

Interbrand “Best Japan Brands 2018”

Announcing Japan’s Top 40 Best Global Brands and Japan’s Top 40 Best Domestic Brands for 2018

- **Toyota** holds 1st place for the tenth consecutive year in Japan’s Best Global Brands
- **Subaru** moves up to 9th place
- **SMFG** and **Mizuho** fulfill global brand standards to be included in the top ranks of Japan’s Best Global Brands
- **Nintendo** has made a comeback to the top 10 with the highest growth rate in the ranking at 21%
- **Omron** enters Japan’s Best Global Brands, and **ZOZOTOWN**, **MS&AD**, and **H.I.S.** debut in Japan’s Best Domestic Brands ranking

Interbrand Japan, Inc., Japan’s largest branding company, located in Shibuya, Tokyo, has released its Best Japan Brands 2018 report. The report ranks the brand value of brands originating in Japan through a Brand Valuation™ method that converts the value of independent brands into a monetary value.

Interbrand Japan has announced its annual rankings since 2009. In its 10th consecutive year, Best Japan Brands 2018 announces its top 40 brands in two categories: Japan’s Best Global Brands (JBGB) which ranks global Japanese brands (brands with an overseas sales ratio of more than 30%) and Japan’s Best Domestic Brands (JBDB), which ranks domestic Japanese brands (brands with an overseas sales ratio less than 30%).

Best Japan Brands uses the same evaluation methodology as Interbrand’s Best Global Brands, which has ranked and announced the top 100 global brands every year since 2000, and uses world standards as an index to compare the value of Japanese brands to leading global brands.

Best Japan Brands 2018 Overview

The world's economy is slowly recovering. Although individual consumer spending has been sluggish, Japan has enjoyed record economic growth for 52 months, the third longest period of growth since World War II. The total monetary value of brands has grown 1.1% in the JBGB and decreased 12.2% in the JBDB compared to last year. The decrease in the JBDB is due to brands moving to JBGB, indicating increased globalization of Japanese brands.

The rankings were dominated by automotive brands (10 brands), electric appliance brands (5 brands), and financial brands (5 brands).

Automotive brands, led by Toyota (JBGB #1, -6% compared with the previous year), continued to expand their brand value to drive the overall growth of JBGB and JBDB .

Among financial brands, SMFG (JBGB #12, -15% compared with the previous year) and Mizuho (JBGB #14, -8% compared with the previous year) entered global rankings from the JBDB, increasing the number of financial brands representing Japan within the JBGB to three.

Brands that recognized the importance of their brand and worked to enhance it continued to show a high growth rate in their brand value.

Nintendo (JBGB #10, +21% compared with the previous year), Subaru (JBGB #9, +12% compared with the previous year), and Yamaha (JBGB #27, +11% compared with the previous year) improved value by clearly identifying their differentiating factors.

Japan's Best Global Brands 2018

Among JBGB 2018, four out of the top 10 spots were occupied by automotive brands, with Toyota at #1 for the tenth consecutive year, Honda (#2, +3% compared with the previous year), Nissan (#3, +4% compared with the previous year), and Subaru (#9, +12% compared with the previous year). Subaru held the second highest growth rate for brand value at 12%. Overall, 10 automotive brands dominated the Top 40.

SMFG (#12, -15% compared with the previous year) and Mizuho (#14, -8% compared with the previous year) moved from JBDB by fulfilling the criteria of having an overseas sales ratio of at least 30%. Finance brands have continued to globalize rapidly. Also, Omron (#39) made its debut in the JBGB rankings.

TOP 5 Growing Brands (Year-on-Year Growth Rate Increase in Brand Value)

Nintendo (#10, +21% compared with the previous year)

The home game console market expanded by 31% in 2017. The driving force behind its expansion was the Nintendo Switch, a home gaming device with freedom of gameplay that has gained fans not only in the domestic market but in the global market as well. Popular games such as The Legend of Zelda and Mario Kart have sold more than 7.63 million copies, with 5.67 million accounting for overseas sales.

