



August 25, 2020

YAMASHIN-FILTER CORP.

(Listed on the First Section of the Tokyo Stock Exchange, Code No. 6240)

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Announcing the Launch of Our Latest Product: “Zexeed” YAMASHIN Filter Mask

YAMASHIN-FILTER CORP. has developed a new premium mask, the “Zexeed” YAMASHIN Filter Mask, for general consumers and will start supplying it to drug stores throughout Japan in October 2020. Before the launch, we will start taking preorders for the new mask from Tuesday, September 1 as described in the following attachment.

The impact of sales of the new mask on our consolidated financial results for the fiscal year ending March 2021 is currently under review, and we will promptly update the results as necessary.

Press Release
August 25, 2020

Announcing the next-generation mask developed by YAMASHIN using its proprietary technologies and 60 years of experience as one of the world's leading filtration specialists.

Release of the “Zexeed” YAMASHIN Filter Mask **featuring high filtration performance, excellent fit and sealing, and easy breathing**

Preorders at our online shop start Sep. 1. Sales at drug stores throughout Japan start October 1.

As one of the world's leading filtration specialists, YAMASHIN-FILTER CORP. holds a predominant global market share and about a 70% share of the Japanese domestic market for hydraulic filters used in construction machinery.

Fully utilizing our filtration technologies cultivated over many years, we have now developed the “Zexeed” YAMASHIN Filter Mask for general consumers, which will be released on October 1, 2020 at drug stores throughout Japan. Prior to that, we will accept preorders at our online shop (<https://yamashin-filter.shop-pro.jp/>) from September 1.



YAMASHIN is a vertically integrated filter manufacturer engaged in the entire process from R&D to manufacturing and sales of filter media and filter products. With the COVID-19 pandemic causing a serious shortage of face masks, we as the world's leading hydraulic filter manufacturer for construction machinery embarked on the full-scale development and manufacturing of masks for general consumers by harnessing the highest level of filter technologies that we have cultivated through many years of filter research and development, with a view to developing masks that meet the N95 standard in the US, FFP standard in the EU, and DS-2 standard in Japan. These standards are the dust protection levels required by medical professionals. We intend to fully engage in the mask business (establishment of a health care business line) and evolve into a mask specialist.

Prior to the release of “Zexeed,” we developed and started manufacturing our original products, the YAMASHIN Filter Mask and the YAMASHIN Filter Sheets, at our Saga Factory. These products are available at our online shop, and have received positive reviews from our customers.

The “Zexeed” YAMASHIN Filter Mask launched this time is our flagship mask product which achieves the three major elements we consider necessary for masks based on our expertise and long experience in the filtration field: high filtration performance, excellent fit and sealing, and good breathability.

By utilizing the YAMASHIN Nano Filter™, a non-woven material made of nanofibers three-dimensionally intertwined in a wadded form that are produced by our proprietary mass-production technology for polymer nanofibers, “Zexeed” is easy to breathe through even when worn for a long time while maintaining high filtration

performance, and its unique three-dimensional shape minimizes air leakage by sealing gaps between the face and the mask (see the features below). “Zexeed” is an epoch-making product that meets the contradictory requirements of fit and sealing (minimized air leakage) on the one hand, and easy breathing on the other.

In an online survey on masks responded to by 400 randomly selected people in early August prior to the development of “Zexeed,” “easy breathing,” “filtration performance,” and “fit and sealing” were found to be the top three features that consumers consider necessary when selecting masks. We developed the “Zexeed” YAMASHIN Filter Mask utilizing the best of our technologies to meet these consumer needs.

The survey also found that a high percentage of people feel unsafe using public facilities and public transportation in their daily lives, and that a high percentage of people are stressed due to having to stay at home or being unable to go out freely in the same way as before.

To help to reduce peoples’ anxieties about health risks in the current difficult times, we will make full use of our filter development know-how nurtured for more than 60 years as a global filter manufacturer in order to continue fulfilling our social responsibility under the themes of “environment”, “air,” and “health” to promote sustainable economic and social activities.

About the New Product

Product name: “Zexeed” YAMASHIN Filter Mask

Product description and features: A flagship model offering the following three features essential for masks.

① Filtration performance (filtering capability)

Thanks to the use of the YAMASHIN Nano Filter™, realized by our proprietary polymer nanofiber mass-production technology, 99% of fine particles are captured by innumerable nano-level voids in the filtration material having a wadded structure of intertwined, multilayered nano fibers. The capture ratio of this material is almost equivalent to that of N95 masks (results of PFE tests conducted by the Kaken Test Center).

② Fit and sealing (air leakage ratio)

The unique three-dimensional pleated shape (patent pending) that enhances the fit and sealing effect of the mask achieves an average face-to-mask contact ratio of 90% (results of air leakage tests conducted by YAMASHIN using a particle counter supplied by Sibata Scientific Technology Ltd.), thereby minimizing air leakage.

