

To Whom It May Concern:

Fukushima Industries Corporation

On the naming of our corporate mascot

It seems that the transliteration of the name of our corporate mascot into the English alphabet has been mistakenly associated with some unsavory words by people living in English speaking countries, or some content on the Internet may have led to misunderstandings. We apologize profusely for having caused concern and misunderstanding among a great many people.

We would also like to thank the many people who kindly pointed out these misunderstandings and offered their opinions.

Below, we would like to provide an overview of our company, the derivation of our mascot's name, and the course we will follow going forward.

Fukushima Industries Corporation (headquarters: 3-16-11 Mitejima, Nishi-Yodogawa-ku, Osaka; President: Yutaka Fukushima) is a company that provides safe and reliable food technologies including temperature control technology centered on commercial refrigerator-freezers and refrigerator-freezer showcases.

Our corporate mascot was created in April 2013, and its name is derived from a combination of the "Fuku" in the company name--Fukushima--with the "-ppy" in the word "happy," which is part of our corporate identity as a: "Happiness Creation Company."

With respect to naming, we will continue to consider how the name should be transliterated as well as the name itself.

<Company History>

- 1951 Fukushima Industries Corporation founded in Osaka by Nobuo Fukushima
- 1962 Launch and mass production of the first commercial standard ER series refrigerator in the industry
- 1964 Launch of refrigerator-freezer open showcase standardization and mass

production in response to increase in mass merchandisers

1999 Expansion into physics and chemistry/medical equipment fields

2012 The first showcase in the industry with a DC inverter compressor wins both the "2012 Minister of the Environment Award for Global Warming Prevention" and the "2012 Director-General of Agency for Natural Resources and Energy Award"

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