News Release

July 29, 2026
Pigeon Corporation

Pigeon Retained as Constituent Stock in ESG Indices FTSE JPX Blossom Japan Index and FTSE JPX Blossom Japan Sector Relative Index

Pigeon Corporation (Headquarters: Tokyo, President and CEO: Ryo Yano) has once again been retained as a constituent stock in the FTSE JPX Blossom Japan Index[1] and FTSE JPX Blossom Japan Sector Relative Index,[2] two major ESG indices adopted by Japan's Government Pension Investment Fund (GPIF), one of the world's largest institutional investors. This marks the fifth consecutive year that Pigeon Corporation has been a constituent

FTSE JPX Blossom Japan Index

FTSE JPX Blossom Japan Sector Relative Index

stock in these indices since it was initially selected for both in 2022.

Created by global index provider FTSE Russell, the FTSE JPX Blossom Japan Index and FTSE JPX Blossom Japan Sector Relative Index are designed to measure the performance of Japanese corporations that receive high evaluations for Environment, Society, and Governance (ESG) issues. They are among the ESG indexes used by the GPIF and are also widely used for creating and evaluating sustainable investment funds and other financial products.

Pigeon Corporation is currently a constituent stock in all six domestic-stock ESG indices adopted by the GPIF, namely: the FTSE JPX Blossom Japan Index, the FTSE JPX Blossom Japan Sector Relative Index, the MSCI Japan ESG Select Leaders Index, the MSCI Japan Empowering Women Index (WIN), the S&P/JPX Carbon Efficient Index, and the Morningstar Japan ex-REIT Gender Diversity Tilt Index (GenDi J).

The Pigeon Group will continue striving, through its business activities, to both contribute to the development of a sustainable society and to increase its corporate value, in order to leave a rich earth for the future of babies born tomorrow.

1. FTSE JPX Blossom Japan Index:
The FTSE JPX Blossom Japan Index was created by global index provider FTSE Russell to measure the performance of Japanese corporations that receive high evaluations for Environment, Society, and Governance (ESG) issues. It is used widely in the creation and evaluation of sustainable investment funds and other financial products.
FTSE JPX Blossom Japan Index constituent stocks are required to meet a variety of ESG-related standards and are evaluated by FTSE Russell on areas including corporate governance, health and safety, anti-corruption, and climate change.

2. FTSE Blossom Japan Sector Relative Index:
The FTSE Blossom Japan Sector Relative Index was created by global index provider FTSE Russell to reflect the performance of Japanese corporations making notable efforts relative to the rest of their sector to address ESG issues. It is designed to be sector-neutral. To encourage a transition to a low-carbon economy, companies with high greenhouse gas emissions in particular are only included if their TPI Management Quality Score shows efforts at remediation.

Sustainability at Pigeon:
https://www.pigeon.com/sustainability/

Evaluation by society:
https://www.pigeon.com/sustainability/evaluation/

About the FTSE JPX Blossom Index:
https://www.lseg.com/ja/ftse-russell/indices/blossom-japan#t-constituents

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/