

# Notice Regarding the Change of Company Name

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SNOW PARK RESORT Co., Ltd. (President and CEO: Jun Xie, hereinafter referred to as "the Company") has decided to change its company name to "Leading Asset Management Co., Ltd." effective April 1, 2025. We hereby inform you of the details as follows:

## 1. New Company Name and Logo

Leading Asset Management Co., Ltd.



**LEADING ASSET MANAGEMENT**

## 2. Scheduled Date of Name Change

April 1, 2025

## 3. Reason for the Name Change

Following the change in our parent company, the shareholder structure has significantly changed, and we have transitioned to a new management system. Taking this opportunity, we aim to expand and diversify our business, refresh our corporate image, and embark on a new beginning.

With the change in shareholders, we have decided to diversify our business and expand our operational scope. We aim to break free from our traditional image and adopt a company name that reflects flexibility and innovation, enabling us to respond to a broader range of business opportunities.

By changing our company name, we will build a new corporate image and accelerate our growth strategy moving forward.

We sincerely appreciate your continued support and patronage.

(Note) This change is subject to the completion of the necessary procedures, including shareholder meeting resolutions.

March 11, 2025

**SNOW PARK RESORT**

Member of Leading Holding

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