

January 18, 2021

Mitsubishi Chemical Launches MCC Sports Co., Ltd.

Mitsubishi Chemical Corporation
Astro Corporation

Mitsubishi Chemical Corporation (MCC; Head office: Chiyoda-ku, Tokyo; President: Masayuki Waga) has decided to launch a new group company, MCC Sports Co., Ltd. (MCCS) on April 1, 2021 with the aim of enhancing its sports-related business and raising the value of the MCC Group brand. MCC Group company Astro Corporation (Astro; Head office: Chuo-ku, Tokyo; President: Hideo Iwano) will be renamed as MCCS, and MCC's sales promotion function for sports equipment such as golf shafts will be transferred and integrated into the new company.

MCC operates the golf shaft business under brand names including Diamana™ and TENSEI™. As the only golf shaft maker in the world to integrate every stage of business from material development to marketing, design, manufacturing, and sales, its products are purchased by a wide range of players from top pro golfers to amateurs.

Astro has a full lineup of artificial turf products for use in sports and a top-level share of domestic sales in Japan. It is highly rated by many in the sporting world for its comprehensive operations from laying of artificial turf and rubber chip paving to after-sales service, and for its superior products and services offering users long-lasting peace of mind.

By launching MCCS, the MCC Group will strengthen its capability to propose sports equipment products and put in place systems for responding to a wide range of customer needs. Also, considering future expansion into the fields of parasports and nursing care, the MCC Group will continue to leverage its comprehensive capabilities and proactively supply products that contribute to healthy living, with the aim of realizing KAITEKI.*

*KAITEKI is an original concept devised by the Mitsubishi Chemical Holdings Group and denotes "the sustainable well-being of people, society and our planet Earth."

Overview of Astro Corporation

Location: 2-2, Nihombashi Hongokucho 1-chome, Chuo-ku, Tokyo

Capital: 50,000,000 yen

Businesses:

- Manufacturing and sales of artificial turf, synthetic resin products, and other sports and leisure-related products
- Design and construction of facilities, etc., related to the above products



Diamana golf shafts



Artificial turf soccer fields

For further information, please contact:
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