

Certificate of Data Content in Panel Research Database

Pigeon Corporation

INTAGE Inc. certifies that the content of the data in the panel research database listed below. The detail of the data on the other page shows that client's brand Pigeon is ranked first in units sold of combined multiple outlets for Nursing Bottle & Nipple in the given period in Japan.

No.C011352

Name of panel research database	SRI+
Category (scope of products)	Nursing Bottle & Nipple
Data period	2024/1/1 – 2024/12/31
Measures	Market Size (Sales Unit)
Selection criteria for Geographical Area / Channel / Respondent	pharmacy, drugstore, supermarket, home center / discount store, convenience store, baby specialty store in Japan

Date: 2025/4/4

General Manager

Marketing Partner Division 1 Business Group

Director

INTAGE Inc.

Kuniyasu MIYAMOTO



INTAGE Inc.

INTAGE Akihabara Bldg., 3 Kanda-Neribeicho Chiyoda-ku, Tokyo 101-8201, Japan

Tel +81-3-5294-0111 Fax +81-3-5294-0199

www.intage.co.jp/english/

Data Period : 2024/1/1 - 2024/12/31 (Acc.) - Projected

Index : SRI+ Monthly

Category : Nursing Bottle & Nipple

12 months		Marketsize Sales unit(x1000)	% share
#	TOTAL	4,376	100 %
1	PIGEON	3,601	82 %
2	Maker 1	225	5 %
3	Maker 2	69	2 %
4	Maker 3	54	1 %
5	Maker 4	47	1 %
6	Maker 5	37	1 %
7	Maker 6	36	1 %
8	Maker 7	19	0 %
9	Maker 8	14	0 %
10	Maker 9	10	0 %
11	Maker 10	6	0 %
12	OTHERS	258	6 %

Registered No : 352 2025

Certificate of acknowledgment of Notary

On this 18th day of April, 2025, Risako ISHIKAWA personally appeared before me, NAKADA Kazunori, a notary in and for the Tokyo Legal Affairs Bureau, with satisfactory evidence of her identification and of her being an agent of Kuniyasu MIYAMOTO, General Manager Marketing Partner Division 1 Business Group Director of INTAGE Inc., and in accordance with the Japanese Notary Act, stated that the principal, said Kuniyasu MIYAMOTO had acknowledged affixing his name and seal to the attached document.

In witness whereof, I set my hand and seal

Kazunori NAKADA
NAKADA Kazunori



認

証

株式会社インテージのゼネラルマネージャー マーケティング
パートナー第 1 本部長である宮本邦康の代理人石川理佐子は、本
職の面前において、添付書面の記名押印について、上記宮本邦康
が自らしたものであると承認している旨陳述した。

よって、これを認証する。

令和 7 年 4 月 18 日、本公証人役場において
東京都千代田区鍛冶町 1 丁目 9 番 4 号 神田公証役場

東京法務局所属

公証人

Notary

NAKADA Kazunori

中田 和 範



証

明

上記署名は、東京法務局所属公証人の署名に相違ないものであり、かつ、その押印は、
真実のものであることを証明する。

令和 7 年 4 月 18 日

東京法務局長

山口 敬之



APOSTILLE

(Convention de La Haye du 5 octobre 1961)

1. Country: JAPAN
This public document
2. has been signed by NAKADA Kazunori
3. acting in the capacity of Notary of the Tokyo Legal Affairs Bureau
4. bears the seal/stamp of NAKADA Kazunori, Notary
5. at Tokyo
6. Apr. 18. 2025
7. by the Ministry of Foreign Affairs
8. 25- No 009460
9. Seal/stamp:
10. Signature



松 祖 亮 司

TSUGE Ryoji

For the Minister for Foreign Affairs

Certificate of Data Content in Panel Research Database



Pigeon Corporation

INTAGE Inc. certifies that the content of the data in the panel research database listed below. The detail of date on the other page shows that client's brand Pigeon is ranked first in units sold of combined multiple outlets for Baby Supplies Total (excluding Diaper) in the given period in Japan.

No.C011354

Name of panel research database	SRI +
Category (scope of products)	Baby Supplies Total (excluding Diaper)
Data period	2024/1/1 - 2024/12/31
Measures	Market Size (Sales Unit)
Selection criteria for Geographical Area / Channel / Respondent	pharmacy, drugstore, supermarket, home center / discount store, convenience store, baby specialty store in Japan
Remarks (product categories in scope)	Baby Liquid Bath Additives & Bath Oils, Nipple, Bottle-Feeding, Bottle-Feeding Accessories, Medication Jelly for Baby, Pacifier, Teethers, Baby Dishes & Utensils, Baby Safety Goods, Baby Health & Care Products, Bibs & Burp Cloths, Weaning food items, Bath Thermometer, Breast pump, Nursing Pads, Milk Preparation pot, Other Feeding goods, Cooking set for Baby food feeding, Nail Clippers, Nipple Puller and other Nursing goods, Wipe Warmer, Diaper Pail, Newborn to Toddler Chair for Tub, Swing /Sleeper, Infant Car Seats/Toddler Car Seats, Stroller, Baby carriers, Junior Car Seats, Car Seats & Accessories, Baby Bath Sponge, Chopsticks for Kids

Date: 2025/4/4

General Manager

Marketing Partner Division 1 Business Group Director
INTAGE Inc.

Kuniyasu MIYAMOTO



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Data Period : 2024/1/1 - 2024/12/31 (Acc.) - Projected

Index : SRI-Monthly

Category : Baby Supplies Total (excluding Diaper)

12 months	Marketsize Sales unit(x1000)	% share
# TOTAL	22,673	100 %
1 PIGEON	7,691	34 %
2 Maker 1	1,703	8 %
3 Maker 2	1,253	6 %
4 Maker 3	1,230	5 %
5 Maker 4	857	4 %
6 Maker 5	762	3 %
7 Maker 6	537	2 %
8 Maker 7	506	2 %
9 Maker 8	439	2 %
10 Maker 9	375	2 %
11 OTHERS	7,321	32 %

Registered No : 3 5 1 2025

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Kazunori NAKADA
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令和 7 年 4 月 18 日、本公証人役場において

東京都千代田区鍛冶町1丁目9番4号 神田公証役場

東京法務局所属

公証人

Notary

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中田 和範



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東京法務局長

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Certified

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6. Apr. 18. 2025

7. by the Ministry of Foreign Affairs

8. 25- **№ 009459**

9. Seal/stamp:

10. Signature



松本 亮司

TSUGE Ryoji

For the Minister for Foreign Affairs