

Initiatives to enhance Komatsu brand recognition

Komatsu established our company brand around the world through the quality and reliability of our products and solutions for over 100 years since our founding. In 2021, Komatsu developed a common global brand purpose, promise and values for the next 100 years. This year, we are embarking on initiatives to strengthen our brand awareness and engagement. We aim to strategically enhance our sponsorship and communication initiatives, bolstering our global talent attraction and retention efforts.

■ The foundation for brand growth: Komatsu's brand identity

Komatsu celebrated our 100th anniversary in 2021 established the foundation for our global brand strategy by clarifying our purpose and values and developing a brand promise. We have since persisted in sharing our brand at company locations around the world.

Our Purpose

Creating value through manufacturing and technology innovation to empower a sustainable future where people, businesses, and our planet thrive together.

Our Values

Ambition Perseverance Collaboration Authenticity

Our Promise

Creating value together

■ Partnership with Williams Racing

Komatsu signed a multi-year sponsorship agreement with Williams Racing as a principal partner.

Under this partnership, the Komatsu logo will appear on Williams Racing machines and uniforms, but we will also take further action to create new content that embodies our shared commitment to manufacturing and innovation.

Williams Racing has made motorsports history as the second most successful team in Formula One. The team is committed to long-term growth through investment in challenge and innovation with a loyal fan base that spans generations.

Through this partnership, we hope to raise awareness of the Komatsu brand among the more than 1 billion racing fans around the world while raising further interest in our values, products, and company. This partnership is an opportunity to not only engage with the general public who have never heard of Komatsu before, but also to provide a new experience for our employees and distributors.

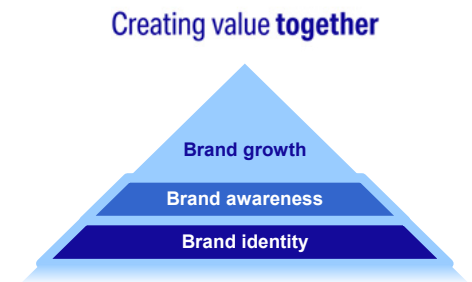


Williams Racing machine

■ The next stage: improving Komatsu's brand awareness

In 2024, Komatsu began forming partnerships with like-minded brands to enhance communication with emerging talent and stakeholders. Current partnerships include a global partnership with Formula One Williams Racing and our sponsorship of KidZania Tokyo. These partnerships elevate the Komatsu brand visibility and foster growth and resilience of the brand. Komatsu aims to introduce our brand to a wider, more diverse audience, focusing on the younger generation in particular.

Figure: Current strategies for brand growth



■ Komatsu pavilion opens at KidZania Tokyo

Children who became familiar with "working machines" in their childhood tend to lose touch with construction machinery as they grow older. Komatsu provides children with opportunities to experience construction machinery at Komatsu-no-Mori in Komatsu City, Ishikawa Prefecture, as well as at various plant fairs. However, there have been no such opportunities in the Tokyo area. Komatsu opened the Construction Equipment Development Center pavilion on March 19, 2024, as an official sponsor at KidZania Tokyo (Koto-ku, Tokyo). KidZania Tokyo is a facility for children to experience occupational and social activities planned, operated, and developed by KCJ GROUP Co..

Children become construction equipment developers in our pavilion using simulators to develop and test hydraulic excavators or bulldozers. We hope that by familiarizing children with construction machinery and facilitating learning about the role in society of such machinery and its advanced technology, children will develop an interest in construction machinery and technology, and will continue to develop an affinity with Komatsu as they grow older.



Children playing in the Construction Equipment Development Center pavilion