

March 30, 2012  
Nippon Steel Corporation  
Sumitomo Metal Industries, Ltd.

### Logo of Nippon Steel & Sumitomo Metal Corporation Unveiled

Nippon Steel Corporation and Sumitomo Metal Industries, Ltd. hereby unveil the logo of Nippon Steel & Sumitomo Metal Corporation, the new company to be created through the merger of the two companies on October 1, 2012. We aim to become the best steelmaker with world-leading capabilities that contributes to society through steelmaking with the most advanced technologies and “the Spirit of Monodzukuri.”



**NIPPON STEEL &  
SUMITOMO METAL**



**新日鐵住金**

The triangle in the logo represents a blast furnace and the people who create steel. It reflects the fact that steel, indispensable for civilization, brightens the world. The center point can be viewed as a peak, which represents the best steelmaker. It can be also viewed as the destination of a road, which represents the unlimited future of steel as a material. The blue color represents leading technology and reliability.

The “Spirit of Monodzukuri” is the commitment and passion of the people who strive to manufacture truly excellent products. In Japanese, Monodzukuri can be directly translated as “making things.”