

**Yokogawa Establishes Corporate Brand Slogan to Encourage Creation of Value and Pursuit
of Growth with Customers
- Co-innovating tomorrow -**

Johannesburg, South Africa – 28 August 2015 - Yokogawa Electric Corporation announces that it has created a corporate brand slogan to encourage the joint pursuit of activities with its customers that will create value and foster growth. The global rollout of this new slogan, *Co-innovating tomorrow*, is set for September 1, the 100th anniversary of Yokogawa's founding.

About the corporate brand slogan

Co-innovating tomorrowTM

The decision to create this new slogan has its origins in dramatic shifts in our business environment that are the result of globalization, the transition to a multipolar world order, and the industry changes that are accompanying the increasing integration of things and information. In response, Yokogawa has drawn up a long-term business framework and formulated a vision statement that reads, *Through "Process Co-Innovation*", Yokogawa creates new value with our clients for a brighter future.* We are now accelerating our efforts to bring about a transformation that will allow us to sustain growth for another 100 years. To share the essence of this vision statement with our stakeholders and encourage all employees to join forces in the pursuit of this initiative, Yokogawa has established the corporate brand slogan of *Co-innovating tomorrow*.

The term Co-innovating conveys our determination to engage in the co-creation of value through the development of solutions in long-term partnerships with our clients. *tomorrow* expresses our resolve to move steadily into the future one step at a time.

Under this new slogan, Yokogawa will seek to establish even stronger bonds of trust with its customers by working with them to create value and stimulate growth.

* *Process Co-Innovation*: A concept for an automation business that will utilize all of Yokogawa's measurement, control, and information technologies. According to this concept, Yokogawa will seek not only to optimize production processes but also the flow of material and information within and between companies, including their value and supply chains. This concept will encompass the entire range of Yokogawa solutions and will entail a commitment to working with clients to create new value on their behalf.

About Yokogawa

Yokogawa's global network of 88 companies spans 56 countries. Founded in 1915, the US\$3.5 billion company conducts cutting-edge research and innovation. Yokogawa is active in the Industrial Automation and Control (IA), Test and Measurement, and other businesses segments. The IA segment plays a vital role in a wide range of industries including Oil & Gas, Chemical, Food & Beverage, Iron & Steel, LNG Supply Chain, Petrochemical, Oil & Gas, Pharmaceutical, Power, Pulp & Paper, Refining, Renewable Energy and Water & Wastewater.

Yokogawa South Africa (Pty) Limited is an empowered South African company jointly owned by Identity Capital Partners (Pty) Ltd, a local black women-owned organisation, and Yokogawa Europe BV, incorporated in the Netherlands. Yokogawa Europe BV is owned by Yokogawa Electric Corporation, a Japanese company listed on the Tokyo Stock Exchange.

Yokogawa South Africa (Pty) Limited's comprehensive solutions range from sensors (such as Pressure transmitters, Temperature, Flow meters, Level and Liquid & Gas Analysers) and network solution products, to control and safety systems. This includes the software for advanced control that optimises productivity; and services that minimise plant lifecycle costs. Yokogawa South Africa's Service Training Department is accredited and proficient in theoretical and practical training for Instrumentation and Control systems from first principles. Our Internship Programme contributes to the continued technical skills improvement in South Africa.

For more information about Yokogawa, please visit the company's website www.yokogawa.com/za or contact Christie Cronje in Corporate Communications.

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