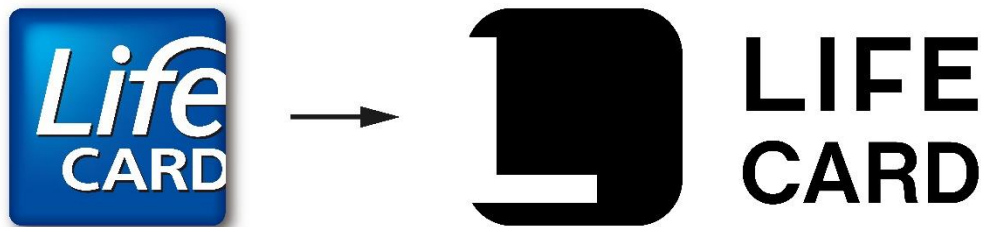


February 1, 2023

Renewal of LIFECARD's Visual Identity
Strengthening measures to increase brand loyalty with the aim of becoming the
"first credit card " of the young adults

AIFUL Group's LIFECARD Co., Ltd. (Location: Yokohama City, Kanagawa Prefecture; President: Toshihiro Kitanobo; hereinafter "LIFECARD") has been boldly taking on the challenge of thinking outside the box and providing unique and original products and services under the brand concept of "Be Unique!." With the Visual Identity (VI) change, the art symbol and company name logo will be renewed on February 1, 2023, as well as the credit card design and website, with the aim of further enhancing brand loyalty.

*The art symbol, company name logo, and credit card design will be changed sequentially. Please note that the new and old logos will be mixed for a while.



In recent years, as digital content and cashless services diversify and users' values and needs change rapidly, it has become increasingly difficult for young people to choose the "Good fit first credit card" for them.

Starting with this VI renewal, under the theme of "from functional value to emotional value," LIFECARD aims to increase customer loyalty by developing a variety of financial services that address each individual customer to support ethical consumption*, and to be chosen as the "first credit card" with empathy for emotional value.

*Ethical consumption refers to consumption activities in which each consumer considers the resolution of social issues for himself/herself and supports businesses that address such issues. Referenced from Consumer Affairs Agency website (https://www.caa.go.jp/policies/policy/consumer_education/public_awareness/ethical/about/) .

<Art Direction>

The new VI was designed by Issay Kitagawa of GRAPH who was welcomed as art director.

A Comment from Mr. Kitagawa:

The goal in branding LIFECARD was to be the brand of choice for young people, and to remain an icon of a free and creative image, like a fashion or lifestyle brand, rather than a descriptive image imposed by a company.

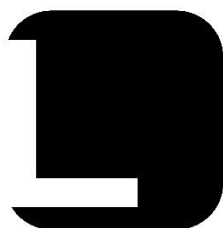
Therefore, in response to LIFECARD's theme of "from functional value to emotional value," we have set the design concept of "beauty (Art) resides in the details".

A beautiful thing looks comprehensively and permanently beautiful through the aggregation of careful attention to detail.

We hope that the precise design of the foundation of the card will give depth and persuasiveness to the various initiatives of LIFECARD, which are developed under the concept of "Be Unique!".

1. "Art Symbol (Symbol Mark)"

The design features the initial letter "L" of the brand in a rounded square, with the "L" in neutral Gothic type, arranged in a way that it can be read as an L without any problem, but with a memorable balance which is somewhat tricky. This gives the design an abstraction like a contemporary art sculpture while still being flat. The method of expression that describes a view of the world with a minimum number of objects and a balance of margins is also in line with the philosophy of Zen, which is admired around the world.



2. "Corporate Name Logo"

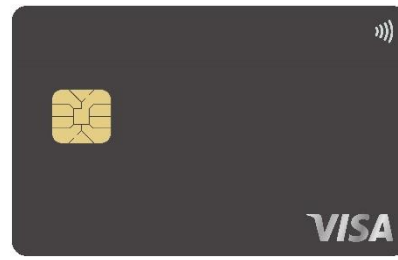
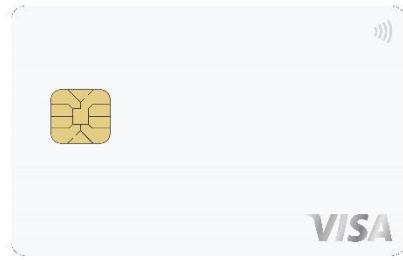
The height of the horizontal lines L, F, and E were adjusted to create the image of a step up to the right. The use of a neutral Gothic font, which is a trend among global brands, allows the card to be read easily and fluently as "LIFECARD," but the spacing is also designed to make the card memorable.

