

## JTB Group Launches Rebrand

**Corporate Logo/Website Redesigned to support a ‘dynamic brand that embraces diversity and continually innovates new ways of bringing people, places and possibilities together’**

Tokyo, Japan., November 28, 2022 -- JTB Corp. is implementing a coordinated transformation of its business and brand-building activities in its quest to evolve as a *dynamic brand that embraces diversity and continually innovates new ways of bringing people, places and possibilities together*.

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In the run-up to the next phase (‘Dynamic Growth and Development’, FY2025-2028) under its Medium-Term Management Plan (‘Vision for Pioneering in a New Era’), the JTB Group is stepping up efforts to transform its business, developing products and services that reflect our new Brand Promise (core brand concept) and provide a new brand experience and solutions to stakeholders in Japan and around the world.



The new JTB logo is characterized by monochromatic lettering against a variety of background colors reflecting nature’s palette. This new design is aimed at raising the visibility of the operational breadth of the JTB brand.

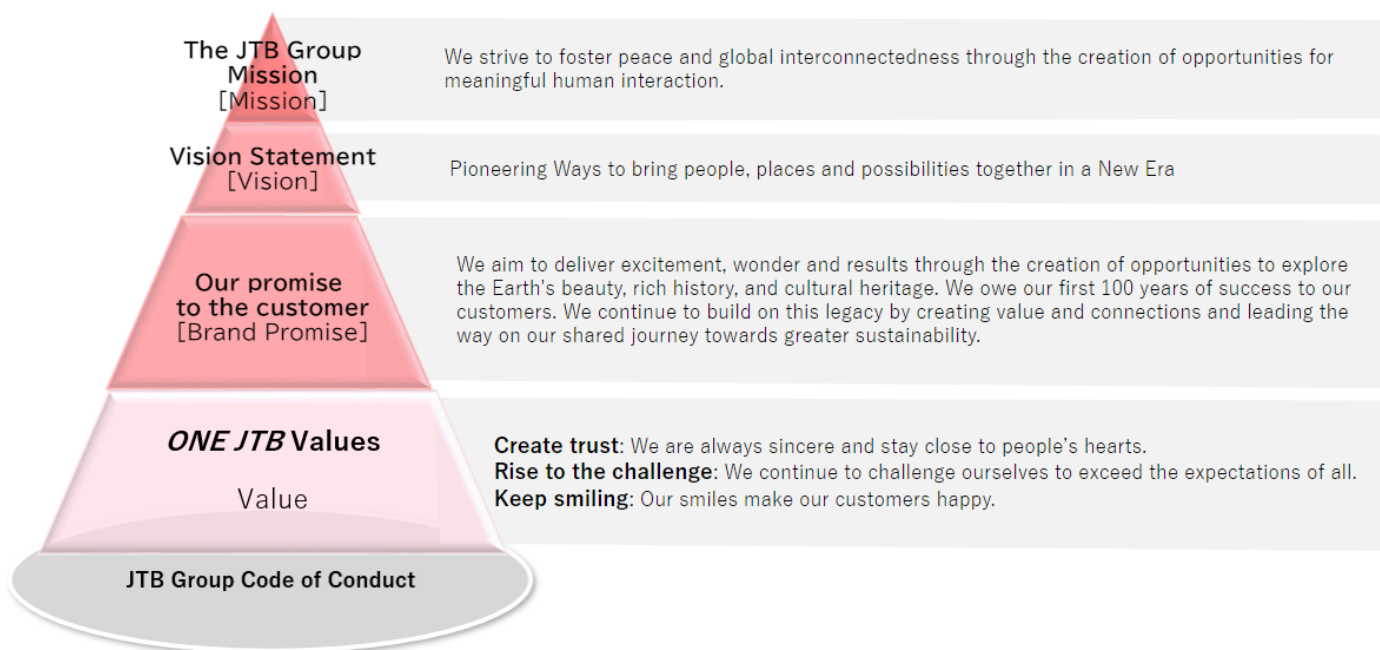
**New Group Site: <https://www.jtbcorp.jp/en/>**

