



Company Name Kitano Tatsujin Corporation  
Representative Representative Director & President  
Katsuhisa Kinoshita  
Stock code: 2930  
TSE Prime Market / Sapporo Securities Exchange  
Managing Director, General Manager of Administration  
Department and General Manager of Human Resources and  
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November 25, 2024

## Notice of Renewal of Corporate Logo

Kitano Tatsujin Corporation (Head office: Sapporo City, Hokkaido; Representative Director & President: Katsuhisa Kinoshita; hereinafter “the Company”) hereby announces that it renewed its corporate logo on November 25, 2024.



### Background of corporate logo renewal

Since its founding, the Company has always placed customer satisfaction first and has never been afraid to push forward with change. We have continued to create products that are close to customers, and many of our customers have supported those products, which is why we have been able to grow to what we are today.

With the aim of continuing to innovate while providing value that exceeds customer expectations, we have rebranded to reflect our mission, vision, and value based on our corporate philosophy, and renewed our corporate logo.

#### Mission

Increase the world’s quality of life by 1% with astonishingly good products

#### Vision

Become Japan’s leading next-generation global manufacturer

#### Value

A team of Meisters who give “fun” a shape and provide “happy” feelings

Before change



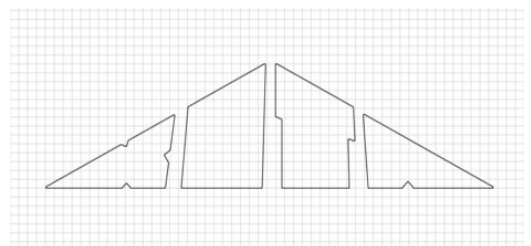
After change



### Concept of new corporate logo

The Company designed the logo based on the concept of being a company where up-and-coming members come together and constantly seek to create “top” products both in the past and in the future, in order to “increase the world’s quality of life by 1% with astonishingly good products.”

The collection of well-sharpened objects expresses our commitment to thoroughly considering the value provided to our customers while overcoming the numerous mountains faced in the process of creating products.



The motif of the letters of “KITA” expresses our commitment to creating the best while overcoming numerous mountains