**LIFE
CARD**

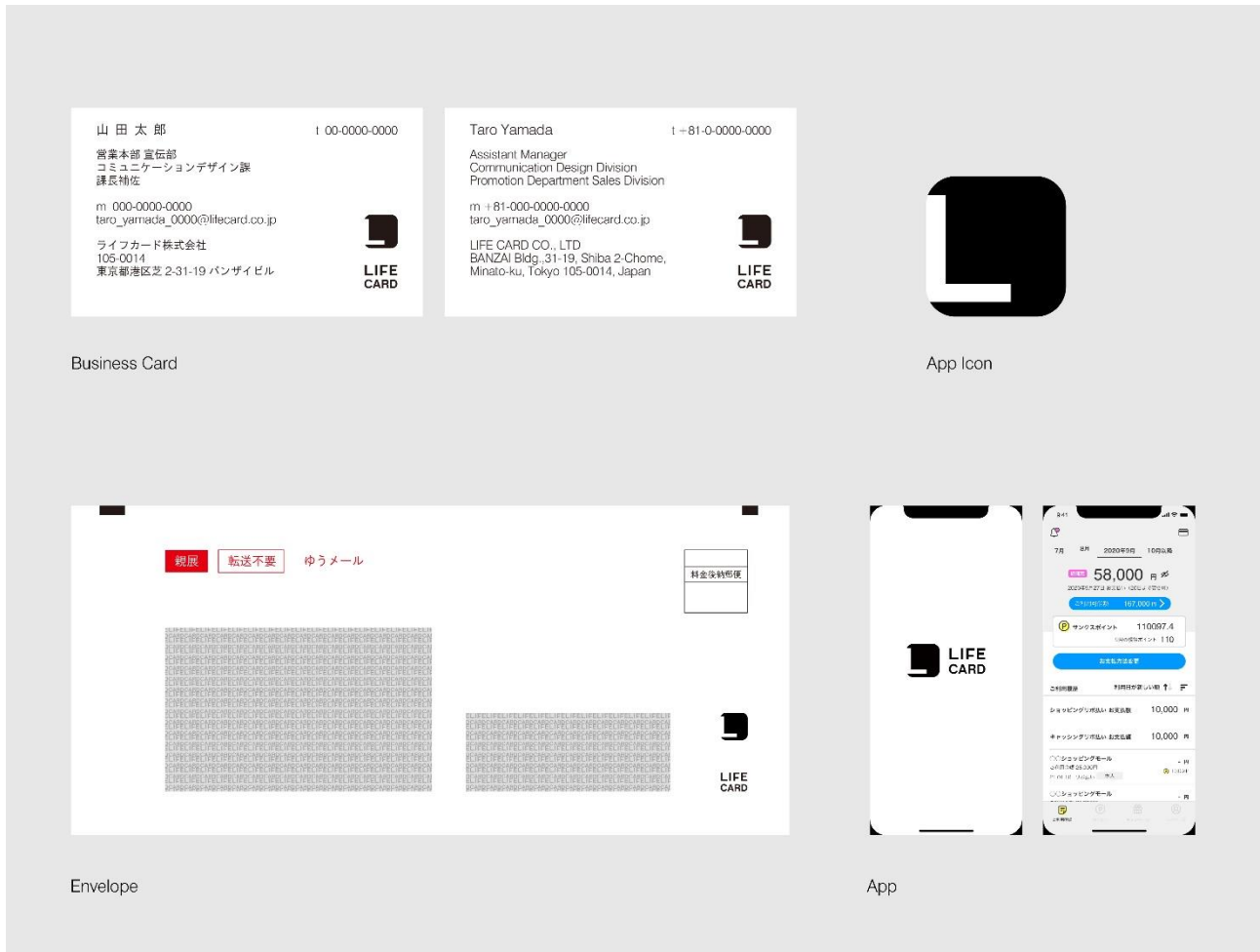
3. Credit Card Design

Comparing the card to a plain canvas, we designed the colors to be as noise-free as possible, so that the card can be dyed in any way and lead to free ideas and actions.

We hope that this card will lead to various collaborations in the future.



4. VI Deployment_Each Application Design



Profile of Art Director Issay Kitagawa

GRAPH CEO / Designer / Artist

Born in Kasai City, Hyogo Prefecture in 1965. Graduated from the University of Tsukuba in 1987. Joined GRAPH (former: Kitagawa Shiki Printing Co., Ltd) in 1989. Aiming to create communication designs that resonate with the heart of people, he consistently carries out designs, branding, intellectual property management, character development, manufacturing, etc. By proposing “design as a management resource” from the perspectives of both managers and designers, he has gained the support of many clients from local SMEs to well-known overseas luxury brands.