

January 9th, 2013

To All Persons Concerned

SBS Holdings, Inc.

## SBS Group announces new logo —Through brand unification, bring together our group and promote our growth strategy—

At the New Year's party held on January 5th, the SBS Group revealed that it will unify the group brand by the end of the first half (June 30th) for this fiscal year and announced a new logo.



Until now, the SBS Group has implemented a multi-brand strategy designed to take advantage of the characteristics of each group company. However, our group has now decided to unify our brand in order to maximize brand value. This decision was made last December when our group celebrated its 25th anniversary and when we became a listed company on the Tokyo Stock Exchange, Second Section.

As part of the brand unification, the names of group companies involved in the logistics business will be changed to names which start with "SBS." A new logo will also be introduced. These changes will heighten the sense of group unity and will further increase the synergistic effect of our group, thus enabling promotion of our growth strategy.

### <New Logo>



### <Concept of New Logo>

The logo is in the motif of the "S" from SBS and depicts the dynamic intersection of 2 curves. This design represents the encounter, communion and mutual interaction between SBS, people, corporations and society, as well as how SBS strives to exist as a company where all employees can take on new challenges and pursue their dreams.

The SBS Group will decide upon the new names for group companies which are part of the unification, as well as a group slogan and designs for company cars/uniforms. Our group plans to implement brand unification by the end of the first half (June 30th) for this fiscal year. Further details shall be announced once decisions have finalized.

## ■Reference

### <Overview of SBS Group>

Company Name:	SBS Holdings, Inc.
Established:	December 1987
Representative:	Director and President Masahiko Kamata
Listing:	Tokyo Stock Exchange, Second Section; Osaka Stock Exchange (JASDAQ Market)
Location:	Olinas Tower, 1-3 Taihei 4-chome, Sumida-ku, Tokyo
Paid-In Capital:	¥3.8 billion (as of December 31st, 2011)
Consolidated Net Sales:	¥121.1 billion (as of December 31st, 2011)
No. of Employees (Consolidated):	12,380 (includes 4,624 full-time employees; as of December 31st, 2011)

### Business Activities:

Since its establishment in 1987, SBS Group has contributed to the profitability of our customers by providing one-stop logistics services, as well as by enhancing logistics and services related to logistics. The group contains enterprises which handle a variety of commodities from food products to extremely heavy goods, enterprises which provide a variety of transportation forms such as different routes, different regions and express delivery, and specialized enterprises which provide logistics facilities development (finance) and environmental logistics.

### Group: 27 consolidated subsidiaries (as of December 31st, 2011)

Main corporations/businesses	TL LOGICOMCO.,Ltd.	Total logistics, 3PL	Logistics business
	Nihon Kamotsu Kyuso Co., Ltd.	Ordinary logistics, route business	
	Nippon Record Center Company Limited	Ordinary logistics, 3PL	
	TL Transport Co., Ltd.	Ordinary logistics, 3PL	
	AC System Corporation	Customs business, international logistics	
	Foods Lec Co., Ltd.	Food logistics, 3PL	
	Zentsu, Co., Ltd.	Food logistics, home delivery	
	SBS Logitem Co.,Ltd.	Express delivery, special logistics	
	Atlas Logistics Private Limited	International logistics	Real estate business
	A-MAX Co., Ltd.	Development/leasing of logistics facilities	
	SBS Staff Co., Ltd.	Staffing, job placement	
	Sogo Butsuryu System Co., Ltd.	Specialized logistics, intermediate treatment of waste products	Other business
	SBS Finance Co., Ltd.	Leasing, insurance, joint procurement	
	Marketing Partner Co., Ltd.	Marketing, mail-order business	
	PAM Co., Ltd.	Advertising agent, marketing	

URL: Japanese: <http://www.sbs-group.co.jp> English: <http://www.sbs-group-ir.com>

## ■Inquires regarding this newsletter

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\*The information listed in this document is current as of the issuance date. Afterwards, information may be subject to change without prior notice.