
Collaboration with Moomin: Sharing the Value of Forests 「WITH FOREST PROJECT」

Oji Holdings Corporation (President: Hiroyuki Isono, Head Office: Tokyo) announces the collaboration with the globally beloved Moomin and the launch of "WITH FOREST PROJECT" today, February 19, to highlight the value forests bring to our lives.

The stories of the Moomins, which originated in Finland—the land of forests and lakes—beautifully portray a tranquil life in harmony with nature, rooted in the core value of "Respect for Nature." As a company with over 150 years of experience in nurturing sustainable forests and harnessing forest resources, we have started an initiative to share the value of forests and bring people closer to them, inspired by our shared values with the Moomins.

The project's dedicated website will showcase how forests enrich our lives through the gentle and whimsical world of Moomin. In addition, special Moomin statues, crafted using timber from our company-owned forest (Oji Forest), will be on display at the Ginza Head Office in Tokyo and other locations. A Handbook of Living in Harmony with Forests with a wooden cover will be distributed as a novelty item. The project will create opportunities to deepen understanding of the diversity and significance of forest values.

Furthermore, a limited-time pop-up event is planned for this summer in Tokyo, offering visitors an immersive experience of living in harmony with forests.



■「WITH FOREST PROJECT」

1. Symbol: Wooden Moomin Statue (Made from Oji Forest Timber)



※The image is for reference only.

2. Handbook of Living in Harmony with Forests (Oji Forest Timber used for the cover) To be distributed to business partners and during recruitment events.



3. Dedicated Website: <https://forest.ojiholdings.co.jp/>



©Moomin Characters™

4. Limited-Time Pop-Up Event

This limited-time event allows visitors to experience the deep connection between forests and life while immersing in the world of the Moomins.

The exhibition will be held at Daikanyama T-SITE GARDEN GALLERY.

The event dates and details will be announced once finalized.



©Moomin Characters™



※The above images are for reference only and may differ from the final design.

5. Public Transit Advertising

The advertisement will be placed on the wall of Shibuya Station during the limited time event.



※The image is for reference only and may differ from the final design.

©Moomin Characters™

6. Nepia Nepi-eco Tissue, Moomin design



©Moomin Characters™

Product Overview

Product Name : Nepia Nepi-eco Moomin design

Date of Launch: May 2025 (limited quantities available)

Standard: 400 sheets (200 pairs) × 5-box pack

Suggested Retail Price : Open Price

Sales Area: Japan only

■About Moomin

Moomin is a story first published in 1945 by Tove Jansson, a leading Finnish writer and artist. The Moomins have depicted in novels, comics, and picture books, and have inspired numerous animated films, character merchandise, theme parks, and stores. They are loved by people all around the world, including in Japan. Along with the Moomin family, Snufkin, Little My, the Hattifatteners, and many other beloved characters, Scandinavian design goods with a high level of artistry, as well as the philosophical and profound nature of the literature, have recently gained significant popularity among adults. In addition, 2025 marks the 80th anniversary of the publication of the Moomin novels.

■About Oji Holding's Sustainable Forest Management

The Oji Group has been engaged in sustainable forest management for more than a century, guided by the corporate philosophy that "Those who use trees are responsible for planting them." We manage a total area of 635,000 hectares—about three times the size of Tokyo Prefecture—comprising 190,000 hectares in Japan and 450,000 hectares overseas, making "Oji Forest" one of the largest company-owned forests in Japan (*based on our research). Approximately 30% of this area consists of conservation forests, and through integrated management with production forests, we are able to maximize the multifaceted functions of forests, such as water source cultivation, landslide prevention, and biodiversity preservation.

Forestry resources are the foundation of our business, and as a company that values "Growing Forests, Utilizing Forests," we will continue to create and deliver sustainable products made from forest resources to society.

Contact
Public Relations and Investor Relations Department, Corporate Sustainability Division, Oji Holdings Corporation Phone: +81-3-3563-4523 Email: oji-holdings@oji-gr.com