

**FOR IMMEDIATE RELEASE**

**Notice regarding Responses to the Orders for Action  
issued by Consumer Affairs Agency to the Subsidiary of the Company**

Tokyo, July 30, 2021 --- As previously announced in “Notice regarding the Orders for Action issued by Consumer Affairs Agency to the Subsidiary of the Company” on July 28, 2021, Maxell Holdings, Ltd. (TSE: 6810, hereinafter “the Company”) had announced about the Orders for Action issued by Consumer Affairs Agency as of July 28, 2021 (hereinafter “the Orders for Action”) to the wholly owned subsidiary of the Company, Maxell, Ltd. (hereinafter “Maxell”) against the representations used for Anti-bacterial Deodorizer “OZONEO AERO (Model number: MXAP-AE270)” (hereinafter “the Product”) in the Maxell’s website under the provisions of the Article 7, Paragraph 1 of the Act against Unjustifiable Premiums and Misleading Representations (Act No. 134 of 1962). The Company today announced about the responses to the Orders for Action as follows.

The Company and Maxell examined the contents of the Orders for Action, and acknowledge that the representations on the website regarding the Product were made based on scientifically reasonable grounds, and deplore the Orders for Action issued by Consumer Affairs Agency. For this reason, the Company and Maxell will consider responding to the Order for Action with a view to taking legal measures such as a lawsuit for cancellation of the Orders for Action.

For the details of the supporting materials regarding the effect of the Novel coronavirus inactivation by ozone generated by the Product, please refer to Maxell website.  
<https://www.maxell.co.jp/index.html> (Japanese only)

The Company will announce immediately on Maxell website, if there will be anything that must be disclosed in the future relating to this matter.

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