



February 1, 2019
Endeavour United Co.,Ltd.

Endeavour United Announces New Corporate Identity

We are pleased to announce new corporate identity: our logo design and mission statement.

The logo design and the mission statement express our ambition to spare no efforts in bringing our portfolio companies' "hopes" and "aspirations" into focus by working closely and sharing the viewpoints and passion with them.

《New Logo Design》



- New logo mimics the men and women who have gathered to carry the sacred float, traditional festivals
- The thick navy line represents the sacred float, while the orange line represents the bar of float. The ENDEAVOUR under these lines symbolizes the men and women gathered to carry the float
- This logo embodies all our members work together behind the scenes, like carriers of the sacred float, for our portfolio companies' development

《New Mission Statement》

PURSuing CHALLENGES ALONGSIDE JAPAN

In 2002, when investment funds were still in their infancy
a thought occurred to us...

"There must be a more uniquely 'Japanese' way of doing this"
That was the thought that led to the birth of Endeavour United

Our vision of a Japanese fund embodies the concepts of:
working closely with our investees,
and sharing the same viewpoints and passion
to reach places that seemed impossible before

We strive to embody openness, sincerity
and above all, integrity

Sparing no effort to the very end,
we are dedicated to bringing "inspiration" and "ideas" into focus.