

Implementing the use of ISCC certified materials

Pigeon Singapore

17 November 2022



Celebrate babies the way they are



pigeon Introduction



- Founded in Japan in 1957 with the aim of meeting the **needs of mothers worldwide**
- “**Love**” is our corporate philosophy and “Only love can beget love” our credo
- Strong brand presence in more than **70** countries
- **Market leader** and preferred brand in baby and mother care in Asia
- Core competence in **research and development** to meet the highest levels of comfort, safety and quality
- **One-stop solution** from maternity to childcare





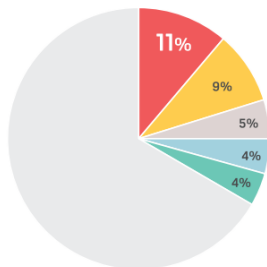
Pigeon's commitment to support breastfeeding

Through appropriate information, products, and services, we support breastfeeding for as long as mother and child wish.

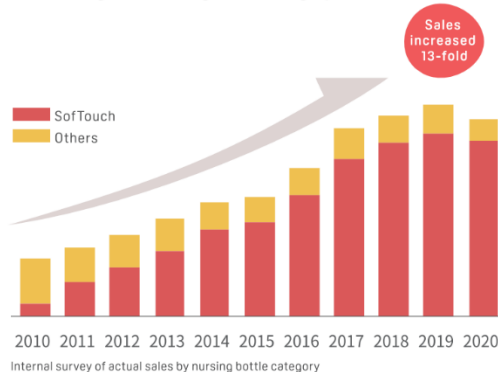
Born from over 60 years of research, Pigeon SofTouch aims to **fulfil three key steps of baby's natural sucking behaviour** for seamless feeding from both breast and bottle.

More than 240mil bottles sold in 70 countries since 2010

● World share of Nursing Bottles in 2020



● Sales of Pigeon's Nursing Bottle category



SofTouch™



*Global Baby Bottles Market
2021, Global Info Research

Pigeon Sustainable Vision

“Celebrate Babies with All”

Make the world more baby-friendly by furthering our commitment to understanding and addressing babies' unique needs

Achieve sustainable growth by **reducing environmental impact** and **solving social issues** surrounding babies and mothers

Create a future full of joy and freedom, that treasures the amazing **brilliance inherent in every baby**, encourages **curiosity**, and celebrates **diversity**



Sustainable Vision: “Celebrate Babies With All”

Reduce environmental impact

“Leave a rich earth for the future of babies born tomorrow”

Solve social issues surrounding babies & mothers

“Create a world that celebrates babies the way they are”

Build a strong management foundation

“Support sustainable growth to stay close to the baby”

Prevent global warming

- Reduce CO2 emission
- Create new Eco-friendly products and packages

Response to marine pollution incidents

- Reduce plastic use

Resource conservation

- Reduce waste
- Adopt sustainable resources

Products and services as a solution

- **Babies who need special support such as hospitalization in NICU**
 - (1) Develop new products and services
 - (2) Promote our current solution products/services
- **Enhance activities**
 - (1) Promote ongoing initiatives (such as setting up nursing rooms)
 - (2) Consider and implement new activities

Responsible Dialogue with Shareholders and Investors

Risk Management

Promotion of work-life balance

Promotion of diversity

Going into 2023 – To be an ethical brand

Promoting a Baby-Friendly Society

Breastfeeding support for healthy babies

- Reach out to even more babies to use Pigeon Nursing Bottles, solving nipple confusion issues
- Support for breast milk banks → establishment in emerging countries (target more than 10 countries)
- Breastfeeding environment support → Nursing rooms, Breastfeeding seminars

Support babies who needs special care

Cleft Lip & Palate, NICU Support



Pre-maternity, maternity, childbirth, childcare Supporting mothers and babies for the first time

Concierge for moms and babies

Fertility

Pregnancy

Deliver

Postpartum

Parenting

Baby

Kids

Environmentally Friendly Manufacturing

Bottles

- Biomass PP
- Eco packaging
- Recycling activities
- Inkless bottles



Skincare

- Gentle on the skin and the earth
- RSPO certified
- Recycled containers
- Environmentally friendly formulation



20% recycled
bottle container



Bamboo
made wipes



SofTouch™ Biomass-PP Limited Edition Series

pigeon

X

THE
ANIMAL
PROJECT

X



Treasure every precious moment

Every baby is unique and is a special gift to all parents. You can use this limited-edition tin can as a time capsule to hold precious memories of your baby growing up.



SofTouch™ Biomass-PP Limited Edition Series

Creating A More Baby-Friendly World – Contributing to a Sustainable Future for All Babies Growing Up

ENVIRONMENTAL



Biomass-PP

Linked to 100% bio-based plastic. Reduce CO2 emission.



