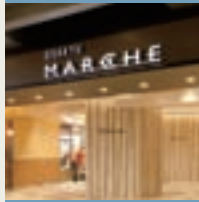


PROFILE



NEW BRAND MARK

Further deepening our ties with customers, we want to build their next age of prosperity. To represent that dedication, we have created a new Odakyu Group Brand Mark.



THE ODAKYU GROUP'S RESPONSIBILITY

Our role is to contribute to creating “irreplaceable times” and “rich and comfortable lifestyles” for customers living in the areas surrounding Odakyu railway lines. It represents the corporate philosophy we are committed to as the Odakyu Group. Based on this thinking, we seek to provide even better services to enable customers to experience quality and joy in their daily lives. This is the spirit in which we carry out operations, aiming to fulfill our responsibility as the Odakyu Group.

THE THOUGHT BEHIND THE GROUP'S BRAND MARK

The Odakyu Group operates businesses closely entwined with the daily lives of people. We provide goods and services that support our customers' daily lives, centered on transportation but including merchandising, real estate, and other services. Going forward, we will continue to closely pursue reliability, convenience, and comfort in the hope of remaining the “corporate group of choice” of our customers.

For that purpose, we believe it will be necessary for our Group companies to combine their capabilities more than ever before, working in harmony to build the next prosperous age for our customers. The new mark was created to act as a banner that embodies the hopes of each company in the Odakyu Group.

THE CONCEPT BEHIND THE GROUP'S BRAND MARK

The new brand mark uses “o” the first letter in the word Odakyu as its motif. It signifies the commitment of the Group to such attributes as dynamism, innovation, and being “in touch” with customers. It also embodies the intentions of each company to be resourceful in flexibly and accurately meeting the diversified needs of its customers. Furthermore the main color of the mark is the familiar blue that has been used for many years by the Odakyu railway line— expressing a “truly” Odakyu sensibility.

The new mark is being increasingly displayed on the trains and station guides of the Odakyu lines and in the facilities of each member of the Odakyu Group.

MANAGEMENT PRINCIPLE

The Odakyu Group helps its customers create “irreplaceable times” and “rich and comfortable lifestyles.”

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