

November 13, 2015
Asahi Organic Chemicals Industry Co., Ltd.

Establishment of our new corporate logo

As we informed previously in our notice of April 17, 2015 entitled “Change of our Trade Name,” we will change our company name into Asahi Yukizai Corporation as from April 1, 2016 on the occasion of celebrating our 70th anniversary of foundation. On this occasion, we would like to inform you that we have also decided to change our corporate logo.

The new corporate logo has been designed to convey the image of what we will do during the coming thirty years, up to our 100th anniversary, based on the decision made with the participation of all of our employees.

The part of the logo representing the mark includes A and Y, the initials of Asahi and Yukizai, which are designed to express our strong hopes.

We would like you to note that the corporate logo presently used (the “AV” mark) will remain in use as the mark representing our business brand. We would appreciate your remembering both the new and present logos.

1. The new corporate logo



2. The company's hopes put in the new corporate logo

- “A” represents the highest product quality, high technological standards and our rapid progress to the future. The “Y,” shaped in lively curves, surrounds the A and represents how each one of our employees addresses constant changes and plays an active role in the world market.
- Being combined, these characters represent our strong determination that all the employees unite to progress in a spiral, together with the clients, for the coming thirty years up to the 100th anniversary.

[For reference]

The present corporate logo (“AV” mark)

