



April 3, 2025

Company name:	Pole To Win Holdings, Inc.	
Representative:	President & CEO	Teppei Tachibana (Stock code: 3657, Tokyo Stock Exchange, Prime Market)
Contact Person:	Director & CFO	Joji Yamauchi (Tel: +81-3-5909-7911)

Notice Regarding Change of Trade Name of Consolidated Subsidiary

We are pleased to announce that our consolidated subsidiary, MIRAI Service Design co.,ltd (MSD) has decided to change its trade name to SynX Inc. (SynX) as of May 1, 2025.

Our Group is engaged in Service Lifecycle Solutions Business that provides quality consulting, game testing, software verification, infrastructure setup and transition support, monitoring, customer support, anti-fraud, BPR support, and more globally, that occurs in the process of our clients' service and product life cycle of planning, development, release, operation, and improvement. This business is divided into three businesses: Domestic Solutions, Overseas Solutions, and Media Contents.

MSD is a subsidiary of Pole To Win, Inc. (PTW), the core operating company for Domestic Solutions. It is engaged in businesses such as DX innovation services, ICT infrastructure services, cloud migration services, and system integration services. Leveraging its extensive knowledge and advanced technological capabilities in ICT・DX field, MSD is working to solve problems and create value for clients.

MSD plans to integrate its IT solutions business with PTW in May 2025 through an absorption-type company split. After the integration, MSD will be able to provide integrated services ranging from application development to IT infrastructure construction, operation, and maintenance. Taking the opportunity of this organizational development and business expansion, MSD decided to change its trade name in order to clearly articulate its stance as a brand with a view to expanding its business into a broader range of fields.

The new company name, "SynX," reflects the company's enhanced capabilities and its will to take on the challenges of the next generation. The new company name "SynX" expresses the company's vision of being a company that co-creates a new future by integrating technology, ideas, and the power of people, by combining the meanings of "Synthesize", "Sync", and "Next".

Please refer to the attached material for more details.

- New Future as "SynX"-New Challenges Launched to Co-Create Value with Technology-
Accelerate IT solutions business further ~ MIRAI Service Design, renovate trade name to "SynX"~

New Future as "SynX"
New Challenges Launched to Co-Create Value with Technology
Accelerate IT solutions business further
MIRAI Service Design, renovate trade name to "SynX"

MIRAI Service Design co.,ltd (Head Office: Chiyoda-ku, Tokyo., CEO: Junichiro Nishi, "MSD") announces that it will change its trade name to SynX Inc. (Synx) on May 1, 2025.

The name change is aimed to further evolve our business, organization and brand in response to the integration of IT solutions business and strengthening of the organization which we announced the other day. We will take on the challenge of creating a future that exceeds expectations together with society and customers under a new vision through name changes.

In conjunction with the change in our trade name, we have also renewed our corporate logo.

The new logo symbolizes the fact that the two lines are growing in the same direction, with the kanji "kokoro," which is also the origin of SynX, as its motif.

This design expresses the commitment of each and every SynX employee to cooperate and work together toward a "better future" that exceeds the expectations of customers and society.

We will take a new step forward as a brand through this new logo.

<New Brand Logo>



▲ New Corporate Logo Horizontal Logo (Full Version)

<Background and Future Outlook of Company Name Change>

Until now, MSD has leveraged its extensive knowledge and advanced technological capabilities in ICT・DX field to resolve customer issues and create value. Under the policy of strengthening IT infrastructure and DX support services announced in March 2025, we established a system that enables us to provide integrated IT solutions from application development to the construction, operation, and maintenance of our IT infrastructure. This has transformed us into an organizational structure that can respond more speedily and flexibly to diverse demands for DX promotion, operational streamlining, and security measures.

As we accelerate our expansion into a broader range of fields and corporate transformation, we will change our name in order to more clearly articulate our stance as a brand.

The new company name "SynX" incorporates our enhanced capabilities and our willingness to take on challenges for the next generation.

Our vision is to be a company that co-creates a new future while combining technologies, ideas, and human strengths, by combining the words of "Synthesize," "Sync," and "Next."

Corporate Data (After May 1, 2025)

Item	Content
Company name	SynX Inc.
Former company name	MIRAIt Service Design co.,Ltd
Date established	April 15, 2016 (*Name change date: May 1, 2025)
Address	AKS Building 3F., 3 Ban-cho, Kanda, Neribei-cho, Chiyoda-ku, Tokyo
Representative	Junichiro Nishi (CEO)

| Number of Employees Approx. 282 (as of March 2025)

| Official site | <https://www.msdcorp.co.jp/> (*Scheduled to be changed sequentially)

※ There is no change in the location of the head office or the representative.

※ Web websites, e-mail addresses, etc. are scheduled to be changed.

<Business Activities>

Designing, building, and operating ICT/IT infrastructures

Application development

Cloud/Network Integration Solutions

Develop and provide AI/IoT solutions

<New Mission/Vision/Value>

SynX will revise our corporate philosophy in line with the name change.

We will contribute to society and our customers through technology and innovation that looks ahead to the future, based on the slogan of "Creating Value Beyond the Future."

MISSION

Achieving a future that exceeds expectations. Update society together.

"Can create a better future"

By believing this, we will realize new possibilities while continuing to evolve together with our colleagues.

The power of technology makes people's lives safer and more convenient.

Creating value that is not yet available in the world and bringing about change to society.

SynX, will continue to be at the forefront of innovation to pioneer the future.

VISION

- With outstanding technology and creativity, we will leverage technology to support a sustainable future and provide consistently high-quality services.

- We will continue to take on challenges that look ahead to the times without fear of change.

- We will exceed the expectations of our customers and society and continue to be a trusted entity.

VALUE

①Enjoy (Spark Innovation)

②Integrity (Yielding Trust- create and nurture confidence-)

③Speed (Nimble Execution)

[Contact for inquiries regarding this matter]

MIRAIt Service Design co.,Ltd

Public Relations

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