Subaru (#9 , +12% compared with the previous year)

Known as Fuji Heavy Industries for over 100 years, the company changed its official name to Subaru the name of its globally recognized automobile brand. Subaru is turning from “a manufacturing company into a company that delivers value” and promotes the idea that “life is made better with a Subaru”

Yamaha (#27, +11% compared with the previous year)

Yamaha is a brand that has emphasized the pursuit of originality. The brand has taken measures to improve its global brand value. Both Yamaha companies have been using Yamaha brand consistently while strengthening their innovative powers toward new fields, including the use of AI, trial experiments on bullet trains and with ANA, and entries into the medical industry.

Kubota (#38, +10% compared with the previous year)

With its slogan “For Earth, For Life” Kubota has taken a stance toward solving problems related to products indispensable to human life (food, water, environment). Kubota aims to be a serious global contender and is developing essential goods in different countries through careful marketing strategies.

Ajinomoto (#34, +10% compared with the previous year)

Ajinomoto started a strategic brand initiative in its medium-term business plan, declaring it would build corporate brand value by creating social and economic value. The company introduced Ajinomoto Group Global Brand Logo (AGB) and launched a corporate brand strategy focused on cooperation between regions.

New Entrants

SMFG (#12, -15% compared with the previous year), Mizuho (#14, -8% compared with the previous year), Omron (#39)

*SMFG and Mizuho moved from JBDB to JBGB

Japan's Best Global Brands 2018

| Ranking 2018 | Ranking 2017 | Brand | Sector | Brand Value (US m\$) | Change in Brand Value | Ratio of Overseas Sales (FY2016) | |
|--------------|--------------|---------------------|---------------------|----------------------|-----------------------|----------------------------------|------|
| 1 | 1 | Toyota | Automotive | 50,291 | -6.1% | 75.1% | * |
| 2 | 2 | Honda | Automotive | 22,696 | 2.7% | 84.9% | * |
| 3 | 4 | Nissan | Automotive | 11,534 | 4.2% | 84.4% | * |
| 4 | 3 | Canon | Electronics | 9,788 | -11.7% | 79.2% | * |
| 5 | 5 | Sony | Electronics | 8,474 | 1.9% | 68.5% | * |
| 6 | 6 | MUFG | Financial Services | 6,714 | -9.7% | 41.0% | |
| 7 | 7 | Panasonic | Electronics | 5,983 | -6.0% | 50.2% | * |
| 8 | 8 | UNIQLO | Apparel | 5,253 | -1.9% | 43.4% | |
| 9 | 10 | Subaru | Automotive | 4,001 | 12.2% | 80.4% | |
| 10 | 11 | Nintendo | Electronics | 3,942 | 21.3% | 73.4% | |
| 11 | 9 | Lexus | Automotive | 3,940 | 6.8% | 75.1% | ** |
| 12 | NEW | SMFG | Financial Services | 3,418 | -15.2% | 27.0% | *** |
| 13 | 12 | Bridgestone | Automotive | 3,027 | 1.0% | 80.4% | |
| 14 | NEW | Mizuho | Financial Services | 2,683 | -8.4% | 30.4% | |
| 15 | 15 | Tokio Marine | Financial Services | 1,929 | 6.7% | 36.8% | |
| 16 | 13 | Mazda | Automotive | 1,886 | -9.0% | 81.7% | |
| 17 | 14 | Suzuki | Automotive | 1,852 | -2.2% | 67.3% | |
| 18 | 16 | Shiseido | Personal Care | 1,782 | 8.7% | 52.0% | |
| 19 | 17 | Komatsu | Machinery | 1,552 | 3.7% | 78.2% | |
| 20 | 19 | MUJI | Retail | 1,390 | 9.0% | 34.9% | |
| 21 | 18 | Daikin | Machinery | 1,369 | 2.2% | 74.6% | |
| 22 | 22 | Shimano | Machinery | 1,255 | 5.5% | 88.5% | |
| 23 | 21 | Unicharm | Personal Care | 1,239 | 2.9% | 57.4% | |
| 24 | 24 | Hitachi | Diversified | 1,138 | 3.0% | 48.1% | |
| 25 | 20 | ASICS | Sporting Goods | 1,135 | -8.9% | 74.6% | |
| 26 | 26 | Mitsubishi Electric | Diversified | 1,052 | 8.5% | 43.2% | |
| 27 | 29 | Yamaha | Diversified | 998 | 10.9% | 84.2% | **** |
| 28 | 27 | DENSO | Automotive | 994 | 5.1% | 59.8% | |
| 29 | 25 | Nikon | Precision Equipment | 896 | -11.9% | 83.1% | |
| 30 | 23 | Ricoh | Printers, Machinery | 882 | -23.1% | 62.2% | |
| 31 | 28 | Yakult | Food & Beverages | 863 | -7.2% | 39.3% | |
| 32 | 31 | Nomura Holdings | Financial Services | 807 | 2.3% | 34.9% | |
| 33 | 32 | Fujitsu | Computer Services | 787 | 1.0% | 36.5% | |
| 34 | 36 | Ajinomoto | Food & Beverages | 778 | 9.5% | 54.0% | |
| 35 | 35 | Kikkoman | Food & Beverages | 776 | 8.7% | 56.1% | |
| 36 | 33 | Epson | Printers, Machinery | 769 | 5.1% | 75.5% | |
| 37 | 34 | Isuzu | Automotive | 762 | 5.4% | 59.6% | |
| 38 | 38 | Kubota | Machinery | 758 | 9.9% | 65.5% | |
| 39 | NEW | Omron | Electronics | 758 | New | 57.2% | |
| 40 | 30 | Olympus | Precision Equipment | 717 | -13.1% | 78.7% | |

