

To whom it may concern

August 27, 2026

Hamee Corp.

(Securities Code: 3134)

President and CEO: Ikuhiro Mizushima

**Notice of Parallel Plastics Product Development Enabling Higher
Utilization of Unutilized Plastics in a Single Product
New Bookends and Shoehorns to be Featured at the 20th LIFE×DESIGN
"FOCAL POINT"**

Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code: 3134, TSE Standard Market) announces that Parallel Plastics, its waste plastic upcycling service, has developed new products utilizing more unutilized plastic per single product.

New bookends and shoehorns will be unveiled at "FOCAL POINT"—an atrium feature area of the 20th LIFE×DESIGN, held at Tokyo Big Sight from Wednesday, September 2 to Friday, September 4, 2026. So, we announce it as shown in the attached appendix.

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■ About the New Products

Bookends and shoeorns

Their raw materials consist of various unutilized plastics generated in society.



The bookends are made using our newly developed moulding method, with each piece utilizing approximately 1.7 kg of unutilized plastic. We deliberately embraced a thick structure—a design typically avoided in plastics due to excess weight. This process also accepts materials that were previously difficult to utilize, such as mixed types of plastic or those containing non-removable impurities. The resulting marbled patterns reflect the natural blending of these diverse materials.



Design: DRILL DESIGN

■ Exhibition Content

- New Items: Bookends, Shoehorns
- Standard Items: Mirrors, Combs, Cases, and more

■ Event Overview

Event Name: The 20th LIFE×DESIGN (Held concurrently with the 102nd Tokyo International Gift Show Autumn 2026)

Dates: Wednesday, September 2 – Friday, September 4, 2026

Hours: Sep 2–3: 10:00 AM – 6:00 PM / Sep 4: 10:00 AM – 5:00 PM

Venue: Tokyo Big Sight, West Exhibition Halls 1, 3, 4 & Atrium

Booth: West AT-FP-05 (Inside the Atrium Special Feature "FOCAL POINT")

Admission: Free (pre-registration required)

■ About the Exhibition & Event

"LIFE×DESIGN" is a twice-yearly (spring and autumn) trade fair bringing together interior accessories, furniture, and lifestyle goods under the theme of "Designing Homes from Lifestyles." Within this event, Parallel Plastics will be exhibiting at the Atrium Special Feature "FOCAL POINT." Meaning focal point or center, "FOCAL POINT" is now in its 4th edition as a platform where designers themselves take the lead in presenting new projects.

■ About "Parallel Plastics"

"Never throw plastic away again." — Parallel Plastics is an upcycling service that transforms unwanted plastics of varying compositions into new products through a melting and blending process. It bypasses steps like pelletization and uses no virgin materials. Launched in May 2023, it serves as an alternative path parallel to traditional recycling, which relies on sorting and virgin resin. Recipient of the Good Design Award 2025.

■ Outline of Hamee Corp.

Company : Hamee Corp. (TSE Standard Market, Securities Code: 3134)

Established : May 1998

Representative : Ikuhiro Mizushima, President and CEO

Address : Square O2, 2-12-10, Sakae-cho, Odawara City, Kanagawa Prefecture

Business : Smartphone accessories development/manufacturing business, EC development in the U.S., China and Korea. We operate a diverse range of businesses, including Beauty Business featuring the brand "ByUR," Gaming Accessories Business featuring the brand "Pixio," and a Decarbonization Business, which includes the "Parallel Plastics" project for upcycling plastic waste.

Website : <https://hamee.co.jp>

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