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INPEX Rolls Out Corporate Branding

TOKYO, JAPAN - [INPEX CORPORATION](#) (INPEX) announced today it has introduced corporate branding to enhance its corporate brand value and build a stronger organization rooted in the spirit of perpetual challenge. The branding consists of a brand message and a brand statement. INPEX has also created a brand statement design that visualizes the brand statement as well as a branding movie that puts the statement into motion.

INPEX's brand message expresses the company's resolve to leverage the power of the Earth and expand its business globally and address energy issues with an eye to the future.

The company's brand statement embodies a common mission of providing a stable energy supply and demonstrates INPEX's stance of combining the experience and ideas it has cultivated and addressing global issues.

The theme of INPEX's brand statement design is based on an arrow. The angle of the arrow mirrors the angle of INPEX's corporate logo, which symbolizes the 23-degree tilt of the Earth's axis.

INPEX's branding movie highlights the beauty and power of the Earth, and the lives of people who are sustained by the Earth's energy.

All INPEX employees will take these messages to heart and continue to set high standards and work with ambition, never stopping to take on new challenges.

1. Brand message

Energy for a brighter future

2. Brand statement

At INPEX, our energy is helping shape a brighter future.
We are embracing today's opportunities for ever cleaner
and secure energy, supporting a sustainable tomorrow.
Proudly contributing to positive economic and social outcomes,
we are powering human progress and improving lives.

Energy for a brighter future

INPEX

3. Brand statement design

*At INPEX, our energy is helping shape a brighter future.
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and secure energy, supporting a sustainable tomorrow.
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Energy for a brighter future
INPEX

4. Branding movie

[INPEX Branding Movie](#)

About INPEX

INPEX is Japan's largest exploration and production (E&P) company, engaged in the development and operation of oil and gas projects worldwide. We are committed to contributing to a brighter future by delivering energy in a sustainable way. As part of this commitment, we are also engaging in lower-carbon solutions such as CCS, hydrogen and integrated power supply, while pursuing new opportunities in the evolving energy landscape.

For more information, visit <https://www.inpex.com/english/index.html>.

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