



March 25, 2025

For immediate release

Company name: Joshin Denki Co., Ltd.
Representative: Ryuhei Kanatani,
Representative Director and President and Executive Officer
(Securities code: 8173, Tokyo Stock Exchange, Prime Market)
Contact: Koji Tanaka,
Director and Managing Executive Officer in Charge of
Management Planning and Human Resources Strategy
(Phone: +81-6-6631-1122)

Notice Concerning Change of Trade Name

Joshin Denki Co., Ltd. (hereinafter, the “Company”) hereby announces that its Board of Directors at its meeting held today resolved to change the Company’s trade name as follows, subject to approval of the 77th Annual General Meeting of Shareholders to be held in late June 2025.

1. Change of trade name

(1) New trade name

Joshin Corporation

(2) Scheduled date of change

April 1, 2026

Note: The change of trade name is subject to approval of partial amendment to the Articles of Incorporation at the 77th Annual General Meeting of Shareholders to be held in late June 2025.

(3) Reasons for the change

The Company aims to transition to a flexible organizational structure capable of going beyond the boundaries of electronic appliances so that it can realize its management philosophy “Connecting people and society to the future with a smile” and its management vision “Becoming a hub for the infrastructure of life through the power of home appliances and ICT,” and connect the creation of two types of social value “Helping to strengthen the resilience of an aging society” and “Achieving household carbon neutrality” to the sustainable growth of the Joshin Group and its higher corporate value.

The new trade name, “Joshin,” encapsulates the friendliness our customers and all other stakeholders have toward us, the voices of employees who want to take over and cherish its founding spirit and corporate culture, and our determination to transform ourselves to a management structure that will, while flexibly responding to ever-changing management conditions, convert the changes into the power to grow. With the new trade name, we will further expand our business and increase our corporate value.

2. Other

We will notify the partial amendment to the Articles of Incorporation associated with the change of trade name as soon as possible.