

(Translation)

To Whom It May Concern

Company	TSI Holdings Co., Ltd.
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Stock Listing	Tokyo Stock Exchange Prime Market (Code: 3608)
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### **The Establishment of a New Group Communication Policy**

TSI Holdings Co., Ltd (the “Company”) hereby announces that, at a meeting of its Board of Directors held today, the Company resolved to establish a new Group Communication Policy, as set forth below.

#### **Responsible Communication Policy**

The Company’s purpose is articulated as: “We create global empathy and social value through the power of fashion entertainment.” Guided by its Sustainability Statement, “Building a sustainable future through fashion entertainment,” the Company conducts its business with the goal of creating a society where all stakeholders can thrive and pursue well-being, both physically and mentally.

#### **1. Responsible Communication**

The Company and its subsidiaries (collectively, the “Group”) are dedicated to transparency, accountability, integrity, and respect for human dignity, and maintain high ethical standards in all its business activities. The Group Communication Policy outlines the Company’s approach to sharing information about its products and services, shares, and other matters related to certifications and international standards. Additionally, when sharing information on functional product features, environmental impact, and related topics, the Company strives to ensure that such communications are based on scientific evidence and presented in a clear and understandable manner for all stakeholders.

- All communications with stakeholders must comply with applicable laws and industry self-regulatory standards, and should be reasonable, honest, factual, and not misleading.
- When sharing information about products, the Company shall comply with applicable domestic and international laws and regulations, and shall disclose information on environmental impact and social contributions in an honest manner.
- The Company shall avoid using exaggerated language when discussing its social or environmental impact.
- Regarding functional apparel and related product explanations, the Company shall ensure that all claims are supported by scientific evidence.
- The Company shall deliver transparent, precise, and fair information regarding its products and services.
- Marketing activities, including advertising campaigns, fashion shows, events, and collaborations with celebrities or artists, must use fair and truthful product descriptions based on verifiable data and facts.
- All marketing communications must be carried out with a full understanding of social and professional responsibility, ensuring fair competition.
- In countries where the Company offers products and services, no discriminatory or exclusionary language shall be used, in accordance with the TSI Holdings Group Human Rights Policy.

- Regardless of gender, LGBTQ identity, age, ethnicity, nationality, race, religion, ideology or belief, social status, family origin, or disability, the Company shall not use discriminatory or offensive language and shall communicate with due consideration for all customers.
- The Company shall not use expressions that disregard safety or health.
- In advertising and promotional activities, the Company shall not exploit minors or young people's lack of experience or knowledge, nor use misleading price indications or inappropriate expressions (including animations) that could lead to excessive product recommendations, misunderstandings about product benefits, or content that may cause mental, moral, or physical harm.
- The Company shall not depict or express any behavior that is harmful to oneself or others, nor any activities that may be dangerous or inappropriate given the physical or mental abilities of the children depicted.

## **2. Product Labeling**

- Regarding product labeling, the Company shall comply with the laws and regulations of each country and must ensure that all labeling and expressions are accurate, appropriate, clear, and not misleading.
- The Company shall ensure that product labeling and descriptions do not include any language that could cause misunderstanding, and will provide helpful information to customers in an easy-to-understand manner.
- The Company shall assume corporate responsibility for product labeling and descriptions, ensuring the content is supported by sufficient evidence.

Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.
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