

June 26, 2024

Company Name: MANI, INC.  
Representative: Masahiko Saito  
Director, President & Representative  
Executive Officer  
Security Code: 7730, Prime Market of TSE  
Inquiries: Naohisa Hashimoto  
Managing Executive Officer, CFO  
TEL: 028-667-1811

## **Notice Regarding the Establishment of a Sales Subsidiary in North America**

MANI, INC. hereby announces that the Company resolved to establish a new sales subsidiary in North America at the Board of Directors Meeting held on June 26, 2024. Details are as follows.

### **1. Purpose for the establishment of a sales subsidiary in North America**

Our Group aims to contribute to the well-being of people around the world by providing our products worldwide, based on our commitment "The Best Quality in the World, to the World". We are engaged in realizing our corporate philosophy by beginning our medium-term management plan in the fiscal year ended August 31, 2022, and reforming the business model through globalization of sales, production, and development functions with the aim of further growth.

We will establish a new sales subsidiary and strengthen our sales marketing activities in North America as part of the "Promotion of Global Marketing," which is one of our main measures in our medium-term management plan. In North America, a medically advanced region, our Group has been conducting sales activities through local sales distributors; however, sales account for only about 10% of our consolidated net sales (Note 1), and we recognize that expanding our business in this region is an important management issue. For future global growth, we aim to establish our Group's business foundation in the North American market by setting the following three goals: 1) expand sales through regional-oriented sales marketing, 2) develop the market through cooperation with KOL doctors (Note 2), and 3) capture medical trends in the largest and most advanced market for healthcare and medical devices.

As part of our future efforts, we will establish a sales subsidiary in California with functions such as sales, marketing, and market research. While differentiating ourselves from major companies with the high quality of our Group's products, we will strengthen our sales channels and distribution network in each segment, aiming to transform into a true global company. We will actively promote activities to help improve the quality of life (QOL) of doctors and patients by providing our products with "The Best Quality in the World, to the World."

## 2. Outline of our sales subsidiary in North America

Company name	MANI MEDICAL AMERICA INC.(MMA) (Note 3)
Representative	Shuichi Kurita
Location	California, U.S.A.
Business activities	Sales and marketing of MANI products in North America, Outsourcing
Establishment date	August 2024 (scheduled)
Start of operation	January 2025 (scheduled)
End of business year	August 31
Capital	USD 1 million (approx. 159 million yen) (Note 4)
Shareholders ratio	100% owned by MANI, INC.

## 3. Future Outlook

The impact on the consolidated financial results for fiscal year ending August 31, 2024 will be minimal.

### Note

1. Actual results for the six months ended February 29, 2024
2. KOL (Key Opinion Leader) doctors: Influential doctors in medical and dental fields
3. Company name and abbreviation are provisional names at the present time
4. The conversion is made at the rate of 159.68 yen per USD (as of June 21, 2024)

#### Disclaimer:

This English translation has been prepared for general reference purposes only.

In the event of any discrepancy between the English translated document and the original Japanese document, the original document shall prevail.