

Announcement Regarding Corporate Logo Change

Sumitomo Mitsui DS Asset Management Company, Limited (President and CEO: Wataru Ogihara; hereinafter, “SMDAM”) hereby announces that it will change its corporate logo, effective October 1, 2026.

■ Overview of the Change

Current Corporate Logo



Sumitomo Mitsui DS Asset Management

New Corporate Logo ^{*1}



SUMITOMO MITSUI DS
ASSET MANAGEMENT

■ Effective date

October 1, 2026

■ Reason for the Change

SMDAM has decided to change its corporate logo to the SMBC Group logo to strengthen collaboration with Group companies and deliver a clear and consistent brand message across the Group.

As a member of a global group, SMDAM aims to provide greater value to its customers and other stakeholders by making greater use of the knowledge, networks, and strengths of Group companies.

Until now, under its brand message, “Be Active.”, SMDAM has responded to changes in the business environment and the diverse needs of its customers by leveraging its expertise and flexibility. Under the new logo, SMDAM will combine SMBC Group’s strengths with its own distinctive capabilities to build a stronger business foundation and deliver higher-quality services. SMDAM will continue to value the spirit of “Be Active.” — taking the initiative, taking on new challenges, and opening up the future. Through collaboration with other Group companies, SMDAM will continue to strive to be a company trusted by all stakeholders, including customers, shareholders, investors, and local communities.

<Note>

*1 SMDAM is the asset management entity under SMBC Group. SMBC stands for Sumitomo Mitsui Banking Corporation. SMBC Group is one of Japan’s leading financial groups and provides a wide range of financial services

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around the world, including banking, securities, leasing, credit cards, and asset management.

Contact

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