

MONEX GROUP

Monex Group Announces the Launch of Its New Brand Slogan, “For Creative Minds”

TOKYO, November 1, 2018 - Monex Group, Inc. (“the Company”) is pleased to announce the launch of its new brand slogan, “For Creative Minds,” to convey the direction the group is moving as it celebrates its 20th anniversary in 2019.

This brand slogan was developed based on the Company’s founding business principle and captures the essence of the Company’s value. Monex Group seeks to revolutionize how individuals conduct investment and financial activities and how capital market-related businesses operate in a way that transforms capital markets as a whole. Through this, we aim to forge a dynamic partnership with our customers.

To facilitate understanding of the new brand slogan, a brand statement that explains the meaning of the slogan has been created. In addition, a video featuring Oki Matsumoto, Group CEO, as well as group company executives and employees explaining how the brand statement was developed is available on the Monex Group website as of today.

Last October, we embarked on a New Beginning. By bringing together new technologies, such as blockchain and AI (artificial intelligence), with the expertise and technology of our online brokerage operations in Japan, the United States, China and Australia, we are committed to creating a new industry in a new era for global financial markets.

Reference information

Corporate Brand:



Business Principle:

Always a step ahead of the “Y” in “MONEY,” our name MONEX symbolizes our position as a forerunner in finance.

In the face of an ever-changing future, the Monex Group utilizes state-of-the-art IT technologies and world-class financial expertise to design innovative ways of managing money and to redefine finance for a new era. We will strive to support everyone’s investment and economic needs.

Brand Slogan:

A brand slogan is a short phrase that captures the essence of a company’s value.

For Creative Minds

MONEX GROUP

Brand Statement:

The Future of Money –
the most crucial element in the Future of Money is creativity.

While some may say knowledge,
data or information are important, these are not enough.

With clear vision and careful thinking,
they must be utilized and transformed into strengths.

In the finance industry, blockchain,
AI and other new technologies are opening up new possibilities.
In such times of change, people need to think out of the box
and have the flexibility to look at things from different perspectives.
Of course, this applies not only to people like you
but is also something we demand of each and every employee at Monex.

With creativity, we at Monex are moving forward to lead the times.
By always anticipating the demands of the creative individuals we serve,
by effectively utilizing various types of technology and knowledge,
we provide services that are always one step ahead.

Monex is embarking on a New Beginning
as we push forward stronger and faster than ever before.

Forging a dynamic partnership with our customers,
the Monex Group is dedicated to the Future of Money.

For Creative Minds

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