Ink-free printing

Laser printing technology. Less heat & waste.

SOCIAL



Community support

Partnering The Animal Project to celebrate talent & inclusion.



PP 160ml
(Bottle, cap & hood)

PPSU 160ml
(Cap & hood)

Decorated with the drawing of animals in a beautiful biodiversity that we want to protect.

Communication on Packaging

CREATING A MORE BABY-FRIENDLY WORLD

This nursing bottle represents Pigeon's commitment to a sustainable future for all babies growing up.

- ✓ Made from environmentally-friendly biomass PP plastic.
- ✓ Ink-free printing using laser technology for illustration on bottle (hence it is also without color).
- ✓ Partnering The Animal Project to support inclusion and celebrate abilities and bring you this unique drawing of animals in a beautiful biodiversity we hope to protect.



Our artist
Tay Jun-Yi

The Animal Project is a social enterprise that celebrates talented local artists with autism and related challenges. The artist earns income when you buy this nursing bottle.

This bottle is made with 100% bio-based plastic. The plastic can be traced back to biological waste material which is attributed to this bottle via the ISCC mass balance approach.



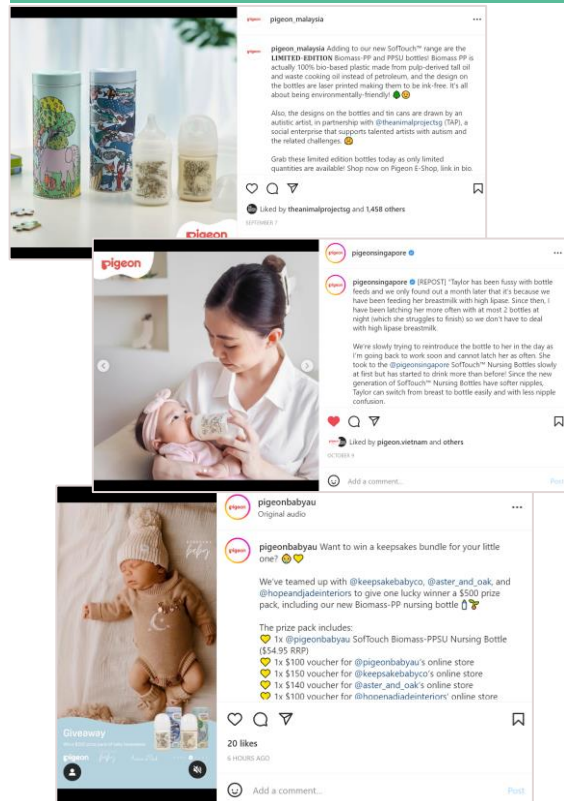
The cap and hood of this bottle is made with 100% bio-based plastic. The plastic can be traced back to biological waste material which is attributed to this bottle via the ISCC mass balance approach.



Marketing & Sales - Premium positioning

Key markets: 1st phase: Singapore, Malaysia, Australia | 2nd phase: Vietnam, Indonesia, Middle East, Cambodia, Pakistan

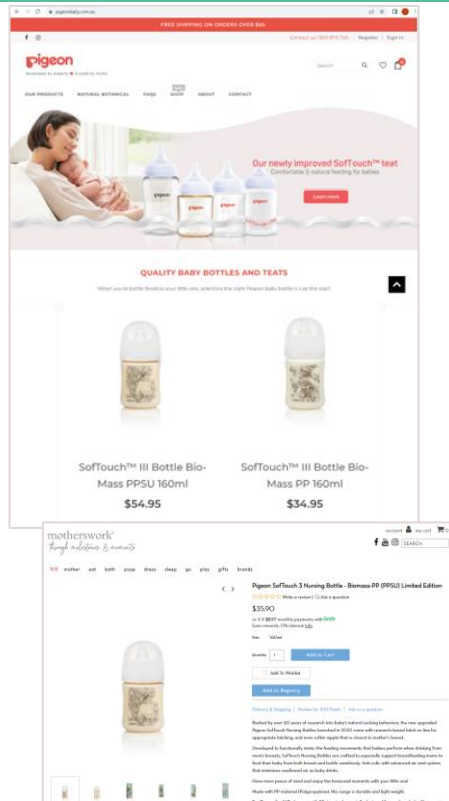
Social & Digital Media



In-Store Display



E-commerce



Moving forward ...

Expanding the use of Biomass-PP across our categories

SofTouch™ Wide Neck
Nursing Bottles



Flexible Slim Neck
Nursing Bottles



MagMag Training
Drinking Cup



MiniLight Pacifier/ Soother



Training Toothbrush



Celebrate babies the way they are

