

OVOL

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Japan Pulp & Paper Co.,Ltd.

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TOP MESSAGE

Paper, and beyond

The world today is at a turning point, and as the business environment continues to face rapid changes, it is individual change and the willingness to take on new challenges that will provide the impetus and drive to make inroads in creating a new future.

As of October 2017, the Japan Pulp & Paper Group will be adopting the name OVOL as its group brand to mark a new era that the Group is entering. As part of the process of introducing a Group brand, we have adopted a new brand logo, formulated a corporate philosophy, and clarified our fundamental spirit, mission and what we must be proactive about implementing.

While the Japan Pulp & Paper Group's existing business remains the foundation of the organization, in order to address the changes in the business environment, we are rapidly promoting both a structural change as well as diversification of our business model and human resources. Through the introduction of the OVOL brand – the logo of which depicts the globalization of the Group – we hope to share with our stakeholders the reforms taking place in our primary business and the future direction of the Group as it sets its sights on new areas. Moreover, this new brand will also have the effect of enhancing a sense of unity among the Group's 3,000 employees during the diversification process, as well as further accelerating our growth strategy.

Throughout the long history of the human race, paper has always existed alongside us and has been an integral part of our lives. While continuing to focus on this material, which represents a wealth of potential and possibilities, the Japan Pulp & Paper Group will enhance its corporate cohesion under the OVOL brand and remain committed to creating new values in paper and what lies beyond.

President



Akihiko Watanabe



Paper, and beyond

THE MEANING BEHIND THE LOGO

The two Os in the OVOL logo symbolize the global expansion of the Japan Pulp & Paper Group. The shape of the striking logo is not only reminiscent of a celestial orbit and ovals, but the repetition within the letter O represents a smooth and never ending continuity, nature and familiarity, as well as the direction of the Japan Pulp & Paper Group in its global expansion, and these are conveyed in a unique way that is both visual and almost aural. The letters of the logo include the word "VOL", which conveys an image of flying in languages with a Latin origin such as French, and the four letters of "OVOL" represent both "the power to fly into the future" and the possibilities of a story's new beginning.

WHAT THE LOGO COLOR SYMBOLIZES

The gray used in the logo has a high affinity with other colors and is also a harmonizing color that enhances any surrounding colors. As gray is a blend of all colors, it represents the cooperative ability to bring out the best in, and bring together, others. Gray also symbolizes the way of the Japan Pulp & Paper Group, which transcends time and is sought out for its significance.

CORPORATE PHILOSOPHY

Our Corporate Spirit

Nurture people through **integrity**, foster trust through **fairness**, support society through **harmony**.

Our Mission

Carving a better future for society and the environment.

Our Principles

Change ourselves as society changes.
Challenge new fields with conviction and ambitious spirit.
Create fresh global value through diversity.

Corporate Slogan

"Paper, and beyond"