



April 1, 2026

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Notice Regarding Renewal of Corporate Brand

TOKYO ROPE MFG. CO., LTD. (the “Company”) hereby announces that it has renewed its corporate brand as described below.

(1) Background and Purpose

Since our founding, we have upheld the corporate motto of “Co-existence and Co-prosperity,” which aligns with the principle of “The Unity of Morality and Economy” advocated by our first chairman, Eiichi Shibusawa. Under this philosophy, we have pursued a medium-to-long-term vision of “supporting global safety and security through the pursuit of Total Cable Technology,” aiming for growth through business development that leverages our unique strengths.

In April 2027, immediately following the final year of our current Mid-Term Management Plan, we will celebrate our 140th anniversary. To solidify our path toward becoming a 150-year-old company, we aim to redefine the Purpose of the Tokyo Rope Group and strive to remain a corporate group that is essential to society. While inheriting our legacy, we have decided to renew our corporate brand to strengthen the unity of the entire Group and accelerate sustainable growth.

(2) Overview

In renewing our corporate brand, we have redefined our philosophy system by re-verbalizing our Purpose, the values we should provide, and our stance toward the future. Through this initiative, we aim to enhance the consistency of communication with all stakeholders, both internal and external. By further strengthening the trust we have built to date, we seek to maximize corporate value for the next generation.

(3) Transition schedule

The transition to the new corporate brand will begin sequentially from today. Along with this, the renewal of our corporate logo and various

communication tools will be implemented progressively across all media.

(4) Others

Please refer to the Appendix for details on the redefined philosophy system and the design of the new corporate logo.

Details of Corporate Brand Renewal

Tying ideas together for the future.



**TOKYO ROPE
GROUP**



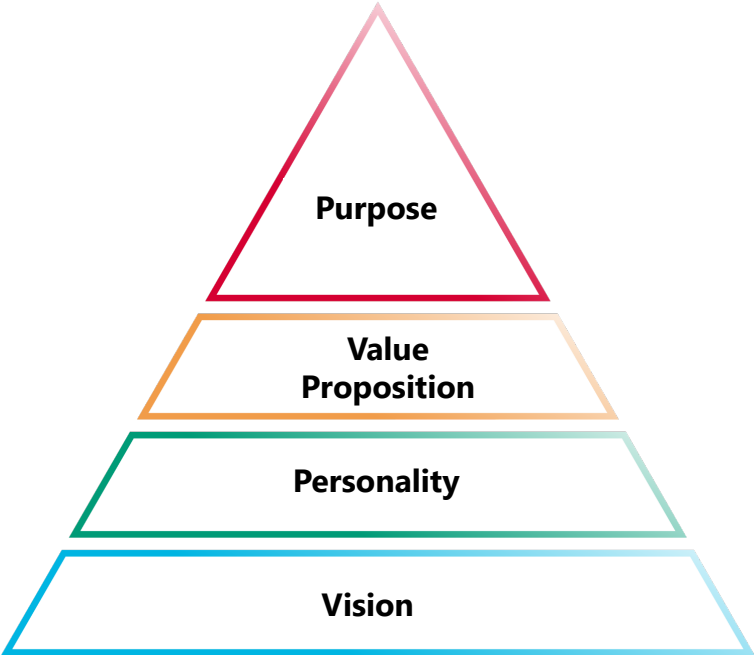
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Philosophy System: Purpose, Statement, Brand Slogan, Value Proposition, and Personality

Philosophy System

Based on our corporate philosophy, “Co-existence and Co-prosperity,” we aim to achieve the sustainable enhancement of the Tokyo Rope Group’s corporate value by realizing our ideal vision.

Group Philosophy Pyramid



- Purpose** | Expanding possibilities by tying ideas together.
- Value Proposition** |
 - The strength to improve technology and quality.
 - The power to create peace of mind and comfort.
 - A force for social and environmental sustainability.
- Personality** |
 - Always be sincere.
 - Be flexible and strong.
 - Enjoy challenges together.
- Vision** | Supporting safety and security around the world through the pursuit of "Total Cable Technology"

**Corporate Philosophy:
Co-existence and Co-prosperity.**

Purpose ・ Statement

Becoming a chosen "brand" centered on our Purpose.
Becoming a presence closer to society.

Purpose

人々の想いを束ね、
未来の可能性を広げる。

Expanding possibilities by tying ideas together.

Statement

To continue responding to people's wishes for safety and security. Since 1887, Tokyo Rope has supported the movement of people and goods, as well as life itself, through technology, products, and services related to wire ropes. Our reach extends from world-class large bridges to rockfall prevention nets that protect people during disasters, and even to invisible components such as tire reinforcements, industrial machinery, and cemented carbide. Now and in the future, the Tokyo Rope Group will expand the possibilities of daily life and society by tying together the thoughts and aspirations of many, including people around the world and future generations, and by taking on challenges toward the future as a united group.

Brand Slogan

Definition of “Ideas (Omoi)” : This refers to the Group’s determination to realize a society where people around the world can live with peace of mind through “safety, security,” and “comfortable living.”

想いを束ね、未来へ結ぶ。

Tying ideas together for the future.

By tying together the individual wishes of each Group employee, we connect to a society where people worldwide can live in safety, and sustain that vision for the future.

Value Proposition

Functional and emotional values that the Tokyo Rope Group promises to provide to its stakeholders, as well as unique advantages that differentiate us from competitors.

• 技術と品質を高める力

The strength to improve technology and quality.

Improving technology and quality

The source of our Group's strength—and engage in integrated product development. It is the foundation for elevating the values and reputation we have cultivated to the next generation.

• 安心と快適を生み出す力

The power to create peace of mind and comfort.

Create peace of mind and comfort

Beyond merely supporting global safety, we aim to create new value as a united Group by tying together people's peace of mind and comfort.

• 社会と環境を持続させる力

A force for social and environmental sustainability.

Social and environmental sustainability

Value that is essential for maintaining a society equipped with the infrastructure necessary for a prosperous life, as well as the global environment as a whole, and connecting them to the future.

Personality

The “Values” of the Tokyo Rope Group. The character and personality required to realize the values we provide. These represent the “Tokyo Rope Group Identity” that informs the tone and manner of our communications.

いつでも誠実でいよう。

A value to be carried forward—a realistic stance of always facing people and work with sincerity.

Always be sincere.

しなやかで強くあろう。

A value to be further strengthened—enabling the entire Group to respond flexibly to the changes of the times, rather than just being powerful.

Be flexible and strong.

みんなで挑戦を楽しもう。

A newly added value—to transform into a culture where we lead the industry as a long-established corporate group while enjoying challenges together as one.

Enjoy challenges together.



2 Logo Updates and Establishment of Group Logo

Logo Updates

The symbol mark and typeface of the Company logo have been refined to a smart, highly legible design.



Establishment of Group Logo

A new Group logo has been established to demonstrate a sense of unity across the entire Group.



**TOKYO ROPE
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想いを束ね、未来へ結ぶ。

Tying ideas together for the future.



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