



News Release

January 13, 2023

Company name: Pigeon Corporation

Notice of Price Revision for Some Products Sold in the Japanese Market

We, Pigeon Corporation announce that we will revise our wholesale prices for some baby products sold in Japan, effective from orders received from March 1, 2023.

We have made various company-wide efforts to improve productivity and cut costs, however, it is extremely difficult to absorb the cost increases through corporate efforts alone in this difficult environment. This situation has continued since the price revision announced last time (December 1, 2022), so we will inevitably revise our wholesale prices for some products as follows.

We, Pigeon group will continue its efforts to improve management efficiency and to provide our customers with a stable supply of high-quality products.

Date of revision	Classification	Variety	Revision rate (Price increase)
March 1, 2023	Baby products	- Strollers(naut R NB0-R series) - Stroller related products(sunshades, Bingle multi-rain covers) - Bouncer(Wuggy series)	7~10%

That is all.