*Brands ranked in Best Global Brands 2017 apply the monetary brand value of Best Global Brands 2017

**The ratio of overseas sales is that of Toyota Motor Corporation.

*** Although overseas sales did not exceed 30%, SMFG was included in the global ranking because overseas sales for businesses operating under the respective brands exceeded 30%.

****The brand values of Yamaha Motor Co., Ltd. and Yamaha Corporation have been combined and calculated. The overseas sales ratio divides the total overseas sales of both companies by their gross sales.

Japan's Best Domestic Brands 2018

In the JBDB 2018, NTT DOCOMO took the top position (+3% compared with the previous year) for the eighth consecutive year, followed by SoftBank (#2, -8% compared with the previous year) and au (#3, -3% compared with the previous year). While these three major communication companies maintained stable growth, ZOZOTOWN (#32), MS&AD (#36) and H.I.S. (#40) entered the rankings for the first time.

Top 5 Growing Brands (Year-on-Year Growth Rate Increase in Brand Value)

KOSÉ (#16, +20% compared with the previous year)

As a medium-term management plan, KOSÉ has outlined its plan to “promote brands to win recognition and respect around the world.” It is currently promoting flagship global brands and speeding up entry into new markets. For this reason, it is designing brands for Asia and North America not in Japan, but in the US, the world's largest cosmetics market.

LINE (#15, +18% compared with the previous year)

The LINE application now has 167 million monthly users in Japan, Taiwan, Thailand, and Indonesia. LINE is currently developing new services based on its brand in anticipation of the future of smartphones and has entered the realm of AI speakers as well. Despite the changes, the stance of the LINE brand remains one of listening to the user.

Nitori (#37, +17% compared with the previous year)

In 2017, Nitori rapidly expanded stores within urban areas and increased brand awareness among young people and overseas visitors, improving brand power to allow for overseas expansion. The company is focused on gaining brand credibility with strict quality control for items produced overseas, which account for over 90% of products.

Matsumotokiyoshi (#34, +14% compared with the previous year)

Matsumotokiyoshi was the first in Japan to introduce “The Superior Plan” provided by UnionPay International, which makes shopping in Japan easier for overseas tourists. The company continues to develop unique and innovative strategies to maintain brand vitality, such as the opening of the first location of BeautyU, a new project supporting the health and beauty of busy working women, in Ginza in June 2017.

Asahi (#9, +11% compared with the previous year)

In 2017, Asahi Beer took the top share of the domestic market for low-malt beer, made mainly from soy beans, for the first time in its history. With a focus on beverages such as carbonated (Wilkinson) and lactobacillus drinks (Calpis), Asahi has seen a rise in earnings. Moreover, with the buyout of high quality European beer, it is quickly progressing within the global market.

