

1. This document is a translation of the official Japanese Notice Regarding Change in Trade Name of the Company.
2. This translation is provided only as a reference and does not constitute an official document.
3. In the event of any discrepancies between this translated document and the Japanese original, the original shall prevail.

May 12, 2017

To whom it may concern,

Name of Company

Nissha Printing Co., Ltd.

Name of Representative

Junya Suzuki, President and CEO, Chairman of the Board  
(Code Number 7915; 1<sup>st</sup> Section of the Tokyo Stock Exchange)

Contact

Hayato Nishihara, Director, Member of the Board and Senior  
Executive Vice President, Chief Financial Officer  
(Telephone No. 075-811-8111)

## Notice Regarding Change in Trade Name of the Company

It is hereby notified that Nissha Printing Co., Ltd. (the "Company"), at the meeting of its Board of Directors held today, determined to change its trade name as follows, subject to the approval of a proposition for partial amendments to its Articles of Incorporation in the Ordinary General Meeting of Shareholders for the 98th Business Term to be held on June 16, 2017.

### Description

#### 1. Reasons for the change:

The Company was established in Kyoto in 1929 in pursue of high-quality art prints. From the 1960s, with the advancement of printing technologies the Company had concentrated its efforts on developing new products and broadened its product lines, including transfer foils and electronic components, and since the latter half of the 1990s the Company has achieved remarkable growth by making inroads into the global market. The Company is now moving forward with the business development in fields such as printing related materials, automotive interior parts and medical devices, where further growth is expected on a global basis, in addition to the existing product lines.

Far beyond traditional boundaries of printing field, the Company has been evolving and expanding its business, and accordingly decided to change its trade name from Nissha Printing Co., Ltd. to Nissha Co., Ltd.

“Nissha” is a corporate brand that has been familiar with our customers, shareholders, suppliers and local communities throughout the years, and is now globally recognized. This trade name change is another opportunity for us to make even greater leap forward.



2. New Trade Name (in English):

*NISSHA Kabushiki Kaisha* (Nissha Co., Ltd.)

3. Schedule:

Date of the General Meeting of Shareholders for the amendments to the Articles of Incorporation:

June 16, 2017

Effective date of the amendments of the Articles of Incorporation: June 16, 2017

Effective date of the change in the trade name: October 6, 2017

End