

February 3rd, 2022
Pigeon Corporation

First Update in 11 Years for Series from Pigeon, Company with No. 1 Share of Global Nursing Bottle Market!

New Third-Generation SofTouch Nursing Bottles from Pigeon On Sale Across Japan

Latch-on Line and Newly Developed Materials Let Babies Drink More Naturally

Pigeon Corporation (Headquarters: Tokyo; President and CEO; Norimasa Kitazawa) announced that its new, third-generation SofTouch nursing bottle series would go on sale across Japan on Monday, February 14, 2022. The new SofTouch products will be available at baby product stores, drugstores, and online. Pigeon's SofTouch series has the No. 1 share of the Japanese nursing bottle market,¹ and this third generation will be the first major update to the series in 11 years. Pigeon



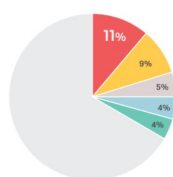
released its first nursing bottle in 1949, and currently has the No. 1 share of the global nursing bottle market.²

Third-Generation SofTouch page: <https://pigeon.info/bonyujikkan/>

Breastfeeding Support: A New Nursing Bottle Designed for Use Alongside Direct Feeding!

SofTouch nursing bottles are based on research and development with the goal of allowing babies to use the same nursing motions they do when breastfed directly. This makes it easier for babies to return to direct breastfeeding if temporary bottle feeding is necessary, or for families to combine the two methods. Over the eleven years from the release of the second generation of SofTouch products in 2010 to 2020, approximately 140 million SofTouch bottles and 290 million individual SofTouch nipples were sold around the world. Pigeon's sales in the nursing category are now 13 times what they were when SofTouch II was released, and it has the No. 1 share of domestic nursing bottle sales. Pigeon also had the No. 1 global share of nursing bottles in 2020. In short, Pigeon's nursing bottles are No. 1 both in Japan and around the world.

No. 1
in 2020
global nursing bottle market



No. 1
in 2021
national nursing bottle market
(by price)

Pigeon **84.3%**

■ Pigeon ■ Company A ■ Company B
■ Company C ■ Company D ■ Others
Global Baby Bottles Market 2021 by Manufacturers, Regions, Type and Application, Forecast to 2026. Global Info Research.



The third-generation SofTouch series continues to reflect Pigeon's understanding of the Three Key Factors of Sucking Process: Attachment, Peristaltic tongue movement, and Swallowing. Pigeon identified the Three Key Factors since the development of the first generation of SofTouch products, and has been striving to raise awareness of them ever since. For the third generation of SofTouch, even softer silicone than before was used to recreate the softness and elasticity of a mother's breast. The Latch-on Line, which serves as a guide for how deeply babies should latch on to the nipple, was designed based on Pigeon's research into latching on as one of the Key Factors. Throughout the development process, Pigeon worked to create a nursing bottle to support even first-time users, allowing mothers and fathers to feed their babies without difficulty.

■ New Features in Third-Generation SofTouch Series

1. Latch-on Line Supports Proper Latch-on



To appropriately guide babies to latch-on, one of the key factors of nursing, the third-generation SofTouch series includes a new Latch-on Line indicating how deeply the nipple should be taken into the mouth.

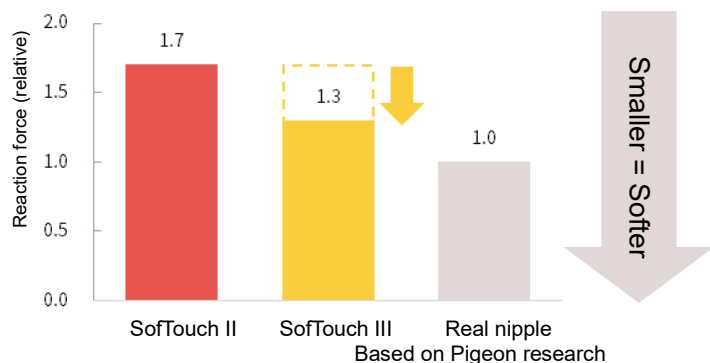
The Latch-on Line was designed based on the results of latch-on research clarifying how deeply babies latch on not just to the nipple tip but to the areola. The Latch-on Line is a guide to how deeply babies should take the nipple into their mouth, making it easy to confirm effective latch-on. It was intentionally designed as a wave rather than a straight line to reflect the fact that every baby is an individual and avoid

making parents anxious about minor differences in the exact latch-on depth.

