



Algal Bio won the third place in the first "Kering Generation Award X Japan"

Microalgae Biomass Receives High Marks in Healthcare, Beauty, and Fashion



Raffaella Cornaggia (CEO, Kering Beauté), Francois-Henri Pinault (Chairman and CEO, Kering), Masashi Shimizu (CEO, Micro Bio Factory), Lina Sakai (CEO and Founder, Fermentation Co, Ltd.), Kotaro Oda (Team Leader, Algal Bio), Jun Kamei (CEO and Founder, amphico), Marie-Claire Daveu (Chief Sustainability and Institutional Affairs Officer, Kering), Thierry Marty (North and Southeast Asia Pacific President, Kering), Tak Umezawa (Chairperson, CIC Japan)

TOKYO (March 21, 2025) - Algal Bio, which develops new products and solutions derived from microalgae with a commitment to “Cultivating Algae's Potential for a Better Future”, is honored to be crowned the third place in the first Kering Generation Award X Japan, and the award ceremony was held on March 13, 2025, at TOKYO NODE HALL in Tokyo.

The CCUS model, which takes advantage of the high CO₂ fixation capacity of microalgae, was highly evaluated for this award. Additionally, the possibility of utilizing biomass in the beauty and fashion industries was highly valued, and there were high expectations for the creation of new markets through the utilization of algae's functional ingredients and natural pigments.

Selection Points by Kering

Algal Bio, which won third prize, is a bio-venture with over 20 years of research on Japan's marine algae. Known for its high CO₂ fixation, algae contain functional ingredients and natural pigments

beneficial for anti-aging, UV protection, and hydration, with applications in healthcare, beauty, and fashion.

During the award ceremony, the trophy was presented by Ms. Raffaella Cornaggia, CEO of Kering Beauté, along with an image film showcasing our 5-ton photobioreactor installed at the Yokohama Manufacturing Technology Center and various microalgae species selected from our microalgae library of more than 100 species.

This award will provide us with training and networking opportunities at Kering headquarters across Europe and we will also have a chance to present our innovation at the global innovation summit "Change NOW" in April 2025. With this award, we will promote the development of applications in the beauty and fashion fields, aiming to socially implement sustainable biomass utilization. At the same time, we will promote the social implementation of recycling-oriented solutions based on our microalgae bio-foundry technology, thereby contributing to the reduction of environmental impact and the creation of new value.

About Kering Generation Award

Designed as one of the key initiatives for innovation under Kering's 2025 Sustainability Strategy, the Kering Generation Award was launched in China in 2018 and has since been aiming to drive industrywide transformation by recognizing and supporting startups that bring about positive environmental and social impact while addressing challenges in alternative raw materials, green supply chain, retail & use and the circular economy. The program has already been held four times in China – last year, the Group debuted its Saudi and Japanese editions. Additionally, a "Kering Generation Award X Jewelry" was launched with the cooperation of the Polytechnic University of Milan, expanding Kering's support program to the jewelry sector.

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods and Jewelry: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ginori 1735 as well as Kering Eyewear and Kering Beauté. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow's Luxury in a sustainable and responsible way. We capture these beliefs in our signature: "Empowering Imagination".

<https://www.kering.com/en/>

About Algal Bio

Algal Bio is a R&D-oriented startup company, dedicated to unleashing the potential of microalgae with the mission of "Cultivating Algae's Potential for a Better Future". We are building the most advanced microalgae bio-foundry platform in the world. Our platform is based on the results of more than 20 years of microalgae research at the University of Tokyo. It consists of a proprietary microalgae library that accumulates culture data on 1,260 strains of 100 species, as well as breeding and selection technologies for each microalgae, know-how for optimizing culture conditions, and a pilot plant for scale-up studies. Our platform will provide the clients with the best possible microalgae for their needs in the shortest possible time. By leveraging our algae bio-foundry

platform, we collaborate with a diverse range of companies to bring new algae-derived products and solutions to market. These innovations address critical global challenges, including human health, sustainable food supply, and climate change.

<https://algalbio.co.jp/en/>

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