

# HOLBEIN

March 14, 2022

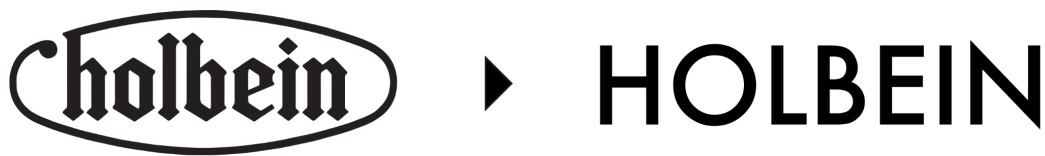
To all of our Holbein family,

Holbein is continuing to evolve.

Late last year, Holbein in Japan announced the creation of a new Corporate logo. This new logo, illustrated above, is designed to welcome a new era in the Company's history. There has been little change in the traditional logo since the company's formation in 1900.

So, with an eye to and an appreciation of their past and with an eye to future generations of artists, Holbein embraced a change in their logo, bringing it into a more recognizable modern form for artists World-wide.

The evolutionary change is illustrated below:



The Corporate logo introduction will be a rolling change with modifications first being seen in communications and on websites, social media platforms, printed color charts, chip charts and letterhead. Holbein product and display headers will be incorporated in coming years.

We are excited with the change and appreciate your continued support of the Holbein Brand.

Should you have any questions, please feel free to contact us at any time.

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