

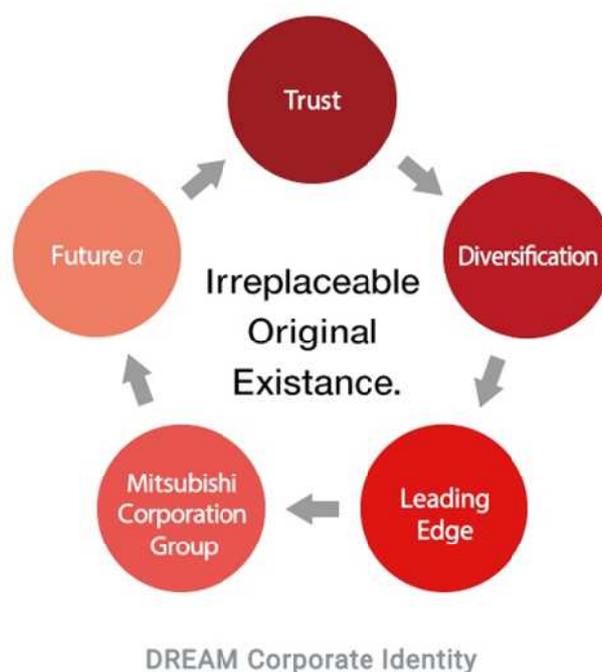
Announcement of change of Corporate Logo

Diamond Realty Management Inc. (DREAM)(Head office: Chiyoda-ku, Tokyo, President and CEO : Takashi Tsuji) has formally regulated its own corporate identity(CI), positioned the brand concept as “Irreplaceable Original Existence” and established a new corporate logo.

On this branding project, DREAM invited the graphic designer, Mr.Taku Satoh, and has recreated the previous logo to the new logo designed by Mr. Taku Satoh, through the rearrangement of its CI after several times brand discussion between all staffs and Mr. Taku Satoh.

DREAM would like to introduce this new logo sequentially from this month.

○ About CI:



All the staff had brand discussion many times with Mr. Taku Satoh, and discussed about the company's CI.

Besides, DREAM referred to the results of its brand image survey from the external stakeholders such as investors'.

DREAM's CI is symbolized by 5 keywords; "Trust", "Diversification", "Leading Edge", "Mitsubishi Corporation Group", "Future α ", and DREAM's Brand Concept is these keywords integration which stands for "Irreplaceable Original Existence".

Being Asset Management Company of private real estate funds, based on its "Trust", DREAM aims to offer the diverse innovated products and to expand the scope of business operations and areas for the wide range stakeholders such as investors, tenants, sellers, buyers, business partners, shareholders, employees, regional communities and etc.

Furthermore, DREAM utilizes network and knowledge of real estate management and operation al business as a member of Mitsubishi Corporation Group companies, and strive for initiatives with a view to future growth.

○ Corporate Logo:



"A unique perspective" is the concept of Corporate Logo designed by Mr. Taku Satoh, graphic designer.

Mr. Taku Satoh's comment:

DREAM's logo is a unique perspective of a combination of diamonds. While capitalizing on a shape that has become synonymous with the MC Group and counted among its intellectual assets, the variation of the design also symbolizes a wholly innovative approach to business.

Representing DREAM, the curvature of the outer circle contrasts the varied collection of straight-edged diamonds within, which themselves represent the diversity of the company's business. The circle acts almost like a viewfinder, constantly drawing us in towards the focal point, the very essence of the company.

Graphic Designer, Taku Satoh

September 08, 2017

【Diamond Realty Management Inc. (DREAM)】

Head Office: 16-1, Hirakawacho 2-Chome, Chiyoda-ku, Tokyo, Japan

Business: Real estate asset management business/advisory services

Shareholder: 100% subsidiary of Mitsubishi Corporation

Representative: Takashi Tsuji, President and Chief Executive Officer

Date Established: 2004

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