## ■ Rebranding Drivers

As part of its efforts to realize its ‘Vision for Pioneering in a New Era’ formulated in FY20, the JTB Group has implemented a disciplined cost restructuring program to weather the impact of the pandemic and carefully re-examined its brand aspiration. In April 2022, we formulated a new Brand Promise (core brand concept) and revised The JTB Way\* to incorporate ‘ONE JTB Values’ determined via a global workforce survey. An insight survey revealed a gap between the market’s perception of the JTB Group and our aspirations as an organization, making it evident that we need to do a better job of communicating our non-travel activity as well as the operational breadth and depth of our organization. The JTB Group defines itself as being in the business of ‘bringing people, places and possibilities together’<sup>2</sup> based on a posture of ‘Connecting and Contributing’, the wellspring of value creation at JTB. Our diverse team of professionals is engaged in a wide range of businesses that extend far beyond travel and tourism, delivering inspiration, enjoyment and results to a broad spectrum of customers and business partners, and helping to create a more sustainable society. As our efforts to transform our business move into full swing, we are redesigning our corporate logo in order to cultivate a new image as a ‘dynamic brand that embraces diversity and continually innovates new ways of bringing people, places and possibilities together’. This integrated transformation of our business and brand-building activities will be systematically reflected in our products, services, Web presence, and brick-and-mortar facilities in the months and years ahead.

\* The JTB Way expresses who we are as an organization and provides a foundation for our business the activities and the conduct of our people.

## ■ The JTB Way



## ■ The JTB Group Brand Aspiration, Worldview & Design Concept

### ● Brand Aspiration of the JTB Group

#### JTB Group Mission

We strive to foster peace and global interconnectedness through the creation of opportunities for meaningful human interaction.

#### Vision Statement

Pioneering Ways to bring people, places and possibilities together in a New Era.

The JTB Group's brand aspiration includes all facets of the JTB Way but draws its primary inspiration from our Mission and Vision.

**As a dynamic brand that embraces diversity, we continually take on new challenges, exceed expectations, and pioneer new ways of bringing people, places and possibilities together.**

The rich colors of the land, sea and sky. Nature's palette creates a rich world of diversity. Our new brand image expresses who we are... a dynamic organization that continually takes on new challenges, innovating new ways of bringing people, cultures, communities, society, and the economy together.

### ● The JTB Group Worldview

#### Brand Promise (core brand concept)

“Perfect moments, always”

The JTB Group worldview draws its primary inspiration from our Brand Promise (core brand concept).

**Aligned with the themes of inspiration and enjoyment, our new brand design expresses the three dimensions of the JTB Group's worldview:**

1. A dynamic worldview inspired by the grandness of the Earth
2. A personalized worldview focused on individuals, communities, and the economy
3. A forward-looking worldview that seeks to exceed the customer's expectations through empathy, integrity and innovation

### ● Design Concept

#### ONE JTB Values

Integrity / Innovation / Inspiration???

Our design concept draws its primary inspiration from ONE JTB Values.

Our new design concept is constructed around 12 color shades representing diversity and a dynamic worldview.

#### Themes: Creativity & Innovation

**Stay true at all times to the unique needs of the individual, while continually challenging ourselves to exceed the expectations of our customers and stakeholders.**

Our new design concept harnesses JTB Visuals combining hues inspired by the Earth's color palette with contoured cutouts of the letters J-T-B and dynamic, inspirational photography conveying excitement and wonder.



◀Example of JTB graphics designed using the new J-T-B lettering motif

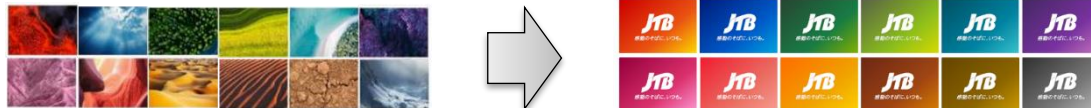
These designs reflect the ongoing journey of 'taking on new challenges' as reflected in ONE JTB Values.

These tri-letter JTB Visuals imbue our corporate monogram with new meaning: J =for Journey, T = Treasure, B = Business.

