

Yonex Co., Ltd. June 17, 2025

Yonex Expands Nagaoka Development and Manufacturing Site with New Tennis Racquet Factory

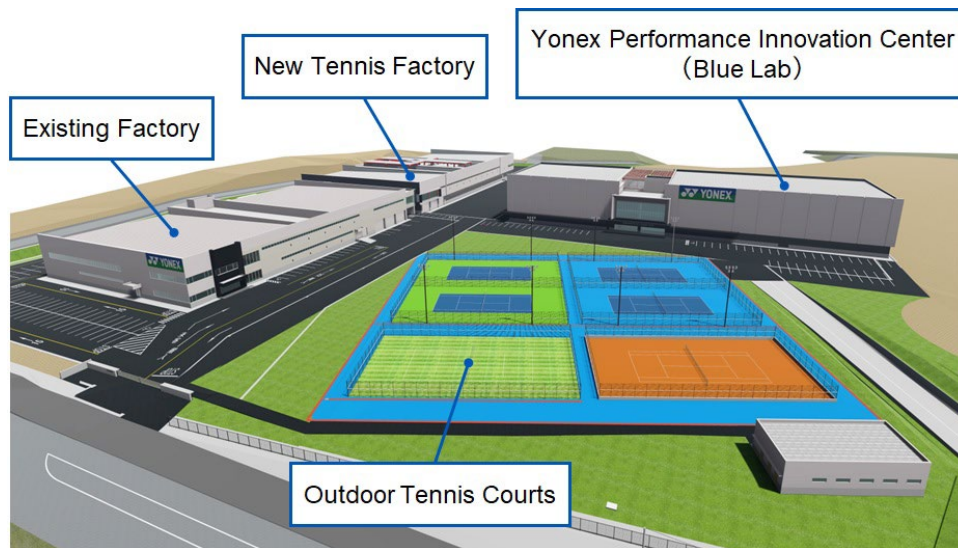
TOKYO, Japan – Yonex Co., Ltd. (hereinafter referred to as “Yonex”) is pleased to announce the completion of a new tennis racquet factory on June 4, located on the same site as the existing factory and the Yonex Performance Innovation Center (Blue Lab), the research and development facility that began operations in July last year in Nagaoka City, Niigata Prefecture. The factory is scheduled to start operations in December of the same year. Yonex will meet the increasing global demands in volume by cooperating with Yonex Performance Innovation Center (Blue Lab) and will deliver Made by Yonex high-quality products to support players at all levels.



New Tennis Racquet Factory

Yonex tennis products continue to earn the trust of top athletes for their quality and performance, as demonstrated by being the second most-used racquet brand at the recent French Open 2025*. This growing trust from professional players is also drawing increasing attention from tennis fans worldwide, contributing to the continued global growth of Yonex's tennis business.

As part of its Global Growth Strategy (GGS), Yonex is placing a particular focus on expanding the tennis business in North America. Aiming to establish tennis as its second core business pillar, Yonex continues to strengthen both the product lineup and customer engagement, while working to further raise brand awareness and broaden the customer base. The construction of this new factory represents an important step in meeting the growing demand from customers worldwide.



With the completion of the Yonex Performance Innovation Center (Blue Lab) last July and the recent opening of the new factory, Yonex's development and manufacturing hub in Nagaoka has further expanded, creating an even stronger foundation to further advance its craftsmanship. In addition to enhancing production capacity, the data accumulated and analyzed at the adjacent R&D facility will be leveraged to accelerate prototyping and refinement. This agile approach aims to drive continuous innovation and deliver high-quality products to even more customers around the world.

* Total racquet usage rate among male and female singles main draw players at French Open 2025, based on Yonex research.

【New Factory Overview】

- Location: Nakayama, Takatou-machi, Nagaoka-shi, Niigata, Japan
*Same site as existing Nagaoka factory and New R&D Facility Yonex Performance Innovation Center (Blue Lab)
- Business: Manufacturing of tennis racquets
- Floor Area: Approximately 12,300 m²
- Operation Start: December 2025 (Scheduled)

About Yonex Co., Ltd.

Yonex is a global sporting goods brand dedicated to craftsmanship and innovation. With expertise in carbon graphite technology, Yonex manufactures high-performance equipment—from badminton and tennis racquets to golf clubs, snowboards, and road bikes—and offers apparel, shoes, and accessories that support every player's sporting experience.

The blue and green logo symbolizes the boundless blue sky and the green grass that keeps Yonex grounded, representing a commitment to transforming endless possibilities into realities and challenges into opportunities. Yonex remains committed to the mission: Bring the world together by deepening people's connection to sport and to each other, all in pursuit of the purpose of crafting a better future with unique innovations.

For more information, please visit Yonex official website: <https://www.yonex.com>

Contacts

Investor Relations, Corporate Communications Department

Yonex Co., Ltd.

yy-ir@yonex.co.jp