

PRESS RELEASE

March 30, 2018
Hokuetsu Kishu Paper Co., Ltd.

Notice of Change in Trade Name, Amendment of Articles of Incorporation and Group Symbol

We decided under the resolution by the board of directors held today to change our trade name as follows subject to approval of the “Amendment of the Articles of Incorporation” at the 180th Shareholders Meeting scheduled to be held in late June this year.

We are also adopting a new group symbol, which we are pleased to present to you as below.

1. Change in trade name

(1) Reason for change

We have converted and expanded our business and enhanced our corporate value from the paper manufacturing business positioned in the mid-stream, by proactively constructing a value chain with global coverage from the upstream tree plantation and pulp manufacturing businesses to the downstream paper processing and sales & marketing businesses. At the same time, we have bolstered our revenue base through a major renewal of our portfolio, previously heavily reliant on the domestic paper market by M&As of existing businesses as well as the establishment of overseas production bases from the greenfield.

Going forward we have decided to change our trade name so that our corporate group will strive to further evolve and expand business areas and achieve further sustained growth on a global basis.

(2) New trade name

Hokuetsu Corporation

(3) Scheduled date for change

July 1, 2018

We will use the new trade name for doing business purposes as of April 1, 2018.

2. Amendment of the Articles of Incorporation

(1) Reason for amendment

To change the trade name stipulated in Article 1 of the current Articles of Incorporation.

(2) Contents of the amendment of the Articles of Incorporation

(The underline indicates the amended part.)

Current	As amended (as proposed)
<p>(Trade Name)</p> <p>Article 1 The name of the Company shall be <u>Hokuetsu Kishu Paper Co., Ltd.</u></p> <p>2. It shall be expressed in English as <u>Hokuetsu Kishu Paper Co., Ltd.</u></p> <p>Articles 2-49 (text omitted)</p> <p>(newly established)</p>	<p>(Trade Name)</p> <p>Article 1 The name of the Company shall be <u>Hokuetsu Corporation.</u></p> <p>2. It shall be expressed in English as <u>Hokuetsu Corporation.</u></p> <p>Articles 2-49 (unchanged)</p> <p>Supplementary Provisions</p> <p>Article 1 (Trade Name)</p> <p>The amendment of Article 1 (Trade Name) shall enter into force as of July 1, 2018, with matters remaining unchanged as follows until the amendment becomes effective.</p> <p>(Trade Name)</p> <p>Article 1 The name of the Company shall be Hokuetsu Kishu Paper Co., Ltd.</p> <p>2. It shall be expressed in English as Hokuetsu Kishu Paper Co., Ltd.</p> <p>This transitional measure shall be deleted after the amendment of Article 1 comes into effect.</p>

3. Adopting a group symbol

We are adopting a new group symbol on April 1, 2018. This symbolizes the letter “h,” the initial letter in “Hokuetsu Corporation,” our new trade name. It represents the paper and pulp industry as a whole, the business field of our corporate group, symbolizing the paper machine.

It also means that we will connect “people,” “environment,” “technology,” “*monozukuri* (manufacturing technology),” and “future,” the key concepts in our corporate group philosophy that we are establishing simultaneously.

