

March 12, 2018

Company name: Pigeon Corporation

Representative: Shigeru Yamashita (President and COO)

Listings: First Section, Tokyo Stock Exchange (Stock Code: 7956)

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**Notice Regarding Nomination of Candidates for Director and Audit & Supervisory Board
Member, and Personnel Changes**

At the meeting of the Board of Directors held on March 12, 2018, the Company unofficially decided to appoint a Director and an Audit & Supervisory Board Member at the 61st Ordinary General Meeting of Shareholders to be held on April 26, 2018 and make personnel changes which will come into effect on the same day. Details are listed below.

1. Directors and Audit & Supervisory Board Member (as of April 26)

Name	New Position	Former Position
Yasunori Kurachi	Director, Senior Managing Officer	Director, Junior Managing Executive Officer
Erika Okada (newly appointed) (*1)	Outside Director	—
Nobuyuki Hashimoto (newly appointed)	Audit & Supervisory Board Member	Managing Executive Officer, Division Manager of Domestic Baby & Mother Care Business Div.

Retired: Shinobu Iwamoto (Audit & Supervisory Board Member)

There shall be no changes to the Directors or Audit & Supervisory Board Members other than the above.

2. Managing Officer (as of April 26)

Name	New Position	Former Position
Takatoshi Urakari	Managing Officer, Division Manager of Domestic Baby & Mother Care Business Div.	Managing Officer, Deputy Division Manager of Domestic Baby & Mother Care Business Div.

(*1) Information regarding the newly appointed candidate for Outside Director

(1) Name and career summary

Name (Date of birth)	Career summary and material concurrent positions	Shares owned
Erika Okada (Born on August 18, 1965)	Aug 1987: Joined Merrill Lynch & Co., Inc.	0 shares
	Jun. 1989: Joined the Long-Term Credit Bank of Japan (currently Shinsei Bank, Limited)	
	Aug. 1992: Joined GE Capital	
	Aug. 1999 Assistant Professor, University of Washington Business School	
	Aug. 2007: Associate Professor, Shidler College of Business, University of Hawaii	
	Jun. 2013: Visiting Associate Professor, Wharton School, University of Pennsylvania	
	May 2014: Professor, Graduate School of Hitotsubashi University (present)	
	Jun. 2015: Outside Corporate Auditor of Kakaku. com, Inc.	
	Jun. 2016: Outside Director of Resona Bank, Limited (present)	

(Notes) 1. Erika Okada is a candidate for Outside Director as defined in Paragraph 3 of Article 2, Item 7 of the Ordinance for Enforcement of the Companies Act.

2. If the proposal is approved at the 61st Ordinary General Meeting of Shareholders to be held on April 26, 2018 and Erika Okada is appointed as an Outside Director, she shall be registered with the Tokyo Stock Exchange as an independent executive. If appointed, the number of the Outside Directors of the Company will reach three, including Takayuki Nitta and Rehito Hatoyama, the two current Outside Directors.

(2) Reasons for appointment

To strengthen corporate governance further and increase the corporate value, the Company made the decision to appoint one more Outside Director and increase the number of Outside Directors from two to three.

Erika Okada has plenty of professional experience in the areas of investment banking and financing that she has amassed over the years working for banks and corporations. She has also engaged in years of research in consumer behavior at universities and graduate schools and possesses a very high degree of technical knowledge related to marketing. We have decided to nominate her as a candidate for Outside Director based on our judgment that her abundant experience and advanced

knowledge will allow her to appropriately execute her duties as an Outside Director and make a contribution to strengthening our corporate governance by providing advice, etc. regarding the Company's management strategy.