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For Immediate Release

SPARX Group Co., Ltd.
President and Group CEO Shuhei Abe
(TSE1: 8739)

SPARX Group Changes Its Corporate Logo to Commemorate Its 30th Anniversary

—Promising Dedication to Further Success—

TOKYO—July 1, 2019—SPARX Group Co., Ltd. (SPARX; TSE1: 8739) today announced that it changes its corporate logo to celebrate its 30th anniversary. It will gradually introduce its new logo starting today.

- Background for the change

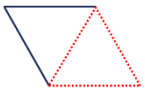
Since its founding on July 1, 1989, SPARX has aimed “to be the most trusted and respected investment company in the world.” Now, it is expanding its investment fields beyond equity investing to renewable energy power stations and other real asset investments, as well as venture capital through its representative Mirai Creation Fund. Treating this year—SPARX's 30th anniversary—as a turning point, SPARX changes its logo to realize further growth in the pursuit of its corporate mission, “To make the world Wealthier, Healthier, and Happier,” and to attain greater market recognition of its corporate identity.

- The new corporate logo

SPARX

- About the new corporate logo's design

The new logo embodies SPARX's successes and achievements over the past 30 years, as well as its continued progress, which follows from its unwavering spirit.



The additional triangle represents the new business sectors into which SPARX is expanding and the depth of our personnel, while also expressing that SPARX is “a company that continually strives toward realizing more stability and progress.”



The blue that became our corporate color with the prior logo is now darker and richer to signify SPARX's unlimited potential.



To illustrate the firm’s founding spirit and code of conduct—namely that SPARX and its employees act with an artistic vision—the position of our trademark (SPARX) is within the former logo.

With the firm name outside the composition, the new logo represents a sense of progress and a capacity to advance, both inherent in the SPARX spirit.

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