

FOR IMMEDIATE RELEASE

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

Tokyo, July 28, 2021 --- Maxell Holdings, Ltd. (TSE: 6810, hereinafter “the Company”) announced about the orders issued by Consumer Affairs Agency as of today (hereinafter “the Orders for Action”) under the provisions of the Article 7, Paragraph 1 of the Act against Unjustifiable Premiums and Misleading Representations (Act No. 134 of 1962, hereinafter “the Act”) to the wholly owned subsidiary of the Company, Maxell, Ltd. (hereinafter “Maxell”) as follows.

1. Contents of the Orders for Action

The Orders for Action was determined by the Consumer Affairs Agency that the representations used for Anti-bacterial Deodorizer "OZONEO AERO (Model number: MXAP-AE270)" (hereinafter "the Product") manufactured and sold by Maxell in several mail order websites, including Maxell's, "Maxell Online Main Store", "Maxell Online Rakuten Store" and "Maxell Online PayPay Mall Store" violated Article 5, Item 1 of the Act.

2. View and Future Forecast

Although the Company recognizes that the representations of the Product had been made after verifying sufficiently the effect of the ozone generated by the Product through a third-party organization, the Company will carefully examine the contents and consider responses to the items pointed out in the Orders for Action.

The Company also recognizes that the Orders for Action will have a minimal impact on the consolidated business performance of the Group and will continue to strive to improve the quality of our Anti-bacterial Deodorizers, including the Product, while expanding our product lineup and expanding sales.

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

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