## ■ New Corporate Logo



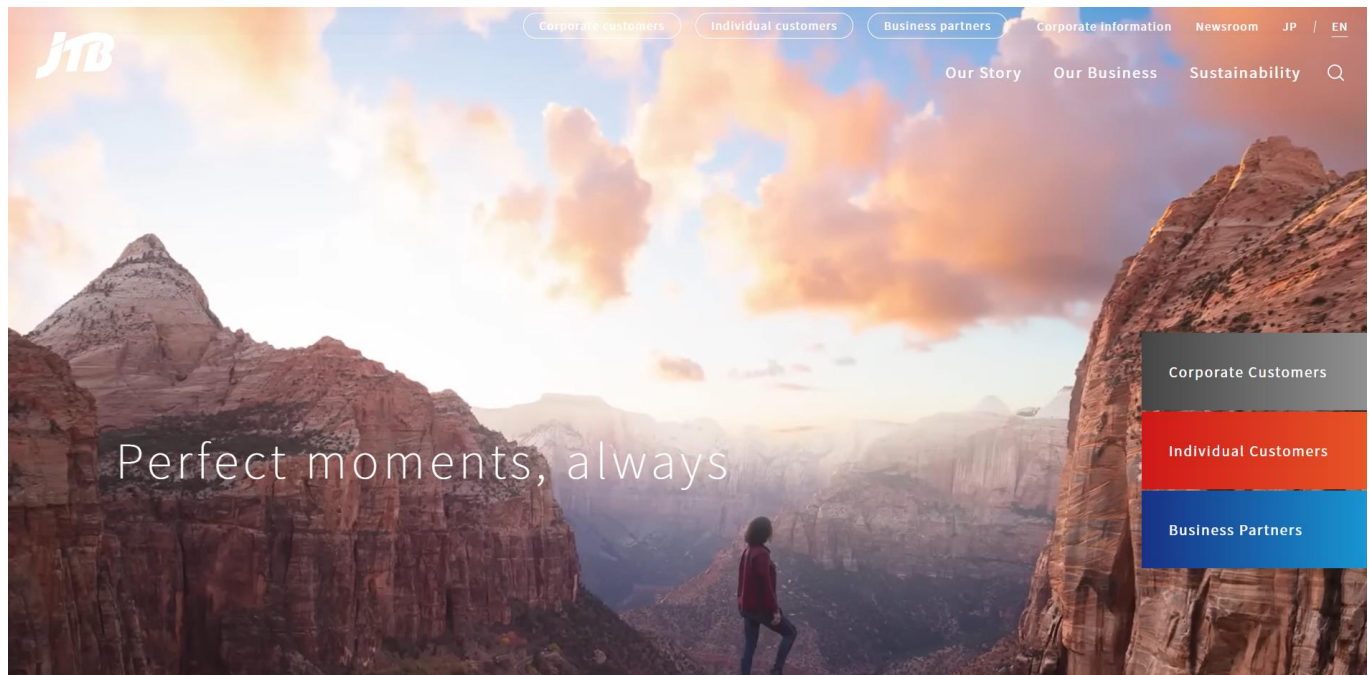
New monochromatic JTB lettering



A dozen Earth-inspired background colors convey diversity and possibilities

The bold contours of the J-T-B lettering in our new logotype express the dynamism, energy and progressiveness of the JTB organization. They also convey JTB's desire to continue the journey of excitement and inspiration through genuine, engaged connections with our customers. Our rebranding, the JTB Group's first in 35 years, honors the legacy of the JTB logo and maintains its dynamic design while replacing the two-color design with a monochromatic logotype using 12 background colors from nature's color palette to convey diversity and possibilities. The goal of this new design is to promote visibility of the operational depth and breadth embodied by the JTB brand. Supported by this new design scheme, JTB will continue to cultivate a global brand image characterized by diversity and innovation.

## ■ JTB Corporate Website



<https://www.jtbcorp.jp/en/>

## • Key Changes

### (1) Design Overhaul

Our site has been redesigned around key visuals based on a design concept that embodies the JTB Group's brand aspiration and worldview. The new website emphasizes a look-and-feel that makes our new brand more relatable from the perspective of our various stakeholders (corporate clients, individual customers, business partners, etc.). We have also refurbished our site's English-language content to better support our global communication efforts.

### (2) Improved User-Friendliness, Readability and Searchability

We have revamped our global navigation bar to make it easier to find information anywhere on the site. By incorporating a responsive design approach that optimizes readability across different devices and a keyword search feature, users will find it easier to search for information about the JTB Group.

### (3) New 'Brand Experience Content' to Showcase Who We Are

We have added a variety of enhanced content featuring how we create value by 'bringing people, places and possibilities together' as well as the breadth and depth of our organization's activity, including 'The Value Creation Process at the JTB Group', 'Our Value Creation Story'. We also make use of video content to better communicate our sustainability initiatives and have expanded our 'Brand Experience Content' to help our various stakeholders better understand who we are.

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#### <About JTB>

Today's JTB traces its roots back to Japan Tourist Bureau, an agency formed in 1912 for the purpose of servicing the ticketing needs of foreign tourists in Japan. Over a century of history, JTB steadily evolved into a travel and tourism industry leader. Through vision, integrity, innovation, and unsurpassed know-how, the JTB Group consistently creates unparalleled value for its stakeholders.

\*The JTB Logo, and all trademarks and service marks are owned by JTB Corp. unless otherwise noted.