

April. 7, 2020

## Launch of New Company Brand Logo

Life Science Institute, Inc.

Life Science Institute, Inc. (Head office: Chiyoda-ku, Tokyo; President: Seiichi Kiso) is pleased to announce today that we have launched a new corporate brand logo to improve the recognition of our company at the start of FY2020 as we move forward to the next phase of the company with our regenerative medicine, called Muse cell-based product.

In addition to the new logo, “LSII” [el-es-ai-ai], an acronym of the company name “Life Science Institute, Inc.” will be used as a nickname as part of corporate branding to promote establishing better relationship with local communities.

### 【New brand logo】



### 【Concept】

The symbol mark is designed as a human cell shape and there is a passion at the base like a nucleus.

The Blue color represents “trust” and the red color expresses “passion”.

Under this new corporate identity, LSII will be committed to contributions to people’s health and well-being around the world by developing the next-generation technologies, including Muse cell-based product and to creation of a society where everyone can live a healthy and peaceful life, “KAITEKI”.