

Strengthening Global Branding and Driving Growth Introducing a New Unified Corporate Identity for the NOK Group

NOK Corporation (Headquarters: Shibadaimon, Minato-ku, Tokyo; Representative Director, Chief Executive Officer: Masao Tsuru; hereinafter referred to as "NOK") is pleased to announce the introduction of a new unified corporate identity (CI) for its 92¹ domestic and international group companies.

In developing the new CI, NOK was supported by renowned Japanese creative director Kashiwa Sato². Kashiwa has demonstrated his creativity and vision through logo designs and brand strategies for multiple companies. By refining our CI, the NOK Group aims to leverage its strengths, provide value to society, and continue its global growth.



NOK New Group Logo



NOK New Corporate Logo

From Wednesday, April 3, NOK, NIPPON MEKTRON, NOK KLUEBER, UNIMATEC, and SYNZTEC will begin usage of a new corporate logo. NOK's other Group companies will gradually transition to the new corporate logo over time.

Inquiries related to this press release

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■ About NOK's New Group Logo & Corporate Logos

We have developed corporate logos for our five major group companies utilizing the same design system to showcase Group synergy. Additionally, we have created a new Group logo — combining the five group companies' logos — to visually convey our identity as "Global One NOK."

■ Establishment of a New Unified NOK Group Tagline

NOK Group's technology and products are utilized in a wide range of fields, and we have always aspired to contribute to society by creating functional products that provide safety and comfort for people around the world. To highlight our continued desire to remain indispensable in society, we have established a new unified tagline for the Group.

(English)

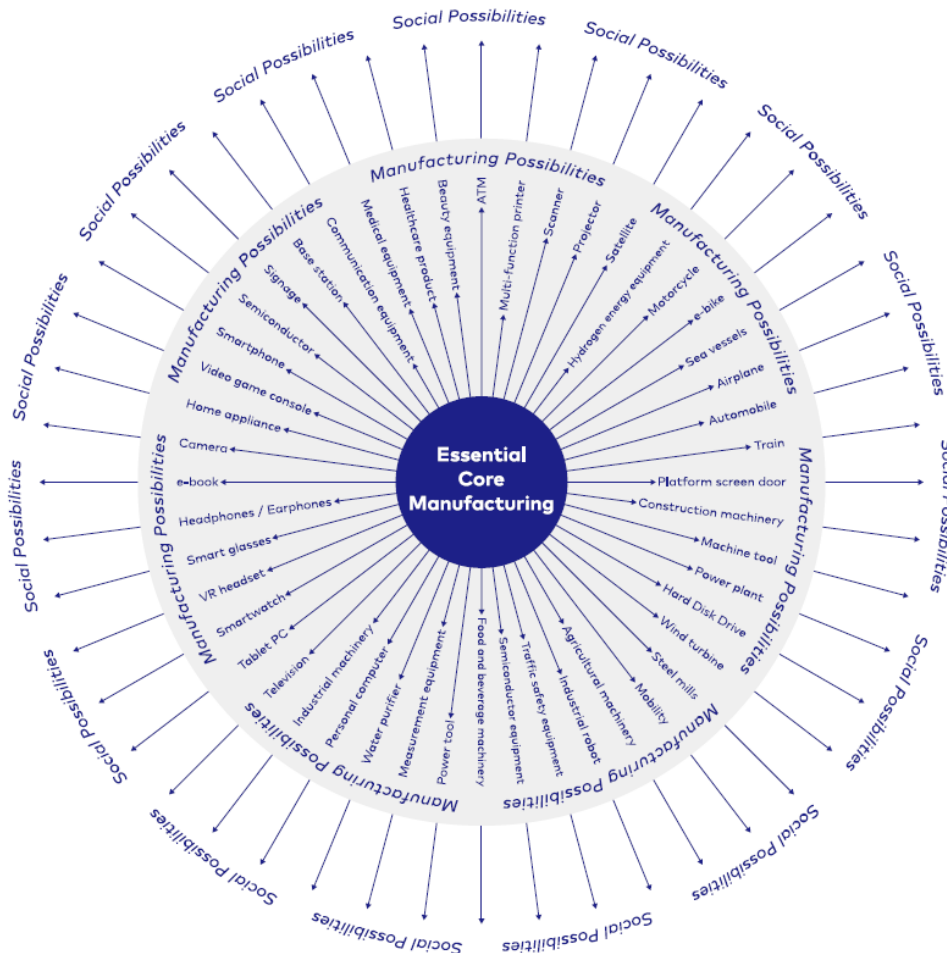
Essential Core Manufacturing

— The manufacture of pivotal products that shape society.

(Japanese)

Essential Core Manufacturing

— 社会に不可欠な中心領域を担うモノづくり



Visualization of the Tagline

Shaping possibilities through NOK Group's technology and products

■ The NOK Group Logo Concept

We utilized an integrated design system encompassing the logos of the five NOK Group companies. Each company possesses its unique strengths and collaborates seamlessly, exemplifying the group's collective synergy that extends value across various industries worldwide.

The typeface is characterized by a clean, sharp, and stable appearance that symbolizes a commitment to technological precision and unwavering reliability. Meanwhile, our chosen color, solid navy, conveys the values of trust, precision, and advancement.

This design represents our dedication to "Essential Core Manufacturing — The manufacture of pivotal products that shape society." It reflects our capacity to shape future possibilities and foster a higher level of prosperity.

■ Publishing of NOK Brand Page

In conjunction with launching our new CI, we have published a brand page on the NOK corporate website. Read Interviews with CEO Masao Tsuru and creative director Kashiwa Sato explaining the thought process behind the update. (Interview articles will be published over time.)

NOK Brand Page:

https://www.nok.co.jp/en/our_brand/



※1 Including NOK's consolidated subsidiaries.

※2 Creative Director Kashiwa Sato

Kashiwa is one of Japan's leading creators, earning much praise for his thorough and powerfully creative works. As a comprehensive "total producer" for brand strategies, he deals with all aspects of a project, from building concepts and developing visuals and spatial design to directing communication strategies.

He serves as an Adjunct professor at Kyoto University, Graduate School of Management and a Visiting Professor at Tama Art University, where he is committed to the development of student creativity. He has received numerous awards, including the ICONIC AWARDS 2023 BEST OF BEST.



■ About NOK Group

The NOK Group is dedicated to "Essential Core Manufacturing — The manufacture of pivotal products that shape society." Through this approach, the Group demonstrates its commitment to providing greater safety and comfort, the cornerstones of a prosperous society. The NOK Group consists of 92 companies located in 16 countries and regions with approximately 38,000 employees. Product development is built upon a robust base of foundational research, resulting in large-scale, stable and high-quality production. Moving forward, the Group will continue to provide technologies and products for all industrial areas, including automobiles and other mobility sectors, electronic products — centered on PCs and smartphones — office automation equipment, medical and healthcare devices, industrial robots, and satellites.