

March 9, 2026  
Pigeon Corporation

## Pigeon Recognized as KENKO Investment for Health Enterprise for First Time

Also Honored with First-Time Selection as “Bright 500” Outstanding Organization in Large Enterprise Category

On March 9, 2026, Pigeon Corporation (Headquarters: Tokyo; President and CEO: Ryo Yano) was recognized under the 2026 KENKO Investment for Health program jointly run by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange. This marks the first time that Pigeon has been selected as a KENKO Investment for Health enterprise.<sup>1</sup> The selection recognizes Pigeon’s track record of promoting occupational health management allowing all employees to work with energy and vitality supported by policies appropriate to their individual life stages. Pigeon was also recognized for the fifth year running as an Outstanding Organization of KENKO Investment for Health in the Large Enterprise category,<sup>2</sup> and—for the first time—as a member of the top 500 organizations in that category, known as the “Bright 500.”



## Pigeon’s Health Management Initiatives

Pigeon’s Purpose is “We want to make the world more baby-friendly by furthering our commitment to understanding and addressing babies’ unique needs.” As part of its efforts to achieve this goal, Pigeon has striven to promote occupational health management allowing all employees to work with energy and vitality supported by policies appropriate to their individual life stages. In concrete terms, this has meant cultivating a corporate culture and understanding between employees that transcends organizational and gender boundaries through initiatives such as maintaining 100% uptake of parental leave by male employees since 2016, providing education about female health challenges to all employees, establishing a new “wellness leave” allowance devised by Pigeon to address challenges around menstruation, PMS, and menopause, and running educational programs and hotlines for consultations on caring for elders as this becomes more common.

Pigeon will continue striving to create and maintain a workplace environment where all employees can work lively in good health.

### ●Health Management at Pigeon

[https://www.pigeon.co.jp/sustainability/social\\_top/health\\_management\\_policy/](https://www.pigeon.co.jp/sustainability/social_top/health_management_policy/)

### ●ACTION! Kenko Investment for Health

<https://kenko-keiei.jp/>

1. KENKO Investment for Health is an honor granted only to the most superior companies who are listed on the Tokyo Stock Exchange, consider the health of their employees from a business-management perspective, and strategically implement related efforts.
2. The Outstanding Organizations of KENKO Investment for Health program recognizes companies with particularly impressive track records in health management based on initiatives addressing regional health needs and health-promotion initiatives from the Nippon Kenko Kaigi.



**The Pigeon brand offers baby care products, maternity products, and childcare services. By providing products and services based on more than 60 years of research, we work to make the world a more baby-friendly place. We also aim to cultivate the wonderful power innate to babies and create a world where all babies can shine just as they are.**

**Learn more about our initiatives around the world toward creating a baby-friendly future:**

<https://www.pigeon.com/vision-of-a-baby-friendly-future/>