

September 29, 2014

Nippon Steel & Sumitomo Metal Corporation

Launch of “  ”, New Brand in Bar & Wire Rod Business

**First in the steel industry – a business brand covering from base material to final processing**

Bar & Wire Rod Unit of Nippon Steel & Sumitomo Metal Corporation (NSSMC; Representative Director and President - Mr. Kosei Shindo) launches “SteelLinC™<sup>\*1</sup>”, a new business brand, together with various bar and wire rod processing companies (hereafter referred to as “Member Companies<sup>\*2</sup>”). The brand will commence operation on October 1, 2014.

Our bars and wire rods are essential steel products in the modern society and are used in various kinds of industries and infrastructure, such as components for construction and electric industrial machinery, ropes for architectural and bridge use, bolts, wires, and staples. They are also used in important functional automotive components, such as engines, transmissions, suspensions, and tires. After shipment by NSSMC, our bars and wire rods are used by processing companies through various processing steps and assembled in final products. Hence a variety of qualities and functions are required to suit their respective applications, shapes, and processing methods.

NSSMC has decided to create a brand for its bar and wire rod business, together with processing companies, with the aim of deepening relationship with customers by presenting the customer-friendly solution menu (i.e., broad product variation, basic quality and supply capabilities, a global wide-ranging supply chain<sup>\*3</sup>, and technologies that support customers’ manufacturing). This brand launch will also facilitate customers to select bar and wire rod products that are more suited to product shapes and processing methods. Moreover, NSSMC’s support technologies will help customers to solve their processing challenges, shorten their product development process, and enhance the efficiency.

Going forward, under the SteelLinC™ brand, NSSMC and the Member Companies will make a greater contribution for customers to enhance product value and increase productivity, by strengthening manufacturing capability, accelerating the development and application of high-performance and high-end products, and reinforcing technology development (multiplication of steel × processing methods) and the supply chain. We are dedicated to propose excellent products and service in an easy-to-understand, specific way to our existing and new customers, partly by using PR tools (i.e., a dedicated website<sup>\*4</sup> and pamphlets) shared with the Member Companies.

\*1. The meaning of SteelLinC™

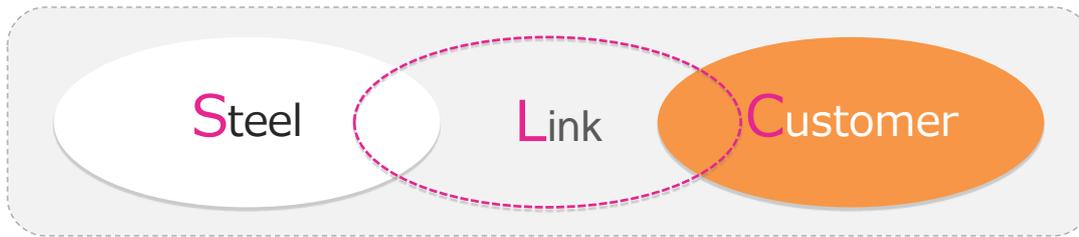


◆ A business brand that designates the Bar & Wire Rod operations of NSSMC Group.

◆ SteelLinC™ is a coined word that combines Steel, Link and Customer.

It indicates the three components : S Steel, L Link, C Customers

The “L” in the Link that joins NSSMC with customers is positioned in the center.



**\*2. Member Companies (alphabetical order)**

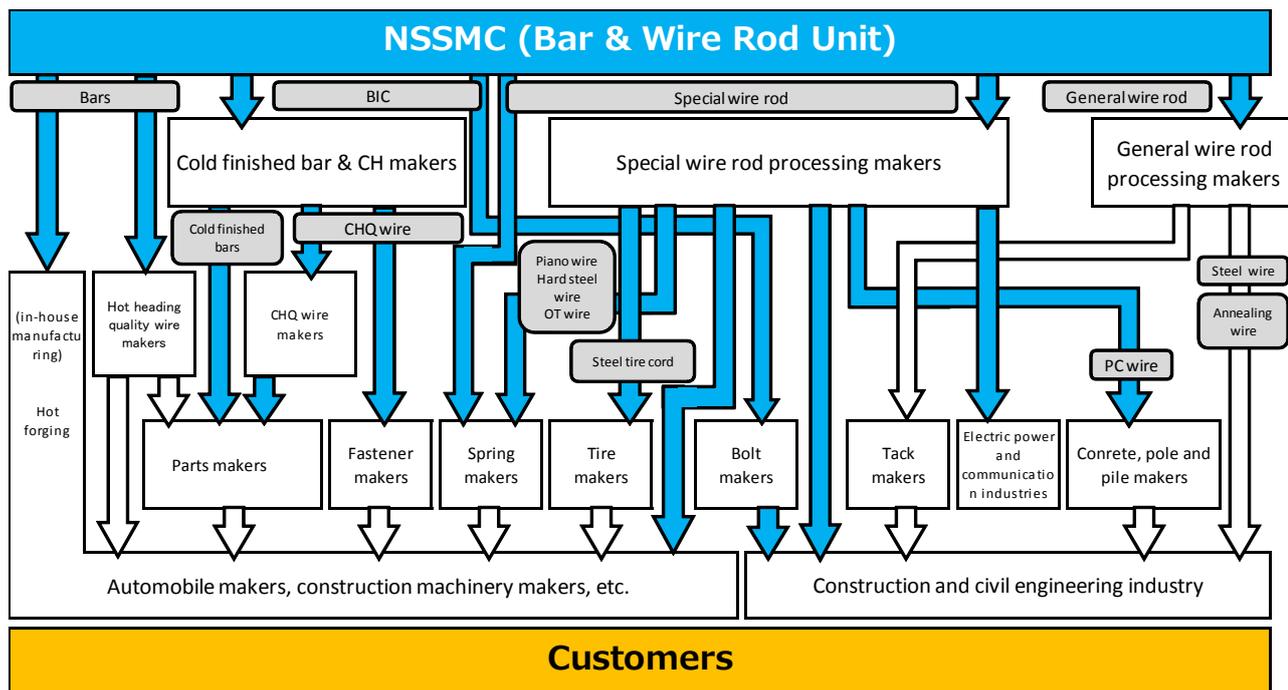
(9 companies in Japan): Mitsubishi Metal Industry Co., Ltd.; Miyazaki Seiko Co., Ltd.; Nippon Steel & Sumikin Precision Forge, Inc.; Nippon Steel & Sumikin Steel Processing Co., Ltd.; Nippon Steel & Sumikin Steel Wire Co., Ltd.; Nippon Steel & Sumikin Welding Co., Ltd.; Nippon Steel & Sumikin BOLTEN Co., Ltd.; Sanyu Co., Ltd.; Suzuki Metal Industry Co., Ltd.

(2 overseas companies)

China: Nippon Steel & Sumikin Cold Heading Wire (Suzhou) Co., Ltd. (NBC China)

Thailand: Nippon Steel & Sumikin Steel Processing (Thailand) Co., Ltd. (NSSPT)

**\*3. SteelLinC™ Supply Chain**



**\*4. SteelLinC™'s website**

<http://www.nssmc.com/en/steelinc/>