## News Release



January 4, 2024

## The Symbol Mark (Logo) for The New Company Name "Kanadevia Corporation"

As previously announced, Hitachi Zosen Corporation will change its trade name to "Kanadevia Corporation" subject to approval of partial amendments to the Articles of Incorporation at the Ordinary General Meeting of Shareholders scheduled for late June 2024. The symbol mark (logo) has been decided.

[Symbol mark (logo)]

## Kanadevia

[Co-labeling with brand statement]

## Kanadevia

Technology for people and planet

The design of the symbol mark, like the new company name, is derived from the brand concept "Taking on the challenge to create a world that lives in balance with nature through the power of technology," and will be in use from October 1, 2024, as well as "Kanadevia Corporation".

The design concept is based on the following three points.

- 1. The regular circles that make up the letters "a," "d," and "e" represent a perfect shape with no distortion, and represent the high level of technology that the brand has cultivated. The three letters "a", "d", and "e" designed by the regular circle create a rhythm in the symbol mark and give the impression of both strength and gentleness.
- 2. The symbol mark beautifully expresses the harmony between mankind and nature by using a gradation of green and blue colors throughout the symbol mark. The green represents 'nature including mankind' and the blue represents 'earth' and 'technology'.
- 3. In the development of brand communication, gradations that harmonize with the theme and the images used can create a diversity of expression.

"Kanadevia" is a name derived from our corporate philosophy and brand concept, and will carry on our history and traditions. The history and traditions we will carry on are the values common to the Group, including the spirit of our founder E. H. Hunter, our company motto and the Hitz Value, which defines our corporate philosophy, management approach and code of conduct.

Inheriting the spirit of challenge, the spirit of diversity and inclusion, the spirit of cooperation, and the spirit of valuing the public interest, we will respect diversity and continue to innovate tirelessly, blazing new trails like an orchestra playing in harmony.

**ENDS**