It embodies our corporate message, "We Find the Way" and expresses our powerful intention to support the development of companies, industries, and society.

〈Thoughts Behind the Design〉

- The NX design combines strength and precision to represent our credibility and our ability to execute with certainty.
- The multiple lines between the letters "N" and "X" represent our support of the development of businesses, industries, and society by connecting them in various ways through logistics.
- These lines also combine to form one large arrow, representing the force that drives society to find the best way forward.
- The diversity of the companies that make up the group is expressed the design of the NX and by changing the font size of the NIPPON EXPRESS letters.



*Long-term vision: The vision for 2037 set forth in the NIPPON EXPRESS Group Business Plan 2023 ~"Dynamic Growth"~

New Group Colors

In line with the establishment of the new brand symbol, a combination of two colors, fresh green and navy blue, have been adopted as the new group colors. The combination of these two colors highlights the Group's presence in the global marketplace, and at the same time, expresses the principles that the Group has always and will continue to value in our future growth.



〈Fresh Green〉

Creativity: Creativity leads to supporting new challenges as stated in our Group Corporate Philosophy

Safety: Values to be sustained

Sustainability: Important in the realization of our long-term vision

These values represents this color

〈Navy Blue〉

Trust: Society's trust in us further leads us to have pride in what we do as stated in our Group Corporate Philosophy:

Ability to execute: Backed by advanced technological capabilities

Deep expertise: In our ability to support companies, industries, and society

These values represents this color