

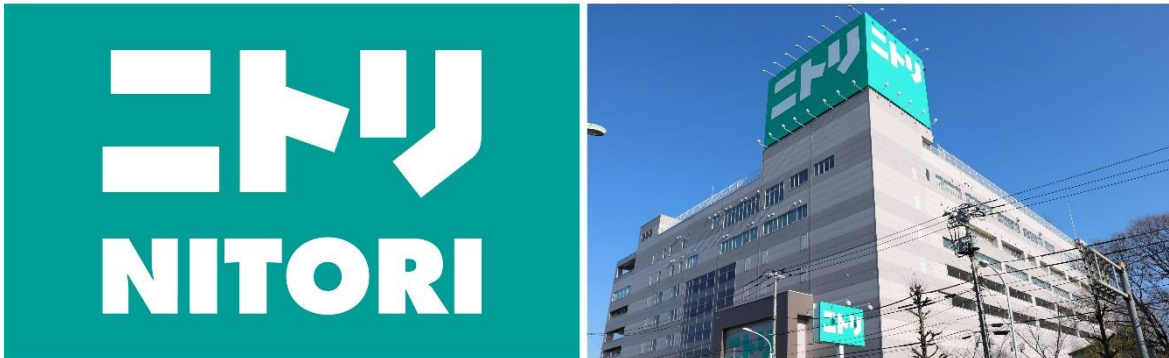


NEWS RELEASE

SAPPORO, Japan, February 12, 2025

Nitori Holdings Co., Ltd.

Announcement of the Nitori Group's corporate Mission(Aspiration) update



Nitori Holdings Co., Ltd. (Headquarters: Kita-Ku Sapporo Japan, Representative Director and Chairperson(CEO): Akio Nitori) is pleased to announce the revision of the Nitori Group's corporate mission (aspiration), effective February 12, 2025. The updated mission is as follows;

New Mission: “Enrich the everyday lives of people all over the world.”

Previous Mission: “Enrich the homes of people all over the world.”

Since its founding in 1967, the Nitori Group has been dedicated to enriching the lives of our customers, starting with furniture sales as its core business. Over the years, we have expanded our offerings to include bedding, curtains, decorative items, and daily necessities, forming the foundation of our home furnishing business.

In recent years, we have further diversified our product lineup to include home appliances and pet products, as well as ventured into new areas such as apparel and home improvement. These efforts are all aimed at enhancing the quality of life for our customers.

With this mission update, every employee will embrace this new aspiration as the foundation of their actions, contributing to the creation of a society where people around the world can truly enjoy enriched lifestyles. As a group, we remain committed to sustainable growth and development.

Related Contact

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