

To Press Media

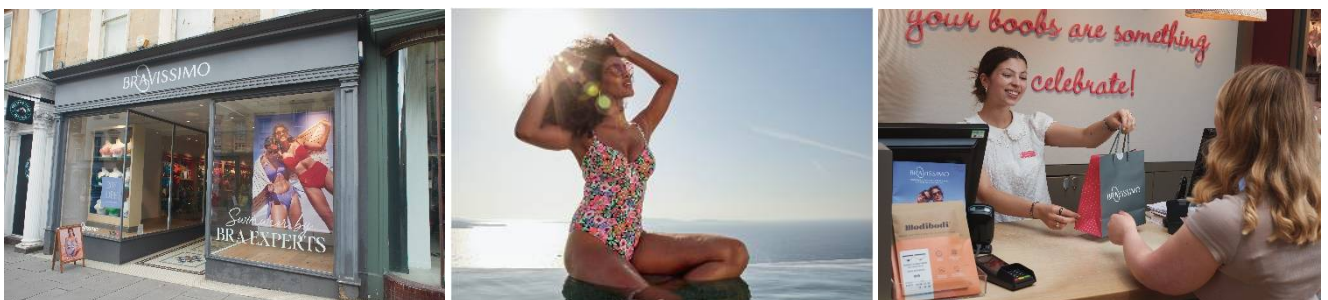
September 26th, 2024
Wacoal Holdings Corp.

Announcement regarding Acquisition of Bravissimo Group Limited (a U.K. company) through Our U.K. Subsidiary

-Achieve growth and improve business efficiency by improving the dominant position in the large-cup size product market-

We hereby announce that our board of directors resolved at its meeting held today to enter into a share purchase agreement pursuant to which we will acquire through our U.K. subsidiary Wacoal Europe Limited. (Headquartered in Northamptonshire, U.K.; hereinafter referred to as "Wacoal Europe") all of the issued and outstanding shares of Bravissimo Group Limited (Headquartered in Warwickshire, U.K.; hereinafter referred to as "Bravissimo Group") the company who operates a women's innerwear and swimwear design and sales via directly managed high street retail shops and eCommerce in the U.K.

Through this acquisition, we will accelerate its overseas business development in Europe by strengthening its e-commerce business and focus on expanding fitting service opportunities to improve its dominant position in the large-cup size product market, which is growing faster than the average market growth rate. The two companies will accelerate the speed of growth in overseas business development and further improve productivity and business efficiency by incorporating both capabilities for the design, manufacture, and distribution of lingerie and swimwear.



■ About Bravissimo Group Limited

Bravissimo Group (<https://www.bravissimo.com/about-us/>) has been in business since 1995*1 and has earned the support of its full-busted customers with the mission of "Bravissimo Group is the cheerleader for women who are D cup and above, inspiring customers to feel

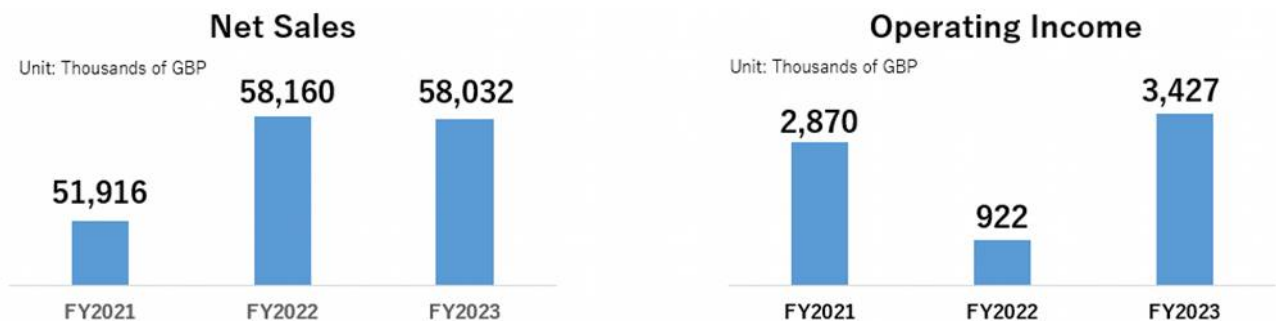
confident & uplifted. ", Bravissimo Group employs around 700 people and operates 25 stores across the UK, as well as its own website to deliver its products and services to "Bravissimo" fans around the world.

Bravissimo Group has won numerous awards*2, including the Best eTailer award at the Stars Underlines Best Shop Awards 2022, the only independent awards for excellence in underwear, swimwear, and legwear retailing in the UK. The company has received high praise from customers and the industry.

*1 Founded in 1995, became a holding company in 2017

*2 <https://www.bravissimo.com/our-awards/>

<Bravissimo Group Business Performance >



■ Management's Comments

Representative Director, President and CEO (Group CEO) Wacoal Holdings Corp.

Masaaki Yajima

"We are very pleased to welcome Bravissimo Group, one of the UK's leading innerwear specialists, providing high quality products and services through its directly managed stores and its own website, as a member of our group. Wacoal Europe has so far focused on the wholesale business, and by working with Bravissimo Group, the company will expand its directly managed stores that have direct contact with consumers, enabling Wacoal Europe to operate online and offline cross-selling on its e-commerce site and in its physical stores. Going forward, the Bravissimo Group's strengths, such as its network of directly managed stores, solid customer base, and marketing know-how, will be combined with Wacoal Europe's operational capabilities to enhance the medium- to long-term business effects."

Wacoal Europe Limited CEO Geoff Embley

"Wacoal mission is to contribute to society by helping women express their beauty. We have been presented with a unique opportunity to join forces with a business that shares our core

values and unwavering commitment to delivering perfectly fitting lingerie and swimwear. Since the early 1990s, our businesses have evolved side by side, driven by a shared passion for quality and customer satisfaction. This partnership strengthens our collective vision, creating a powerful platform to expand on our mutual mission."

Bravissimo Group Limited CEO Leanne Cahill

"I am excited to be leading Bravissimo as it becomes part of the Wacoal group. I will be working closely with the team at Wacoal to maximise the growth opportunities that our partnership will bring whilst maintaining Bravissimo's heritage and the unique experience we offer our customers."

【Contact us】

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(Reference)

Wacoal Europe Limited's Major Brands



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