



December 10, 2024

To Whom It May Concern

Company name: Pigeon Corporation  
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## **Notice Regarding Partial Organizational Restructuring and Personnel Transfers**

At the Board of Directors meeting held on December 10, 2024, Pigeon Corporation (“the Company”) passed a resolution for personnel transfers as follows, to be implemented on December 16. In addition, partial organizational restructuring will also be implemented on this date, and an overview of the changes is provided in this release.

### **1. Overview of Organizational Restructuring**

In preparation for the final year of the 8th Medium-Term Business Plan (covering the period from the fiscal year ended December 2023 through the fiscal year ending December 2025), the Company is implementing partial organizational restructuring and personnel transfers in order to more effectively achieve the three basic strategies (brand strategy, product strategy, and regional strategy) for the theme, “for sustainable growth.”

Mainly, this involves the establishment of a “Engineering Department” within the Research & Development Division of the Japan Business, with the goal of strengthening development efforts for the Japan Business core product, nursing bottles. In addition, a new supervisory department for the childcare appliances, which this business has been focusing on in recent years, will be established, reinforcing efforts to enter new fields. In the marketing and sales departments as well, a “New Brand Development Section” will be established to handle the development of new brands moving forward, such as the Lansinoh brand which started sales in the Japan Business this year. The Company is also implementing sales system restructuring for enhanced mobility to improve distribution consolidation handling.

### **2. Managing Officer Transfers**

Name	New Post	Former Post
Nobuo Takubo	Senior Managing Officer, Business Strategy Division Manager	Managing Officer, Business Strategy Division Manager
Akiyoshi Yamabe	Managing Officer, Deputy Division Manager of Baby Care Business Division	Senior Manager of Sales Department, Baby Care Business Division

### **3. In effect as of December 16, 2024**