

【NEWS RELEASE】

March 23, 2018

Sumitomo Mitsui Financial Group, Inc.

Review of our Group Brand Strategy and Introduction of a new Corporate Group Name

TOKYO, March 23, 2018 ---Sumitomo Mitsui Financial Group, Inc. (SMFG, President & Group CEO: Takeshi Kunibe) announced that with the aim of enhancing the corporate group's brand value "SMBC" will be designated as the corporate group's master brand, effective April 2018. In line with this change, a new corporate group name and a new group logo will be introduced. The corporate logos of the respective group companies will also be updated. SMFG, along with its group companies, will strive to promote the recognition of our corporate group's brand and enhance the brand's value by systematically incorporating the above changes in our advertising and promotional materials.

1. Introducing a new Corporate Group Name

To date, the holding company's name "Sumitomo Mitsui Financial Group" or its acronym "SMFG" have been used when referring to our corporate group. Effective April 2018, "SMBC" will be designated as our corporate group's master brand, and our corporate group will be referred to as "SMBC Group." Sumitomo Mitsui Financial Group will continue to be used as the holding company's name.

2. Introducing a new Group Logo

As shown in the attachment, a new group logo will be introduced. The new group logo will continue to use SMFG's corporate colors. The background color will be trad green, fresh green will be used for the Rising Mark, and "SMBC" will be shown in white block letters. By updating the corporate logos of the group companies, we aim to project a stronger sense of integration and cohesion as members of one corporate group.

3. Updating Group Companies' Corporate Logos

In principle, group companies' corporate logos will be updated following the "group logo + company name" format. Please refer to the attachment for specific details.

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Attachment

Group Logo

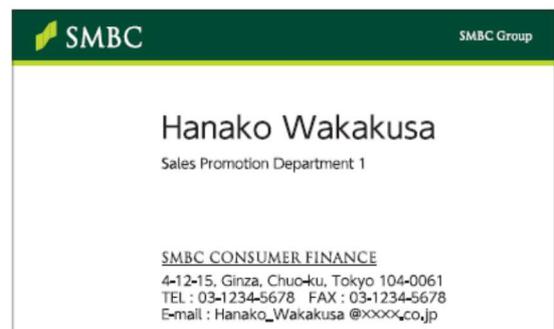


Corporate Logos for Group Companies



- () There will be no change in the corporate logo used by SMBC Nikko domestic offices. A new corporate logo however, will be used by SMBC Nikko overseas offices.
- () There will be no change in the corporate logos of Sumitomo Mitsui Finance and Leasing; The Japan Research Institute, Limited; and Sumitomo Mitsui Asset Management.

Business Card



News Release / Ad Format

(News Release)

SMBC SMBC Group

[NEWS RELEASE]

April ●, 2018
Sumitomo Mitsui Financial Group

Title

(Ad Format)

SMBC SMBC Group

SUMITOMO MITSUI
BANKING CORPORATION