

NEWS RELEASE

Teijin Frontier Launches a Global Marketing Website to Strengthen Digital Outreach

Tokyo, September 4 , 2025 --- **Teijin Frontier Co., Ltd.** announced today the launch of a new marketing website, <https://marketing.teijin-frontier.com/english/>, designed to support global outreach and strengthen digital marketing activities both domestically and internationally. The site, which went live on Sep. 3, aims to enhance engagement with customers through an efficient and targeted digital platform.

In recent years, digital transformation in information gathering and sales activities has accelerated in Japan and global markets. Teijin Frontier, leveraging its unique business model that integrates trading company and manufacturer functions, has recognized the need for a digital platform that can effectively and accurately respond to customer needs.

To address this, Teijin Frontier has developed a new marketing website that showcases the strengths and features of its corporate group and the solutions it offers. This initiative represents a new marketing strategy that integrates trading, manufacturing and digital capabilities to expand brand recognition, acquire new leads and generate business opportunities in global markets.

Key Features of the New Marketing Website

- Cross-linking between group company websites and product-specific pages to provide comprehensive information
- Integration with marketing automation tools to suggest optimal solutions to users
- Utilization of an AI chatbot for real-time customer interaction in a conversational format
- Dynamic content optimized for AI search engines through structured publishing
- Planned integration with overseas group company websites to offer global marketing solutions.

The new website will enable customers to quickly and easily locate, explore and ask questions about Teijin Frontier products and services worldwide.

With the launch of this new marketing website, Teijin Frontier aims to expand its front-office operations in global markets, enhance business growth through active use of digital technologies and strengthen its overall business model.

[Teijin](#) (TSE: 3401) is a technology-driven global group with two core businesses: high-performance materials and healthcare solutions. Established in 1918 as Japan's first rayon manufacturer, Teijin today comprises some 150 companies employing 20,000 people in 20 countries. Teijin is committed to its Purpose, "Pioneering solutions together for a healthy

planet.” Teijin works together with employees and external partners to achieve its Long-Term Vision, “To be a company that supports the society of the future.” Teijin posted consolidated revenue of JPY 1,005.5 billion and total assets of JPY 1,061.3 billion in the fiscal year ending March 31, 2025.

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