New Entrants

ZOZOTOWN (#32)

ZOZOTOWN has grown rapidly to become the largest fashion shopping site domestically, and in 2017 announced its new website, Zozosuit. Providing over 15,000 measurements in an instant and supplying “maximum comfort clothing” it has created a new business model. ZOZOTOWN has high potential as an influential brand with origins in digital technology.

MS&AD (#36)

With “Insurance that doesn’t stop,” MS&AD promotes “experimenting with innovation in business and new insurance,” and “challenging the world,” and aims to be a world-class insurance and financial group. With transparent brand portfolios for each company after the merger, the company has clarified its strategy both inside and outside the company, steadily building brand power.

H.I.S. (#40)

In 2017, H.I.S. opened a high-efficiency hotel named Henn na Hotel (“Weird Hotel”) which employs robots instead of humans, creating a new hotel business model that responds to labor shortages and combines profit with entertainment. The company has garnered attention for continuing to innovate and take on new challenges.

Japan's Best Domestic Brands 2018

| Ranking 2018 | Ranking 2017 | Brand | Sector | Brand Value (US m\$) | Change in Brand Value | Ratio of Overseas Sales (FY2016) |
|--------------|--------------|-------------------------------|----------------------------|----------------------|-----------------------|----------------------------------|
| 1 | 1 | NTT DOCOMO | Telecommunications | 9,823 | 2.9% | Less than 10% |
| 2 | 2 | SoftBank | Telecommunications | 5,901 | -7.8% | 51.0% * |
| 3 | 3 | au | Telecommunications | 4,575 | -3.0% | Less than 10% |
| 4 | 5 | Recruit | Media | 3,398 | 5.1% | 39.6% * |
| 5 | 6 | Rakuten | Internet Services | 2,848 | -4.1% | 20.0% |
| 6 | 9 | Suntory | Food & Beverages | 2,203 | 0.1% | 36.9% */** |
| 7 | 8 | Kao | Personal Care | 2,105 | -6.3% | 33.8% * |
| 8 | 10 | Kirin | Alcohol & Others | 1,731 | 3.9% | 32.8% * |
| 9 | 11 | Asahi | Alcohol & Others | 1,679 | 10.8% | 15.7% |
| 10 | 12 | Lawson | Convenience Store | 1,183 | -8.8% | Less than 10% |
| 11 | 13 | NISSIN | FMCG | 1,171 | -3.1% | 22.3% |
| 12 | 14 | Japan Airlines | Logistics | 1,100 | -2.1% | 36.7% *** |
| 13 | 15 | SECOM | Security | 1,037 | 1.9% | Less than 10% |
| 14 | 16 | Mitsubishi Estate | Construction & Real Estate | 861 | -6.6% | Less than 10% |
| 15 | 23 | LINE | Internet Services | 724 | 18.3% | 28.3% |
| 16 | 24 | KOSÉ | Cosmetics | 704 | 20.1% | 20.7% |
| 17 | 18 | FamilyMart | Convenience Store | 703 | -4.9% | Less than 10% |
| 18 | 19 | Calbee | FMCG | 695 | 1.6% | 11.5% |
| 19 | 17 | Kampo Seimei | Financial Services | 641 | -19.4% | Less than 10% |
| 20 | 20 | Mitsui Fudosan | Construction & Real Estate | 637 | -5.7% | Less than 10% |
| 21 | 21 | Meiji | Food & Beverages | 620 | 0.6% | Less than 10% |
| 22 | 25 | Daiwa House | Construction & Real Estate | 595 | 5.7% | Less than 10% |
| 23 | 27 | Dai-ichi Life | Financial Services | 590 | 7.7% | 23.2% |
| 24 | 22 | NEC | Computer Services | 557 | -9.5% | 21.4% |
| 25 | 30 | BANDAI NAMCO | Entertainment | 469 | 7.1% | 26.7% |
| 26 | 28 | ORIX | Financial Services | 441 | -7.4% | 18.0% |
| 27 | 35 | Sompo Holdings | Financial Services | 409 | 10.6% | 12.7% |
| 28 | 34 | Resona | Financial Services | 409 | 4.8% | Less than 10% |
| 29 | 29 | TOTO | Construction & Real Estate | 406 | -8.1% | 24.2% |
| 30 | 32 | Sekisui House | Construction & Real Estate | 380 | -8.2% | Less than 10% |
| 31 | 31 | Yamato | Logistics | 364 | -14.2% | Less than 10% |
| 32 | NEW | ZOZOTOWN | Internet Services | 355 | New | Less than 10% |
| 33 | 33 | ABC-MART | Apparel | 330 | -18.6% | 25.0% |
| 34 | 38 | Matsumotokiyoshi | Retail | 320 | 13.5% | Less than 10% |
| 35 | 36 | Sumitomo Mitsui Trust | Financial Services | 319 | -7.4% | 14.2% |
| 36 | NEW | MS&AD | Financial Services | 307 | New | 15.2% |
| 37 | 39 | Nitori | Home Furnishings | 304 | 17.0% | Less than 10% |
| 38 | 37 | Gusto | Restaurants | 276 | -4.7% | Less than 10% |
| 39 | 40 | Sumitomo Realty & Development | Construction & Real Estate | 259 | 3.4% | Less than 10% |
| 40 | NEW | H.I.S. | Travel | 215 | New | Less than 10% |