2. Newly Developed Soft Nipple Silicone Allows Natural Peristaltic Tongue Movement

The third-generation SofTouch series makes use of a silicone material newly developed in collaboration with a materials manufacturer solely for SofTouch nipples. This material allows babies to use the same smooth wavelike tongue movement they do when drinking directly from the breast, and is even closer in softness to a real nipple than the current generation of SofTouch products. For the third generation of SofTouch, Pigeon successfully developed a silicone material with a solidity ideal for nipples.

Real nipple vs SofTouch SS nipple: Softness comparison



■Product line

SofTouch: Heat-resistant glass bottles

- Sizes—80 ml, 160 ml, 240 ml
- Recommended ages—80 ml, 160 ml: from 0 months; 240 ml: from 3 months
- Pricing—80 ml: ¥2,200; 160 ml: ¥2,310–¥2,420; 240 ml: ¥2,420–2,530

SofTouch: Plastic (PPSU) bottles

- Sizes—80 ml, 160 ml, 240 ml
- Recommended ages—80 ml, 160 ml: from 0 months; 240 ml: from 3 months
- Pricing—80 ml: ¥2,090; 160 ml: ¥2,200–¥2,475; 240 ml: ¥2,310–2,585



SofTouch nipples

- Sizes—SS, S, M, L, LL, 3L
- Recommended ages—SS: from 0 months; S: from 1 month; M: from 3 months; L: from 6 months; LL: from 9 months; 3L: for weaning/from 15 months
- Pricing—SS (pack of 1): ¥693; S–3L (pack of 2): ¥1,320



Note: Prices include consumption tax and are current as of February 3, 2022

• I used to be very anxious about how deeply my baby should latch on. When I saw the Latch-on Line, I thought, “That would have been a big help!” With my second baby, it has been very helpful. I can easily see for myself how well latch-on is going.

• I noticed when I was washing the nipple how much it feels like a real one. My baby drinks from it eagerly, too. I can tell just by watching that this nursing bottle is different.

• I was taught many times at the maternity hospital how important it was for the baby to latch on properly. The Latch-on Line makes the right position obvious at a glance, so feeding is much easier. The new SofTouch really does make raising children more pleasant for the whole family.

SofTouch: Known to 86% of Mothers

On the occasion of the launch of the new SoftTouch line, we surveyed mothers in their 20s, 30s, and 40s with children under the age of 1 about breastfeeding.

1. 86.3% of Mothers Know SofTouch

When asked if they knew SofTouch, 86.3% of respondents answered in the affirmative.

Do you know SofTouch?



✓ I know it ! ✓
86.3%

From December 2021 nursing survey (400 Japanese women aged 20 to 49)

Celebrate babies the way they are

2. 54.0% Had Replaced Their Nursing Bottle

Respondents whose babies rejected (refused to drink from) the bottles they bought for them before delivery (n=139) were asked if they had ever bought a new nursing bottle to replace the one they had. 54.0% of these respondents answered in the affirmative, and 46.0% in the negative.

3. The No. 1 Choice When Replacing a Nursing Bottle is Pigeon's SofTouch

Respondents who had bought a new nursing bottle to replace the one they had (n=75) were asked which product they bought. 70.7% of these responses, a clear majority, specified a SofTouch nursing bottle from Pigeon.

Percentage of mothers who have bought a new type of nursing bottle:



54.0%

Of those,

70.7%



switched to SofTouch!

Survey Overview

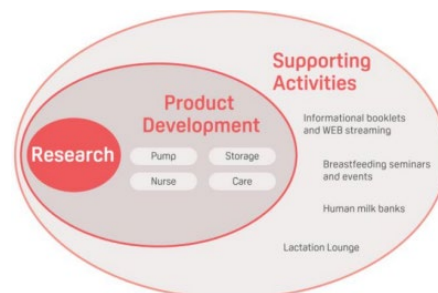
- Period: December 3 to 5, 2021
- Target: Women in 20s, 30s, and 40s with a child under 1 year old
- Region: Japan
- Sample size: 175 women in their 20s, 175 in their 30s, and 50 in their 40s (total: 400)

Notes:

- Figures shown in the text are rounded to the nearest integer
- Due to rounding, percentages may not add to exactly 100%

■ Pigeon's Commitment to Support Breastfeeding

Through appropriate information, products, and services, Pigeon supports breastfeeding for as long as mother and child wish. In cases where breastfeeding is difficult, for whatever reason, Pigeon offers a full range of products and solutions for healthy child development.



1. Based on Pigeon's research (from 2021 Intage national baby product store/drugstore POS total extrapolated figures)

2. Global Baby Bottles. Market 2021 by Manufactures, Region, Type and Application, Forecast to 2026. Global Info Research.