

October 1, 2024

FOR IMMEDIATE RELEASE

## Announcement of New Corporate Identity

IPS Co., Ltd. (Head Office: Osaka, Japan; President: Hiroshi Watanabe; hereinafter referred to as IPS) has established a new corporate identity, **“Innovation Partner with SAP”** as of October 1, 2024. This new corporate identity represents IPS's commitment to developing and providing high value-added solutions and supporting our customers' business transformation through a strong partnership with SAP.

### New Logo and Key Message

Our new logo is designed around two triangles that symbolize IPS's technological strengths and growth. The upward-facing triangle “△” represents the attitude of each employee to combine their technological strengths to create a strong force, while the downward-facing triangle “▽” signifies our ability to absorb external forces and integrate them into our organizational strength, fostering further growth.



The key message accompanying our logo, **“United Technology, Creating Society’s Future,”** represents IPS's vision of leveraging our collective technological capabilities to positively impact society and shape the future.

Building on this new corporate identity and logo, IPS will continue to provide innovative SAP-based solutions and contribute to society together with our customers and stakeholders. We sincerely appreciate your ongoing support and look forward to your continued patronage.

## ■ About IPS

IPS is a company that supports customers' business reforms in system operation and maintenance support after the introduction and production launch of SAP ERP provided by SAP, as one of SAP's Platinum Partners (\*as of October 2024) with a track record of more than 150 companies since its establishment in 1997, IPS supports the business activities of medium-sized growing companies. In overseas, IPS supports SAP ERP implementations for customers in more than 100 countries, mainly in Asia. IPS is also a member of United VARs, a global alliance of selected implementation partners from around the world that provides maintenance and technical support to its global customer base. IPS is a steering committee member in the alliance.