

Translation

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February 28, 2022

To whom it may concern:

Company name: CRESCO LTD.
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Notice of Change in Corporate Brand Logo and Name of Subsidiary

CRESCO LTD. (the “Company”) hereby announces that at the Board of Directors meeting held on February 28, 2022, a resolution to change the Company’s corporate brand logo was passed and approval was given to change the name of a subsidiary.

1. Change in corporate brand logo

(1) Reason for change

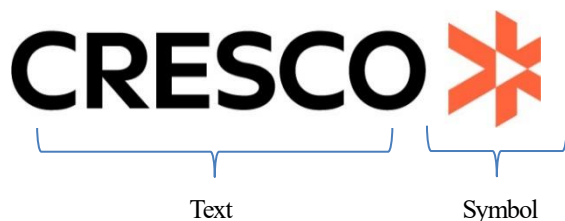
Since its establishment in 1988, the Company has contributed to the formation and development of the information service industry by providing various IT services and digital solutions, such as building corporate information infrastructure and systems. To create a sustainable society, the whole CRESCO Group has united to create new value, centered on IT, and to solve the various problems faced by customers.

On April 1, 2021, the Company started the ten-year long-term Group vision “CRESCO Group Ambition 2030,” the goal of which is to become a “business with consolidated net sales of 100.0 billion yen,” in order to further accelerate these efforts and transform the CRESCO Group into a value creation company. Toshio Iwasaki, the founder of the Company, retired from the position of Director and entrusted the overall management of the Company and the CRESCO Group to the next generation in June 2021. It was also decided that in April 2022, a new President will take charge and the Company will move to the Prime Market from the First Section of the Tokyo Stock Exchange. In this way, the Company will be embarking on a new voyage.

To show its enthusiasm to enter a “second startup period,” the Company is taking this opportunity to retire the corporate brand logo that it has used since its establishment. While making the most of the brand image that it has developed over the years, the Company will create a new brand image, accelerate efforts to raise awareness of the Company and its brand value, and aim to increase corporate value by moving forward with its growth strategy.

(2) Brand logo

(i) New corporate brand logo



Reference: Current brand logo



(ii) Group brand logo (endorsement mark)



(iii) Design concept

“Challenger Wildcard”

- The text is CRESCO written in English.
- The symbol, the wildcard, dynamically represents the Company’s stance of taking on the challenge of innovative ideas and development that can operate outside limiting frameworks, like a wildcard that creates versatility in searches, in order to move society forward and generate growth. The design is based on an asterisk (*) motif because an asterisk is the general wildcard symbol.

1. **A wildcard is a special card used in card games that has an all-purpose function or can be used in place of other cards when desired.**
2. **The company names and logos described above are trademarks or registered trademarks.**

(iv) Brand color

- Text: “Trust black” is used to express absolute trust.
- Symbol: “Advance orange” is used to express powerful movement forward.

(3) Scheduled date of change

April 1, 2022

2. Change in name of subsidiary

(1) Profile of subsidiary

(i) Current company name	CREATIVE JAPAN, LTD.
(ii) Date of establishment	April 1, 1998
(iii) Major line of business	Network solutions, security solutions, package solutions, IoT solutions, cloud solutions, etc.
(iv) Location of head office	Meisan Takahama Building 2nd Floor, 2-12-23, Kounan, Minato-ku, Tokyo
(v) Title and name of representative	President and Representative Director Takashi Yamamoto
(vi) Capital	100 million yen
(vii) Major shareholders and shareholding ratio	CRESCO LTD. 100%
(viii) Website URL	https://www.creative-japan.co.jp/

(2) New company name

CRESCO Digital Technologies Ltd.

(3) Reason for changing company name

The change of the CRESCO corporate brand logo is one element of the group strategy to unify the CRESCO Group brand image and to generate synergies in group management and promote a “One Cresco” structure while leveraging the characteristics of each group company.

Changing the name of CREATIVE JAPAN, LTD., a subsidiary of the Company, will not only optimize overall management of the Group, but also further improve the subsidiary’s brand image. The goal is to clearly indicate that the company is a member of the CRESCO Group by adding CRESCO to the name of the company, indicate to outside parties the company’s field of strength by using the general term for its main business in the company name, and strongly appeal to potential customers.

The CRESCO Group will continue to work to optimize the group management structure that makes it possible to contribute to the growth of customers, and improve its brand image.

(4) Scheduled date of change

May 1, 2022

The company name will be changed after obtaining approval at the extraordinary general meeting of shareholders the subsidiary plans to hold.

*** The company names described above are trademarks or registered trademarks.**