

# News Release

## MS&AD Insurance Group Holdings, Inc.

Listed on Tokyo and Nagoya Stock Exchanges (Code:8725)  
Corporate Communications Dept. (Contact Us)



November 27, 2025

Name of Listed Company: MS&AD Insurance Group Holdings, Inc.  
Name of Representative: Shinichiro Funabiki President & CEO  
Contact: Corporate Communications Dept.  
<https://www.ms-ad-hd.com/en/ir/contact.html>

### Completion of the New Brand Symbol of MS&AD Insurance Group Holdings, Inc.

MS&AD Insurance Group Holdings, Inc. (President and Group CEO: Shinichiro Funabiki) is pleased to announce the completion of the new brand symbol for the Mitsui Sumitomo Insurance Group, Inc. set to commence operations on April 1<sup>st</sup>, 2027. This symbol serves as a testament to our commitment to providing high-quality services to clients worldwide.



#### **1. Concept**

The green hue in our brand symbol signifies a serene and profound future, while the refined and sharp logotype embodies the strength to forge ahead. This symbol represents Mitsui Sumitomo Insurance Group's commitment to supporting diverse clients and leading the insurance and financial sectors as a global top-tier entity.

#### **2. Deployment**

The new brand symbol will be employed across all group companies, including the new core non-life insurance subsidiary, Mitsui Sumitomo Aioi Insurance Co., Ltd., which will also be launched on the same date. This ensures consistency in our brand identity globally. Following the decision to adopt the new group brand symbol, we will gradually replace the existing symbols from April 2027 onwards.

#### **3. Enhancing Brand Communication**

The new brand symbol serves to unify our domestic and international subsidiaries, enhancing global recognition and awareness. To bolster the group's sustainable competitive advantage, we will undertake communication initiatives both internally and externally to ensure the new brand is deeply embedded across all levels.

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< Attachment: Example of Deployment >

■Mitsui Sumitomo Insurance Group Logo (Japanese Version)



**三井住友海上グループ**

■Mitsui Sumitomo Insurance Group Logo (English Version)



**Mitsui Sumitomo Insurance Group**