

To members of the press

October 1, 2024

“The Emotion is the Reward of Sports”

A new message from Molten

As the COVID-19 infection unfolded, sports around the world came to a standstill, revealing that having the opportunity to engage in sports anytime is not a given. Today, we face significant challenges such as climate change and inequality, which are further limiting access to sports. In light of these challenges, Molten has taken the time to re-evaluate the value that sports bring to society.

People involved in sports experience much more than just winning or losing. We celebrate in our victory, learn from our mistakes, feel disappointed in ourselves, and express deep gratitude to our teammates. Through sports, we have experienced a wide range of emotions, and we have come to realize that these emotions are the true rewards that sports give us. The ups and downs of these emotions enrich our lives in meaningful ways.

From now on, Molten will send out a new message, aimed at creating a world where sports are an integral part of as many people’s lives as possible.

■ The Value of Sports as Molten Sees It

The emotion is the reward of sports.

The joy of winning, the disappointment of losing, and the fun moments of spending time with friends.

Feeling frustrated with yourself and your teammates, being grateful to those who supported you."

Fear, fulfillment, and inner conflict.

You only feel these emotions when you push your physical limits—those are the real rewards of sports.

One day, you might lose or have to stop playing, but you’ll never give up.

You can’t help but look forward to tomorrow and wake up excited every day. We hope you can live your life that way.

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Even if you're not a player, you can be a referee or a coach. You could set up the venue, handle pickups and drop-offs, or just offer encouragement.

Every role matters. We want you to stay involved in sports and inspire others to get involved too.

You felt moved watching someone grow, and there were times when you felt responsible for others or just uninterested.

Feeling resentment and frustration when things didn't go as planned, but the time you spent together was still priceless.

In those moments, your heart was full of something really special.

From the bottom of our hearts, we truly respect everyone involved in sports and those who support it.

Live a life full of emotions.

feel the emotion

Molten Corporation (Headquarters: Nishi-ku, Hiroshima City, Japan; President and CEO: Kiyo Tamiaki), has renewed its brand statement, vision, mission, and values, which express the attitude and values of its sports business, as well as established new fonts and graphics, to convey a new message.

Starting from October 1st, along with graphics symbolizing the new brand concept, Molten will aim to be a brand that supports sports itself. This will be achieved not only through improving competitions and developing products for athletes but also through grassroots activities and supporting coaches, to solve social issues through sports, create and revitalize communities that foster human connections, and create an environment where anyone can continue to be involved in sports.

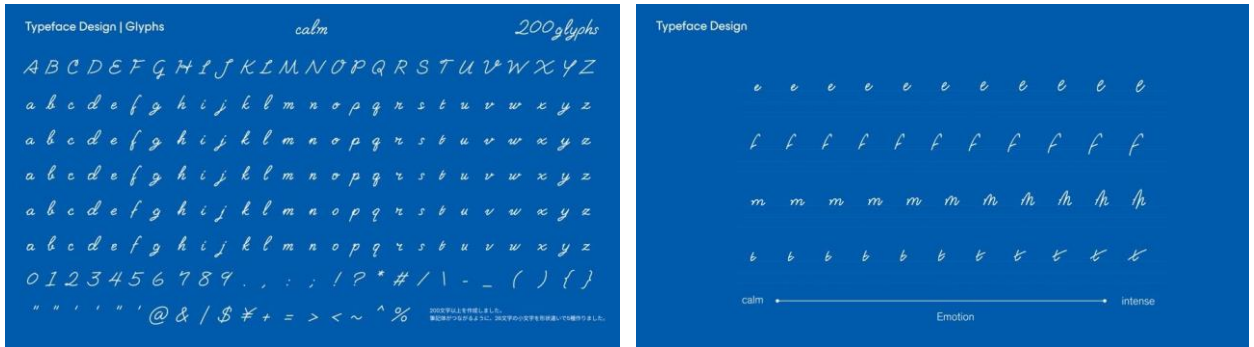
■ Font

“emotion scribble”

As one of the graphics expressing the emotions of people drawn out by sports, Molten has developed its own original font, “emotion scribble.”

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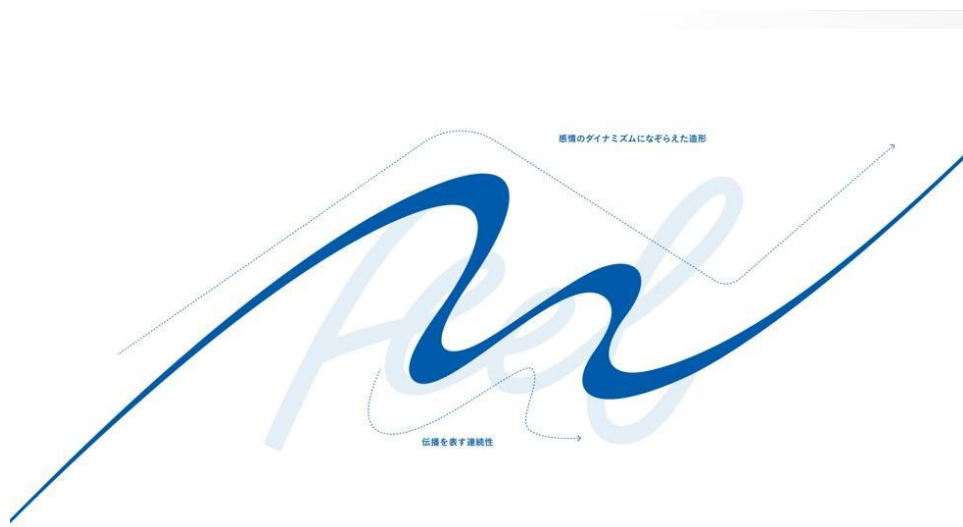
While life is shifting towards a digital-centric one, we have deliberately adopted a human-touch cursive style. At the same time, this unique variable font can be transformed in a digital environment to richly express the ups and downs of emotions.



■ Graphic Elements

“emotion wave”

The graphic elements representing the brand have been renewed as the “emotion wave.” It represents, as a brand, the movement, intonation, and spread of emotions drawn out by sports, as expressed through “emotion scribble.”



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■ Brand Statement and Platform (Vision, Mission, Values)

Brand Statement

feel the emotion

Vision

The emotion is the reward of sports.
Get in the action. Stay connected. Feel the emotion.

Mission

Create the most optimal product and the most optimal environment
that bring out the real emotion felt from participating in sports
and make a world where sports is always close to your life.

Values

Data,
Design,
Engineering

Be present

Respect all

Contact Information

Molten Corporation Public Relations Office

10-97-21, Kanonshinmachi 4-chome, Nishi-ku, Hiroshima-shi 733-0036