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To whom it may concern:

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Announcement on Renewal of Our Group Message and Logo

The Company has decided to renew its Group message and logo as detailed below.

1. Background

The Group will mark its 30th anniversary in December 2024. Since its founding, we have operated businesses related to housing and anticipated the needs of a changing era to satisfy individual needs of our customers, with the aim of enabling our customers to live “the life that they always wanted.”

Meanwhile, the environment surrounding the Group remains uncertain due to concerns about a possible economic downturn amid recent global monetary tightening and the ongoing inflation as well as the price and interest rate movements in Japan which require close attention. Furthermore, it has become an era of even more rapid changes than ever before, and we are required to implement various initiatives to, for example, address social structural issues such as population decline, declining birthrate, and aging population, realize a decarbonized society and adopt human capital management.

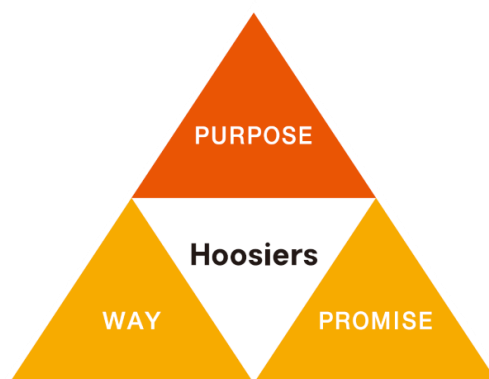
In such a situation, we have decided to renew our Group message and logo with the aim of clarifying once again the path the Group should take in order for us to achieve sustainable and long-term growth under any circumstance and continue to be a company that is truly needed by customers, communities and society.

Our new Group message consists of “What we value: Hoosiers WAY,” “What we are promising: Hoosiers PROMISE,” and “What we are aiming for: Hoosiers PURPOSE.” Our values and our commitment to customers that we have always cherished through our business activities are once again expressed through “WAY” and “PROMISE,” and as “PURPOSE,” which is what we aim for, we set a goal to be “A Social Impact Developer” which embodies our commitment to offering solutions to various social issues while adapting to changes and innovating customers’ lifestyle through our business.

Under the new Group message, we will continue to make concerted efforts to contribute to society through our business and achieve sustainable growth.

2. Details of our new Group message and logo

“Group message”



What we value
Hoosiers WAY

Challenging ourselves to create new value

We believe that by looking below the surface to find the true nature of things, keeping an open mind and embracing and enjoying change, we are able to create innovative, one of a kind solutions.

What we are promising
Hoosiers PROMISE

Innovate your lifestyle

We listen hard, to understand the essence of the ever-diversifying needs of our customers, and strive to provide solutions that enable them to live "the life that they always wanted".

What we are aiming for
Hoosiers PURPOSE

A Social Impact Developer

We believe that in this rapidly changing environment, simply meeting the housing needs of our customers is no longer enough. We strive to offer solutions to various social issues and "innovate your lifestyle" through our business.

Becoming “A Social Impact Developer” Which Offers Solutions to Various Social Issues and “Innovate Your Lifestyle” Through Our Business

In the wake of the financial crisis in 2008 and the Great East Japan Earthquake in 2011, people have become more aware of “mutual assistance” throughout the world. The Company has also naturally become conscious of how we can contribute to “community and society” in addition to satisfying customer needs as we participate in urban redevelopment projects in the areas affected by the Great East Japan Earthquake with Ishinomaki as a starting point.

In 2013, the Company developed “DUO SCENE” series, condominium apartments for seniors, with the arrival of a super-aging society. We offer a new lifestyle with “condominium apartments that help you stay healthy” as the keyword. In 2016, we launched “Duo Veel” series, compact condominium apartments for single people that achieve both asset value and utility value. In the recent PFI business, we offer value and services that only the private sector can provide in addition to administrative outsourcing services.

We found a path we should follow through these challenges. And we decided to call a company that offers solutions to various social issues and “innovate customers’ lifestyle” through its business “A Social Impact Developer.” To continue to be a company that is needed by society in the current era of rapid change, we need to play a role that is required by customers as well as by local communities and society.

“Logo”



Our thoughts behind our logo mark

We created “H” by combining “CO” that means “together.”

The shape from bottom left to top right represents “improvement of our lives and society” and “growth for the future,” with sharp impression expressing our bold challenging spirit.

We chose yellow to express “warmth of the living” and orange to express “passion.”

Our logo shows our strong will and forward-looking approach to face and connect with our customers and achieve the life that they each always wanted.

End