



## **ARE Holdings, Inc: A New Name Reflecting Continued Commitment to the Environment and Resources**

Asahi Refining's parent company, Asahi Holdings, Inc, has announced it is rebranding as ARE Holdings, Inc, effective July 1, 2023. This strategic move reflects the company's unwavering dedication to safeguarding the natural environment and preserving valuable resources. The name change coincides with an updated brand identity, including a new logo, depicted below, and the tagline, "Think Circular."

“The new name comes from what we do here at Asahi: A stands for Asahi, R for Resources, and E for Environment, which reflects our company purpose of ‘Totally Committed to Protecting the Natural Environment and Preserving Resources’” explains Shohei Yasuda, President of Asahi Refining North America.

ARE Holdings, Inc’s new logo will portray the tagline "Think Circular", to underscore the company's continued dedication to safeguarding the environment and making meaningful contributions to society and the communities in which it operates.

The new branding aligns with ARE Holdings' vision of a sustainable future and reinforces its commitment to be a leader in responsible business practices.



### **About Asahi Refining**

Asahi Refining, a wholly owned subsidiary of ARE Holdings Inc., is a leading precious metal refiner, trader, and bullion product manufacturer. The company maintains London Good Delivery refineries in the USA and Canada and serves a global client base from the mining, recycling, banking and bullion trading industries. Find out more at [www.asahirefining.com](http://www.asahirefining.com).