③ Ease of breathing (ventilation)

The unique three-dimensional pleated shape also increases the surface area of the mask to about double that of our conventional products, greatly improving breathability.

Catalog price: 825 yen (tax included) / 3 pieces

Sold at: Drug stores throughout Japan from October 1. Preorders will be accepted at our online shop from September 1.

(<https://yamashin-filter.shop-pro.jp/>)



Other Products

Product name: YAMASHIN Filter Mask

Product description:

This mask features ultra-high trapping efficiency and performance sustainability, achieved by the use of the YAMASHIN Nano Filter™, a non-woven filtration material of intertwined nano-level fibers created based on our proprietary nanofiber mass-production technology (patented in Japan, patent pending in six countries and one region overseas). It can be reused after hand-washing with a pressing-down motion.

Catalog price: 825 yen (tax included) / 5 pieces, 7,425 yen (tax included) / 50 pieces

Sold at: Our online shop, and from September 4, drug stores throughout Japan.



Product name: YAMASHIN Filter Sheets

Product description:

Similarly to the YAMASHIN Filter Mask, the YAMASHIN Filter Sheets feature ultra-high trapping efficiency and performance sustainability through the use of the YAMASHIN Nano Filter™. The filtration performance of commonly used masks can be enhanced by inserting this sheet inside the mask. One pack contains 30 sheets, a one-month supply, but each sheet can be reused after hand-washing with a pressing-down motion.

Catalog price: 1,078 yen (tax included) / 30 pieces

Sold at: Our online shop, and from September 4, drug stores throughout Japan.



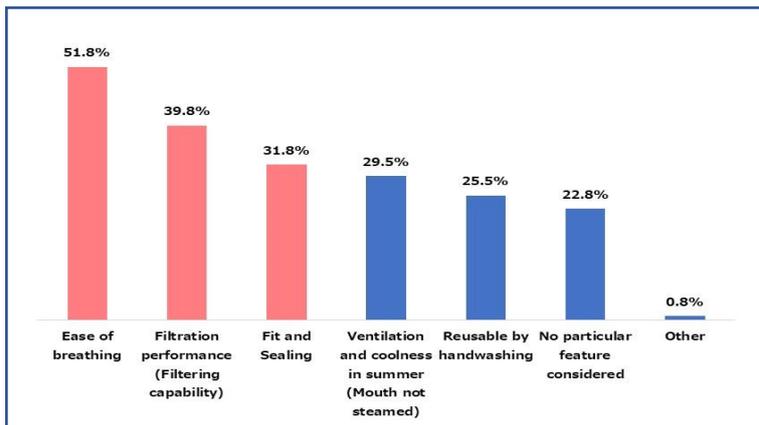
Results of Attitude Survey

An online survey was conducted and responded to by 400 men and women living in four prefectures in Japan's Kanto region. The results are as follows.

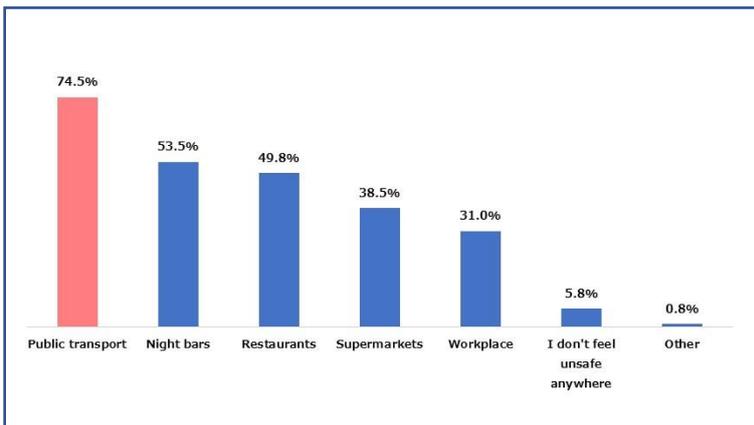
Survey results

- The most desirable features for a mask are “ease of breathing” at 51.8%, followed by “filtration performance” at 39.8% and “fit and sealing” at 31.8%.
- The environments that people feel are the most dangerous are “public transport” at 74.5%, “Japanese-style bars” at 53.5%, and “restaurants” at 49.8%.
- Sixty percent of people feel more stressed because of not being able to go out in the same way as before.
- Approximately 40% of people use a different type of mask depending on the situation and on average own 2.5 types of masks.
- More than 50% of people lack confidence in the effectiveness of their masks to protect against viruses and feel that they are not easy to breathe through when worn.
- Of all ages and sexes, women in their 60s fear “closed, crowded, and close-contact (3C)” environments the most. Overall, women fear such environments more than men.

