

December 17, 2019
Designphil Inc.

Announcing the Establishment of a Subsidiary in the United States

Designphil (headquarters: Shibuya, Tokyo, president: Ichiro Aida) is a design company that inspires greater enjoyment of daily life and suggests new ways to live through design. We are pleased to announce the establishment of Designphil America, Inc., a wholly owned subsidiary created in California, USA to strengthen and expand our local presence in North America.

Moving forward, we will utilize our new North American base of operations to cultivate our brand's market, strengthen branding and further improve service provided to our customers in order to share our products with an even greater audience.

New Subsidiary Overview

Company name:

Designphil America, Inc.

Address:

228 E Broadway, Long Beach, CA 90802, United States

Officers: [Current Title]

President Yuri Aida [Designphil Inc. Director of Overseas Division]

General Director Ichiro Aida [Designphil Inc. President]

General Director Eiichi Toyoda [Designphil Inc. Executive director]

General Director Hiroshi Ohtani [Designphil Inc. General Director]

Description of business:

Wholesale and retail sales in North America

Capital:

\$300,000

Date of establishment:

December 16, 2019

Business start date:

Planned for March, 2020

Designphil Inc. www.designphil.co.jp/english/