

SMDAM Announces Brand Alignment with SMBC Group

Sumitomo Mitsui DS Asset Management (SMDAM) is a dedicated specialist asset manager within SMBC Group. From October 1, 2026, SMDAM will align its visual identity with SMBC Group, adopting the Group's logo, colours and other visual elements across its branding and corporate communications. SMBC Group is one of Japan's leading financial groups, providing a wide range of services worldwide, including banking, asset management, securities, leasing and credit cards.

Reason for the Alignment

This alignment reflects closer collaboration across SMBC Group, combining SMDAM's specialist expertise with the Group's knowledge, networks and resources as we expand our business into new markets and strategies. By aligning on SMBC Group's established brand equity and 400-year heritage, SMDAM aims to strengthen its visibility and recognition, supporting the expansion of its footprint across Europe, the Middle East and Africa. SMDAM will retain its distinctive investment approach, whilst drawing on the strengths of SMBC Group.

Overview of the brand alignment

Current Corporate Logo



New Corporate Logo



Effective Date

October 1, 2026

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