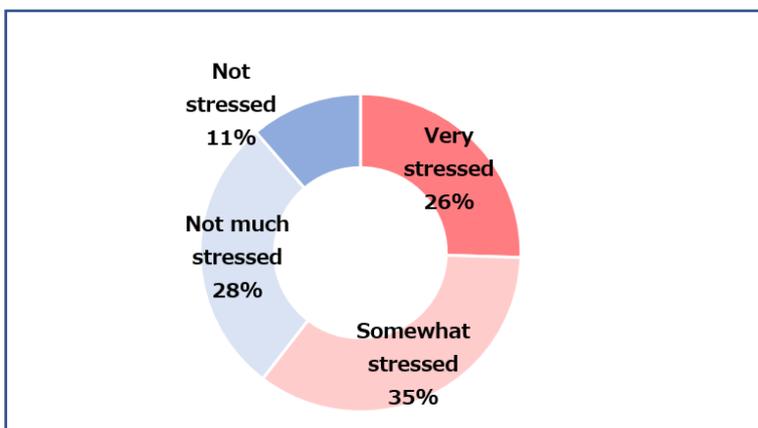
Q. What mask features do you prioritize when selecting a mask? Select all that apply.



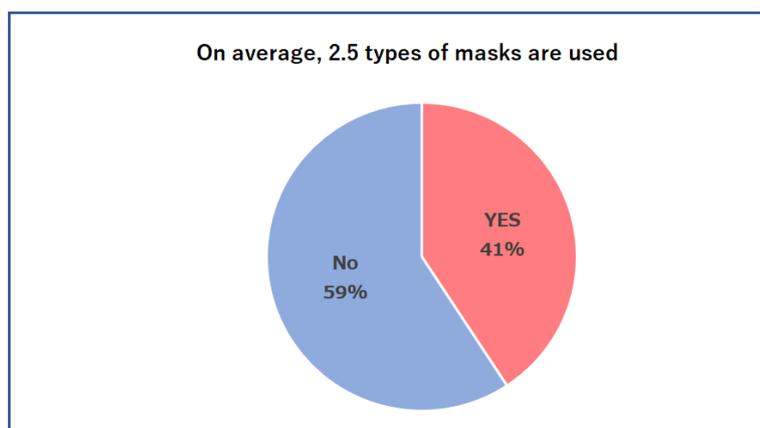
Q. In which environments do you feel unsafe for fear of infection? Select all that apply.



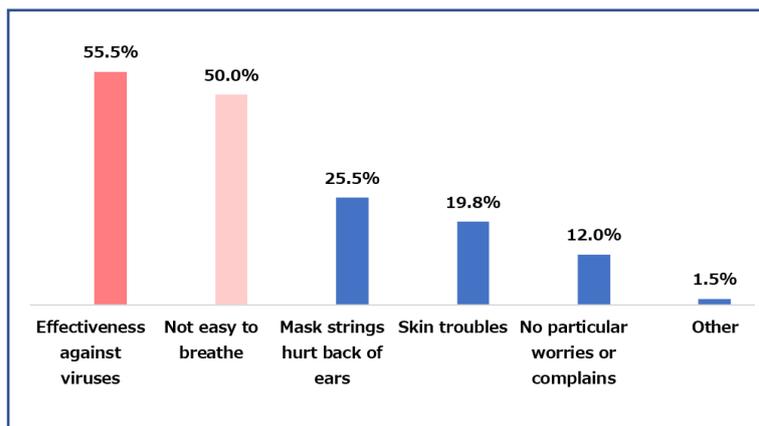
Q. Do you feel more stressed due to having to stay at home?



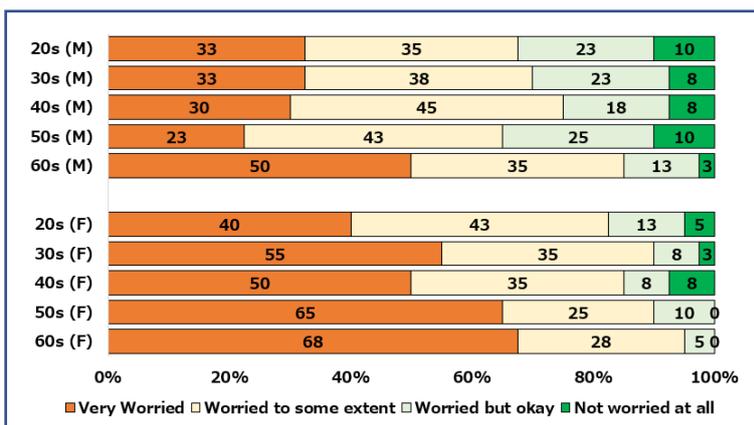
Q. Do you use a different type of masks depending on the situation?



Q. What are your worries or complains about masks? Select all that apply.



Q. How do you feel about “closed, crowded, and close-contact(3C)” environments?



■ Survey Overview

Title: Attitude survey on masks Period: August 3 and 4, 2020

Targets: People living in four Kanto prefectures (Tokyo, Chiba, Kanagawa, Saitama). 400 men and women in their 20s to 60s (The number of respondents were evenly selected from all age brackets and sexes.)

Method: Online questionnaire

Inquiries

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