



## The Introduction of iBuffalo

Buffalo Kokuyo Supply Inc. (the core enterprise of Melco Holdings Inc.; headquartered in Nagoya; representative director: Satoshi Toyooka) is introducing iBuffalo, a new brand for products targeted at entry-level users.

iBuffalo is a sister brand to Melco Holdings' generic Buffalo brand, used for computer peripherals, and is meant to be a gateway digital life brand targeted at entry-level users.

The initial letter "i" in the brand name carries the following meanings:



- (1) It represents the pronoun **"I" in English, meaning "the customer."**
- (2) It stands for **"interactive,"** a distinguishing feature of digital life products.
- (3) It represents three Japanese words pronounced **"i" — "love," "tryst" and "together"** — conveying the connection, attachment and warmth that accompany digital life products.

Melco Holdings will begin promoting this brand in global markets for digital life products targeting entry-level users.

\*"Buffalo" and "iBuffalo" are registered trademarks of Melco Holdings Inc.

Contact Information