

April 1, 2014

To whom it may concern,

Sun Frontier Fudousan Co., Ltd.
Stock listing: Tokyo Stock Exchange 1st Section
Code number: 8934

Notice Regarding the Change of the Corporate Logo

As Sun Frontier Fudousan Co., Ltd. (headquartered in Chiyoda-ku, Tokyo; President: Tomoaki Horiguchi; hereinafter called “our company”) commemorates the 15th anniversary of the establishment of our company, we have changed our corporate logo, with the hope of contributing to our customers further and gaining the trust of our customers.

1. New corporate logo



2. Hope infused into the logo: “Reliable performance”

We aim to grow further in order to offer the best personal services to individual customers and contribute to them more deeply. While inheriting the altruistic spirit, which has been cherished so far, we have infused this symbol with the hope of improving our reliability and dignity as a professional who contributes to the happiness of each customer.

【Shape】

The curve of the emblem depicts a scene in which the altruistic spirit illuminates the horizon and brings development to humankind and society. The unbounded design of a person is inherited from the previous logo, and represents unique solutions and continuous growth.

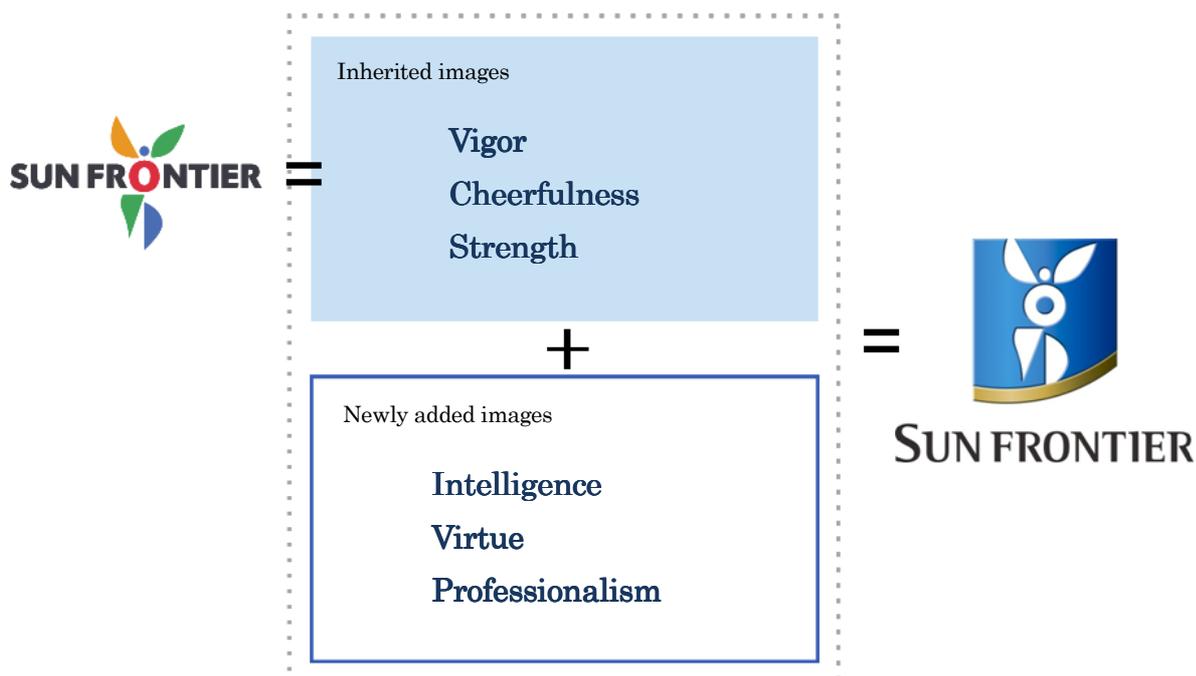
【Color】

The blue represents sincerity, while the gold denotes affluence and dignity.

【Font】

This font represents the reliability supported by high technological capability, forward-thinking spirit, and the ability to take action.

■ Comparison between the new and old logos



(For reference)

The old logo was established when our company was listed in the first section of Tokyo Stock Exchange in Feb. 2007.

■ Date of change

From April 1, 2014, we will start changing logos.

Regarding Sun Frontier Fudousan Co., Ltd.

In 1999, the Sun Frontier Fudousan Group was established as a company that brokers the sale, purchase, and lease of real estate for business use, and manages buildings. At present, we offer consistent one-stop services, including brokerage, management, guarantee, construction, lease, sale and purchase, mainly in the center of Tokyo, and provide building owners with solutions to their problems. Our core business is “real estate renovation” by putting together the expertise of each service. We aim to optimize usage by integrating additional values, such as the ability to grasp tenant trends and the ability to renew buildings to make them more attractive, based on our knowledge of local areas.

For further information, please see our website: <http://www.sunfrt.co.jp>

<For inquiries about this matter>

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