


Notice regarding the Change of Company Name and Formulation of New Corporate Logo and Slogan

DENKI KAGAKU KOGYO KABUSHIKI KAISHA (headquarters: Chuo-ku, Tokyo; president: Shinsuke Yoshitaka) hereby announces its decision made at the Board of Directors meeting held on March 9, 2015, to change its company name. The new company name will come into effect on October 1, 2015, on the premise that the board's proposal regarding the partial amendment of the Company's articles of incorporation (the change of company name) is approved by the 156th annual General Stockholder's Meeting scheduled for June 2015.

In addition, it was resolved at the said Board of Directors meeting to formulate a new corporate logo and slogan.

The abovementioned decisions are intended to redefine our corporate identity. Approaching the centennial of our founding on May 1, 2015, we have thus renewed our commitment to advancing into the next stage of growth as we begin our next 100 years. Under the new corporate identity, we will secure greater name recognition among stakeholders around the world while facilitating the development of a proactive corporate culture throughout the Group.

1. New Company Name: Denka Company Limited
(Abbreviated Name: Denka Co., Ltd.)
2. The Date of the Change of Company Name: October 1, 2015
3. New Corporate Logo: The logo for Denka, featuring the word "Denka" in a bold, blue, sans-serif font.
4. New Corporate Slogan: "Possibility of chemistry."
5. The Commencement Date of the Use of New Corporate Logo and Slogan: April 1, 2015

6. The Purpose of Redefining Corporate Identity:

(1) New Company Name

DENKI KAGAKU KOGYO KABUSHIKI KAISHA was founded in 1915 to produce and market calcium carbide and calcium cyanamide, with the company name coined to reflect its distinctive strengths and field of focus, namely, *denki kagaku*, or electrochemistry. Historically, our key operations have centered on an array of electrochemical products made using electrical furnaces. Due to a century of business diversification, however, we have diversified into electronic materials, pharmaceuticals and other fields that go beyond the scope of electrochemistry. Moreover, with our operations expanding globally, it has come to our notice that there is an urgent need for a more easily recognized and pronounced company name.

In concert with the celebration of our centennial this year, we have thus decided to adopt Denka Company Limited—based on our longstanding nickname DENKA—as our full corporate name. The new appellation is expected to help secure greater name recognition among stakeholders in Japan and overseas as we strive to become a more competitive global player with operations that extend well beyond the boundaries of electrochemical manufacturing.

(2) New Corporate Logo

To achieve further corporate growth, we have renewed our corporate logo with the aim of conveying our commitment to being a pioneering company capable of aggressively taking on challenges. We chose the Helvetica font, which is used universally, as we believe that it is well suited for communicating a sincere and reliable corporate image reflecting our steadfast commitment to “maintaining an earnest attitude and being sincere in our dealings,” a cornerstone for our corporate activities.

(3) New Corporate Slogan

We believe that the principal factor supporting our ongoing operations over the last century has been society’s trust in us. To ensure that we remain worthy of such trust, we have constantly striven to meet the needs of society through the provision of solutions rooted in our manufacturing strengths.

The new corporate slogan “Possibility of chemistry.” was developed to represent our proactive attitude toward providing solutions to the various challenges society confronts and fostering its continued sound development.

Taking on challenges in the pursuit of the greater possibility of chemistry, we will create new solutions and new value and thus fulfill the expectations and maintain the trust of society.

Under the Corporate Philosophy, “Creating valuable things that benefit society from resources with advanced technologies,” we have been implementing the DENKA100 Companywide initiative, with numerical targets set for fiscal 2017. To achieve these targets, we are promoting new growth strategies in line with a policy of focusing our management resources on such growth fields as the environment, energy, infrastructure and healthcare while developing an operating base with the strength to last for the next 100 years.

Pursuing lasting trust as an outstanding manufacturer, we remain committed to fostering the advance of society through the application of chemistry and thereby helping people enjoy more affluent lives.