

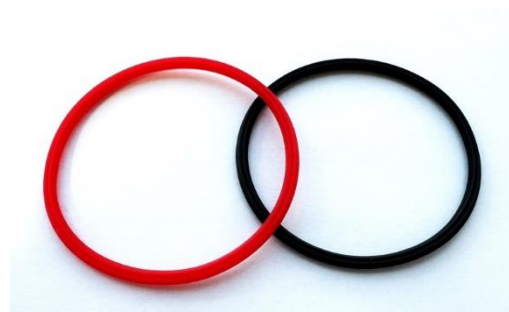
September 9, 2024

NOK Corporation

## NOK "KKOOR" Hair Ties X Fukushima United FC

100 Exclusive Sets Available at NOK Special Match: Fukushima United FC vs Gainare Tottori

NOK Corporation (Headquarters: Shibadaimon, Minato-ku, Tokyo; Representative Director, Group Chief Executive Officer: Masao Tsuru; hereinafter referred to as "NOK") is proud to announce the launch of the "KKOOR" hair ties, created in collaboration with its official club partner, Fukushima United FC (from Fukushima Prefecture and part of the Meiji Yasuda J3 League). This exclusive model, "Fukushima United FC × KKOOR," will be available as official club merchandise starting September 15 (Sunday). The hair ties will be sold in a limited release of 100 sets at Japan's Meiji Yasuda J3 Soccer League's special event: Fukushima City Hometown Day × NOK Special Match, Fukushima United FC vs Gainare Tottori at Toho Minna-no-Stadium (Fukushima City, Fukushima Prefecture).



(Left) Packaging featuring Fukushima United FC player. (Right) A set of two KKOOR hair ties in red and black.

The KKOOR hair tie is NOK's first B2C product and has been on the market since February 2024. Its key features include strong resistance to sweat and water, superior durability, and the ability to securely hold hair while allowing for easy removal. Since its launch, KKOOR has been part of several collaborations with sports teams; Fukushima United FC marks the third such partnership. This special edition set includes two hair ties in the team's colors — red and black — and will be limited to 100 sets.

## ■ About the Fukushima United FC X KKOOR Hair Ties

- Product: Set of two hair ties in red and black, reflecting the team's colors
- Release Date: Sunday, September 15, 2024
- Location: The merchandise booth at the Fukushima United FC vs Gainare Tottori Meiji Yasuda J3 League soccer match (opens at 15:30 and runs until the end of the match) at Toho Minna-no-Stadium (1, Kamikotoba, Sabara, Fukushima Shi, Fukushima)
- Price: 300 yen (tax included)

## ■ About the KKOOR Hair Tie

The "KKOOR" hair tie, made from NOK's newly developed silicone rubber, features a unique star-shaped cross-section that provides a secure hold while allowing for easy removal. Its excellent durability and resistance to sweat and water make it ideal for everyday use as well as more active environments like sports, saunas, and beach outings.

## ■ Sponsorship of Fukushima United FC

This year marks NOK's seventh season as an official club partner of Fukushima United FC. NOK has been supporting the club since 2018, when its Fukushima plant celebrated its 50th anniversary, contributing to the regional development of Fukushima Prefecture. NOK aims to foster a love of sports in the next generation of children, encouraging them to become fans of Fukushima United FC and, in turn, develop a deeper attachment to their hometown. By cheering for Fukushima United FC together with the local community, NOK seeks to foster a sense of unity, while gaining energy and inspiration from this collaborative effort.

For inquiries related to this press release:

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## ■ About NOK Group

The NOK Group is dedicated to "Essential Core Manufacturing - The manufacture of pivotal products that shape society." Through this approach the Group demonstrates its commitment to providing greater safety and comfort, the cornerstones of a prosperous society. The NOK Group consists of 93 companies located in 15 countries and regions with approximately 38,000 employees. Product development is built upon a robust base of foundational research, resulting in large-scale, stable and high-quality production. Moving forward, the Group will continue to provide technologies and products for all industrial areas including automobiles and other mobility sectors, electronic products - centered on PCs and smartphones - office automation equipment, medical and healthcare devices, industrial robots, and satellites.