

May 1, 2025

# Sakata Seed Corporation to Establish Global Flower Business Division

## To Boost Competitiveness in Response to Changing Business Environment

Sakata Seed Corporation (Headquarters: Yokohama City, Kanagawa Prefecture, Japan; President: Hiroshi Sakata) will inaugurate the Global Flower Business Division on June 1st, 2025, to strengthen its flower business in response to the dynamic global market environment.

In recent years, the agriculture and horticulture sectors have been experiencing rapid changes due to factors such as global warming and changing consumer preferences. A similar trend can also be seen in the flower seed industry where companies must attentively adopt value chain-specific initiatives to address new challenges such as global shifts in cut flower production areas, logistical reforms, and diversified lifestyles of consumers. As a result, the industry is undergoing restructuring, corporate affiliation, and large-scale consolidation.

To navigate these changes and further enhance our competitiveness, Sakata Seed Corporation will integrate the product development functions of its Overseas Sales & Marketing Division and the Japanese Domestic Sales & Marketing Division into the newly formed Global Flower Business Division. This reorganization, set to commence on June 1st, 2025, will gradually extend to a global scale, enhancing our product development capabilities and technical support.

Flowers, which nourish the soul, are becoming increasingly important in today's unstable and rapidly changing world. We believe that our Global Flower Business Division will play a significant part in delivering this intrinsic value of flowers to more people while expanding new business opportunities.

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