

# New Brand

## Birth of the New Corporate Brand

We Are Heading to the Future That Apollo Sees Into.  
It Is Symbolizing Our March Forward.

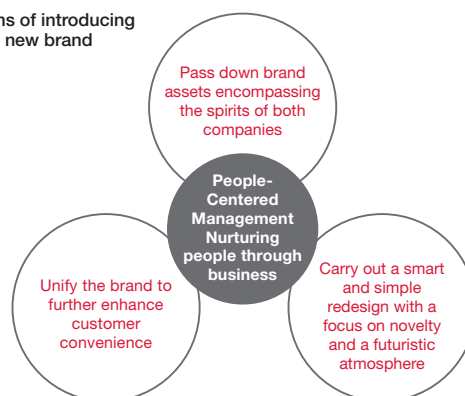
We introduced the new corporate brand from July 2020  
and will introduce a new service station brand from April 2021  
with the aim of creating a brand that can meet customer expectations.

### Our New Corporate Brand



We want to be like Apollo, infusing the world with energy, to realize an ideal future. In line with that ideal, we positioned Apollo as more than a symbol or trademark. This inspiring icon serves as our role model. Focusing on the same goals together, each and every one of us will flexibly and unflinchingly take on challenges, with our eyes wide open on creating a better world. Apollo embodies that individuality and serves as a symbol of our determination to carry forward the new brand.

■ Aims of introducing the new brand



## Brand Framework

- To effectively enhance our brand value, we aim to unify our brands and raise domestic and international awareness.
- We aim to enhance our corporate value by demonstrating the total capability of the Idemitsu Group and leveraging its strengths.

Business Area	Idemitsu Group (including affiliates)	Japan	Overseas
Fuel oils outside of service stations (industrial, jet fuel, etc.)			
Lubricants			
Oil exploration, resources, and coal			
Basic chemicals, Advanced materials & performance chemicals			
Electronic materials and High-performance asphalt			
Power and renewable energy, Agri-bio, etc.			
All businesses			
Service Station Business			



Introduced from July 2020



To be introduced from April 2021

