

February 4, 2019

Nippon Steel & Sumikin Bussan Corporation

Selection of the Nippon Steel Trading Corporation Logo Mark

- Becoming a multiple specialty trading company that blooms to bring greater <Shine> into the future –

As publicly announced last year on May 18, Nippon Steel & Sumikin Bussan Corporation (hereafter referred to as “NSSB”, head office: Minato-ku, Tokyo, president Yasumitsu Saeki) will be changing its trade name on April 1 of this year to “Nippon Steel Trading Corporation.”

We would like to announce that together with the change of name to “Nippon Steel Trading Corporation,” we have also established a new logo mark called “Bloom Shine.”

■ New logo mark, “Bloom Shine”



日鉄物産



**NIPPON STEEL
TRADING**

(Combination examples)

The logo mark uses four blue-based colors that express the “innovative” and “intellectual” nature of our four business areas *Steel, Industrial Supply & Infrastructure, Textiles, and Foodstuffs*, and the four elements of our Employee Code of Conduct consisting of *Growth, Reliability, Borderless, and Challenge*.

The white parts where the colors overlap represent shining light and suggest a blooming flower, expressing the image of blooming to bring greater <Shine> into the future.

Based on the establishment of the new logo mark and the corporate catch phrase that was announced on October 15 **“Blazing Four Paths into New Realms”*, the company will join together and work to be an excellent company which contributes the success of clients and enrichment of society.

*We only issued the press release announcing in Japan.

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