

## Milbon to Establish the “Innovation Center,” a New Research Base in Haneda, Japan

Milbon Co., Ltd. (Head Office: Chuo-ku, Tokyo, Japan; Representative Director, President & CEO: Ryuji Sato; hereinafter “Milbon”), a manufacturer of salon-exclusive haircare products and cosmetics, will establish a new research base called the “Innovation Center” inside HANEDA INNOVATION CITY, a large-scale commercial and business complex located in the Haneda area. Intended as a hub for promoting collaborations with other companies and for building on cutting-edge R&D, the Innovation Center will be tasked with developing products and services from a longer-term perspective, and will focus on research that will sow the seeds for future projects and businesses.



Perspective diagram courtesy of VIS Co., Ltd.

### Reasons for Establishing the Innovation Center

Milbon drew up the “Beauty Platform Plan” as part of its Medium-Term Management Plan, which runs from 2022–2026. Under the Beauty Platform Plan, the company seeks to create a future in which salons become an integral part of community life and infrastructure by providing beauty and health services. To achieve its Beauty Platform Plan, Milbon intends to expand the scope of its business to include not only hair care, but also skin care, beauty health care, and other fields. Recognizing the need both to acquire expertise in R&D from other fields and to collaborate with unique companies, Milbon decided to establish a new R&D center for conducting highly confidential research from a medium- to long-term perspective.

HANEDA INNOVATION CITY is home to a large number of innovative businesses that use state-of-the-art science to create lifestyles of the future. By locating the Innovation Center there, Milbon seeks to facilitate collaborations not only with domestic partners, but since HANEDA INNOVATION CITY is within easy access from Haneda Airport, with overseas parties too, thereby cementing its status as a global manufacturer.

**\*HANEDA INNOVATION CITY** is a large-scale commercial and business complex that combines shopping, dining, Japanese cultural activities, and live shows and other events. It also features research and development facilities, a cutting-edge medical research center, and convention facilities.

## Overview of the Innovation Center

Opening date	December 25, 2023
Location	ZONE B 2-1 HANEDA INNOVATION CITY, 1-1-4 Haneda Airport, Ota-ku, Tokyo
Total floor area	325.19 m <sup>2</sup>
Main research activities	Long-term research in anticipation for the next and subsequent medium-term management plans Joint research with highly unique government, academic, and private-sector partners

## Future Outlook

The Innovation Center is tasked with sowing R&D seeds that lead to innovative products and services that generate new value.