

# News Release



Sumitomo Electric Industries, Ltd.

June 11, 2020

## Notice Regarding Change in the Company Name and Brand Mark of SEI Optifrontier

SEI Optifrontier Co., Ltd., a consolidated subsidiary of Sumitomo Electric Industries, Ltd., made the decision to change its company name to “Sumitomo Electric Optifrontier Co., Ltd.” at its board meeting held on June 5, 2020. The decision is subject to approval of a partial amendment to the Articles of Incorporation at the company’s general shareholders’ meeting scheduled to be held on June 23, 2020.

Along with the change in the company name, the brand mark of the company will also be changed.

### 1. Overview of the subsidiary

(1) Current company name	SEI Optifrontier Co., Ltd.
(2) New company name	Sumitomo Electric Optifrontier Co., Ltd.
(3) Scheduled date for the change	July 1, 2020
(4) Founded	May 15, 1915 (Predecessor of Toyokuni Electric Cable, Co., Ltd., started its operation as Toyokuni Electric Cable Factory)
(5) Inaugurated	July 1, 2010
(6) Major business	Manufacture and sales of optical networking products and parts, optical fiber cables, and networking devices and tools
(7) Location of headquarters	1 Taya-cho, Sakae-ku, Yokohama-shi, Kanagawa
(8) Name and title of representative	Suetsugu Yoshiyuki, President
(9) Capital	662 million yen
(10) URL	<a href="http://www.seof.co.jp/english/index.html">http://www.seof.co.jp/english/index.html</a>

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## 2. New brand mark (with the tagline)

The brand mark of the company will be changed as follows based on the Sumitomo Electric Group's visual identity.

## 3. Background of the change

The company was founded in 2010 as SEI Optifrontier Co., Ltd. as the result of the merger between Toyokuni Electric Cable Co., Ltd. and Sumiden High Precision Co., Ltd. It has since promoted business operations together with Sumitomo Electric as one of the core companies of its lightwave network product business. To take the next leap forward in the infocommunications market, which will continue to expand globally, it is important for the company to clearly show that it offers Sumitomo Electric's reliable technologies and quality. Therefore, the company name will be changed to "Sumitomo Electric Optifrontier Co., Ltd."

In accordance with the management principle "we will explore the frontiers of the lightwave network industry and will tackle new value creation with all our energies, making the most of our expertise and know-hows that we have accumulated," we will strive to contribute widely to the growing advanced infocommunications society.

### ■ Reference

Sumitomo Electric's Website

<https://sumitomoelectric.com/>