*Although overseas sales exceeded 30% of total sales for each corporation as a whole, SoftBank, Recruit, Suntory, Kao, Kirin, were included in the domestic ranking because overseas sales for businesses operating under the respective brands did not.

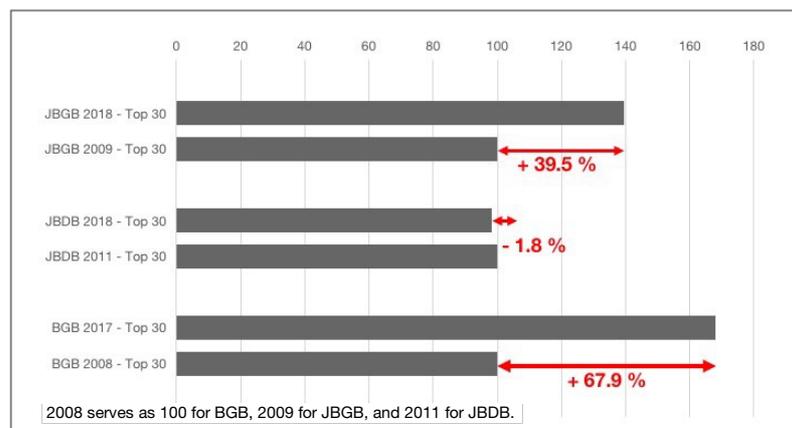
**The evaluation of brand value and ratio of overseas sales is based on figures for the publicly-traded Suntory Food & Beverage Limited.

***The overseas sales of Japan Airlines are the total of its international routes and overseas sales. The sales generated substantially overseas are not publicly disclosed. Therefore, Japan Airlines has been evaluated in the domestic rankings this fiscal year.

Ten Years of Japanese Brands Seen from the Best Japan Brands Ranking

This year marks the tenth since the announcement of Japan's Best Global Brands 2009, created to present outlooks on increasing brand value globally and serve as a measuring rod to compare domestic brands with global brands. Within these ten years, how have Japanese brands grown? Moreover, have they been able to close the gap with the rest of the world?

The JBGB2018 Top 30 has experienced an estimated 40% growth in monetary brand value compared to JBGB2009, and during this time, Japanese brands have rapidly globalized, with UNIQLO, Yakult (2015), MUFG (2016), MUJI, Tokio Marine (2017), Mizuho, and SMFG (2018) going from domestic brands to succeeding in entering global rankings by having an overseas sales ratio of more than 30%. A simple comparison cannot be made due to the fact that major domestic brands have gone global, but considering there has been little growth in the total brand value of JBDB's Top 30 brands since 2011 despite the fact that Japan experienced nearly 4% economic growth during this time, global Japanese brands have remarkably high growth potential and have served as the driving force behind the Japanese economy during this period.



