



Creating peace of mind through honest and committed management.



[Provisional Translation Only]

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Should there be any discrepancies between this translation and the Japanese original, the latter shall prevail.

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Simplification of English Corporate Name to Ichigo Inc.

From today, Ichigo has changed its English corporate name to “Ichigo Inc.” from “Ichigo Group Holdings Co., Ltd.”

Established in March 2000, Ichigo marked its 15th anniversary this year. Ichigo is highlighting this milestone by putting fuller focus on its core identity as “Ichigo” to further enhance its brand recognition. Although the Japanese registered company name will not change, Ichigo will also use the simplified “Ichigo” as its corporate identity in Japanese.

1. Simplification of English Corporate Name

New: Ichigo Inc.

Old: Ichigo Group Holdings Co., Ltd.

2. Change in Corporate Website URL

New: www.ichigo.gr.jp/english

Old: www.ichigo-holdings.co.jp/english