



July 1, 2026

To Whom It May Concern

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| Company Name | Milbon Co., Ltd. |
| Representative | Hidenori Sakashita, President and CEO |
| (Code Number: 4919 - Tokyo Stock Exchange, Prime Market) | |
| Inquiries | Shinichiro Hyogo, Executive Officer, in charge of Corporate Communication and Finance TEL: +81-3-6478-6301 |

Notice Regarding Determination of Launch Date for New Hair Coloring Product “PRETOWA”

Milbon Co., Ltd. had postponed the launch of its new hair coloring product “PRETOWA” due to the temporary instability in the supply of raw materials and packaging caused by the situation in the Middle East. As stable supply has now been secured, we hereby announce that the launch date has been determined as follows.

1. Product

New hair coloring product “PRETOWA”

2. Launch Date

Thursday, September 10, 2026

3. Impact of the New Product on Financial Results

The new product was originally scheduled for launch in mid-2026, and expected sales of ¥1.0 billion for the fiscal year ending December 2026 have already been factored into our financial plan.

This product is positioned as a key offering in our hair color business going forward, and there has been a high level of interest regarding the impact of the launch postponement on our business performance. We therefore decided to disclose this information to our stakeholders.

The impact of the launch postponement on our financial results is currently under review. We plan to provide an update at the time of the announcement of our second-quarter financial results.