Meanwhile, comparing the Best Global Brands Top 100 for the same period, BGB2017 achieved 68% growth in total brand value over BGB2008, a growth that surpasses that of Japan's global brands. These brand rankings in the 10 years since the Global Financial Crisis of 2008 reflect how, while global companies have continued producing new brands centered on content development, Japanese companies have not created any new brands that change the automobile or electronics industries, which remain the major industries even today, highlighting a social and economic structure of Japan that experiences little industrial turnover.

| | BGB 2008 | BGB 2017 | | JBGB 2009 | JBGB 2018 |
|----|------------------|---------------|----|---------------------|--------------|
| 1 | Coca-Cola | Apple | 1 | Toyota | Toyota |
| 2 | IBM | Google | 2 | Honda | Honda |
| 3 | Microsoft | Microsoft | 3 | Sony | Nissan |
| 4 | GE | Coca-Cola | 4 | Canon | Canon |
| 5 | Nokia | Amazon | 5 | Nintendo | Sony |
| 6 | Toyota | Samsung | 6 | Panasonic | MUFG |
| 7 | Intel | Toyota | 7 | Lexus | Panasonic |
| 8 | McDonald's | Facebook | 8 | Nissan | UNIQLO |
| 9 | Disney | Mercedes-Benz | 9 | Toshiba | Subaru |
| 10 | Google | IBM | 10 | Sharp | Nintendo |
| 11 | Mercedes-Benz | GE | 11 | Shiseido | Lexus |
| 12 | HP | McDonald's | 12 | Komatsu | SMFG |
| 13 | BMW | BMW | 13 | Suzuki | Bridgestone |
| 14 | Gillette | Disney | 14 | Nikon | Mizuho |
| 15 | American Express | Intel | 15 | Ricoh | Tokio Marine |
| 16 | Louis Vuitton | Cisco | 16 | Olympus | Mazda |
| 17 | Cisco | Oracle | 17 | Mitsubishi Electric | Suzuki |
| 18 | Marlboro | Nike | 18 | Bridgestone | Shiseido |
| 19 | Citi | Louis Vuitton | 19 | Daikin | Komatsu |
| 20 | Honda | Honda | 20 | Yamaha | MUJI |

Criteria and Methodology

Criteria for inclusion

In order to shed light on the value of global Japanese brands and enable comparison of their relative position against a common global measure, brands meeting the following criteria were selected for evaluation:

1. The brand originated in Japan: The corporate or business brand is the product of a Japanese enterprise.
2. Financial information is publicly available: The corporation was publicly listed as of October 31, 2017, and analyst reports are available.
3. Overseas sales (sales outside Japan) account for at least 30% of the brand's total sales, based on FY 2016 results: Brands for which overseas sales account for less than 30% of total sales are covered in the ranking of the Top 40 domestic Japanese brands.
4. The brand is generally recognized as a global brand.

Methodology

Interbrand's methodology for evaluating brand value is based on the brand's financial strength, influence on purchasing decisions, and contribution of future earnings. In the same way that securities analysts analyze and evaluate the value of a company, we analyze and evaluate the value of a brand by asking, "What is its future earning potential?" This methodology has been certified compliant with the ISO 10668, the global standard for measuring the monetary value of brands as established by the International Organization for Standardization. The evaluation is made up of the following three specific analyses:

1. Financial Performance: Project the company's future earnings

First, we estimate the current and future revenues of the business operating under the brand. We then subtract operating earnings, taxes, and capital cost of investment to calculate future economic profit. Our analysis is based on published corporate data; future projections are based on analyst performance forecasts. (Note: For analyst forecasts this evaluation relies on analysts' estimates obtained from IFS Japan, Ltd. The IFIS Consensus data <http://www-en.ifis.co.jp/> used is current as of November 20, 2017.)

2. Role of Brand: Derive the brand's contribution to profits

Next, to derive the brand's contribution to future economic profits as calculated in the analysis of financial performance, we analyze the brand's influence on customer purchasing decisions. In evaluating the role that a brand plays in consumer purchasing trends, we perform benchmark analyses by industry that draw on our database of brand value evaluations accumulated over the past 30 years. Based on these industry benchmarks, we perform a proprietary analysis to derive a brand contribution score.

