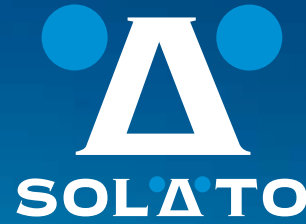


SOLATO will
continue to challenge itself
to create the future.



Our thoughts behind the brand

We imagined the sun traveling across the sky and heading for tomorrow and created and announced the new brand name SOLATO in 2008, in association with the new challenges of Taiyo Oil. The design of the logo symbolizes the sun, the earth, and roads leading to tomorrow.

Our slogan is "Energy for this planet and its people." We cherish the world's people more than anything else, wishing for everlasting "co-existence and co-prosperity" on this planet where we live. The word "energy" expresses our wish to convey a "sense of justice" as an integrated energy company.

We believe that if people become more energetic, the world will become more fun, stronger and more beautiful and tomorrow will become more comfortable.

SOLATO will continue to challenge itself to create the future. With unique ideas and a challenging spirit free from industry customs and practices and conventional wisdom, we will move toward the next 100 years.

We, at Taiyo Oil will, continue to make continuous efforts as an "integrated energy company" with thoughts of this new brand in mind.

* SOLATO is a coined word combining "solar" and "tomorrow."

Each employee shares the same feeling.

Taiyo Oil has established its "corporate philosophy" based on its corporate mission and sense of values shared by all employees in accordance with the spirit of the "company credo," which is the basis for management.

Furthermore, we have also established a "corporate course of action" for performing corporate activities to realize our "corporate philosophy."

Company Credo

Independence and self-respect
Enterprising spirit and aggressiveness
Co-existence and co-prosperity

Corporate Philosophy

Like the beaming sun,

We at Taiyo Oil, an integrated energy company, will attempt to harmonize with the global environment and provide security and safety so as to contribute to the creation of an enriched society.

We will attempt to promote harmony with all members of society through our business activities and to create new value through an aggressive and bold approach that strives toward building a company with sustainable growth potential.

Corporate Course of Action

Taiyo Oil acts in good faith in accordance with the following guidelines:

Safe operation

We will give top priority to workplace and regional safety and will strive for safe and stable operation.

Environmental preservation

We will attempt to reduce environmental burdens and save resources and energy and make efforts to preserve the global environment.

Regional contribution

As a good corporate citizen, we will contribute toward regional development.

Customer satisfaction

We will provide high-quality products stably in order to win customer satisfaction and trust.

Respect for the individual

We will respect each of our employees and provide a rewarding workplace.

Compliance

We will comply with laws and regulations, abide by the norms of society and the company and conduct ourselves according to our conscience.

Transparency

We will attempt to communicate widely with society and to enhance the transparency of our business activities.