3. Brand Strength: Evaluate the brand's contribution to future earnings

Brand strength analysis measures a brand's power to inspire what the client needs to sustain future earnings—market loyalty, repeat purchases by consumers, and lock in—and discounts brand earnings to derive a present value. Our evaluation offers a systematic means of determining a brand's risk based on the 10 factors below that we believe are key. These include not only external factors such as market position, consumer recognition and favorability, and brand image but also internal factors such as support for the brand among management and employees and the company's brand protection system. This results in a score between 0 and 100 on a 100-point scale.

Brand Strength Model 10 Factors

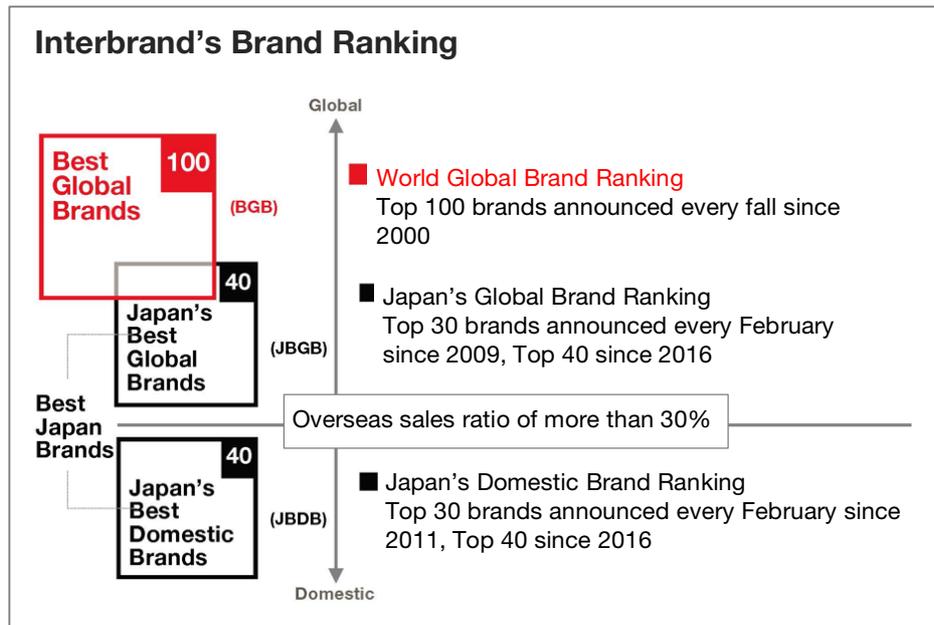
Internal Factors

- Clarity
- Commitment
- Governance
- Responsiveness

External Factors

- Authenticity
- Relevance
- Differentiation
- Consistency
- Presence
- Engagement

Next, the brand strength score is converted into a discount rate through a calculation method unique to Interbrand into a discount rate to derive brand value. The analyses for the role of the brand and the brand strength use various published reports for calculation based on multifaceted consultant evaluations.



About Interbrand

Interbrand is the world's leading brand consultancy, established in London in 1974. Interbrand defines a brand as a living business asset because we believe organizations nurture growth when they offer a superior customer experience through a clear organizational strategy. With 21 offices in 17 countries, we have supported the promotion of growth for both the brand and businesses of our clients through a combination of strategy, creativity, and technology.

Interbrand Brand Valuation™ is the first recognized global standard through the ISO to measure the monetary value of brands worldwide. We publish various brand value and brand strength reports, including Best Global Brands which evaluates and ranks the value of global brands. We advance projects by gathering strategic analysis professionals who use state-of-the-art methodologies with highly creative artists into one team. We conduct all aspects from analysis to execution with in-house resources from strategic consultants who lead the assessment of brand value and building of brand strategies to designers who develop brand logos, packages spaces, and digital signage in addition to copy writers who create names, slogans, and messages.

Interbrand Japan was established in 1983—historically the third office in Interbrand's global network, following London and New York. Interbrand Japan provides a full suite of services to various Japanese organizations and associations from Japanese and foreign-owned enterprises to governmental offices and agencies. Please visit <http://www.interbrandjapan.com> to learn more.

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