

# For Immediate Release

June 1<sup>st</sup>, 2023



**For the JINS global growth,  
JINS has appointed Paul Nixon, previous Creative Director at Apple Inc,  
as Global Chief Creative Officer.**

JINS Holdings, Inc. (headquartered in Chiyoda-ku, Tokyo; Hitoshi Tanaka, CEO; hereinafter "JINS") runs the Japan's largest eyewear brand by volume named JINS in Japan, announced today that Paul Nixon, who has served at Apple Inc. in many lead creative roles for approximately 18 years, including Creative Director, has joined JINS as Global Chief Creative Officer effective June 1, 2023.

Mr. Nixon brings over 25 years of design, marketing, and branding experience, most recently as a creative leader at Apple Inc. in California ("Apple"). We are confident that Mr. Nixon's expertise and experience will be a major driving force in realizing JINS' innovative products, new customer experiences, and global growth going forward.

Mr. Nixon launched the iPhone website in 2007 and the iPad website in 2010, where he was a lead interactive art director for the apple.com team reflecting Apple's core values of innovation and product and storytelling.

He then served as Creative Director of apple.com for nearly seven years, leading the design team in creating hundreds of innovative product websites from concept to launch that featured amazing products from Apple. He has many years of experience leading in the marketing communications department, where he also helped evaluate and execute online store, retail, and social projects over the years.

During his last three years at Apple, he helped the define and design the many features and functions of the Apple Watch line of wearable products as a lead software designer on the product design team.

During his nearly 18 years at Apple, Mr. Nixon has saw Apple, under the leadership of Steve Jobs and now Tim Cook, grow from a \$30 billion market cap to a \$2.5 trillion market cap company when he left in November 2022. We are looking forward to Mr. Nixon's contribution of creating value at JINS by his know-how and experience, not just in realizing tremendous growth, but also utilizing his experience from Apple working with great employees, leaders, and executives at one of the world's most innovative and outstanding technology companies.

## Comments from Mr. Nixon



"After visiting Maebashi in 2019, I had the opportunity to witness firsthand the creativity, innovation, and influence of Mr. Tanaka, who is a driving force behind creating the best experiences in his hometown. I then had the chance to meet Mr. Tanaka by chance and learn more about the mission and story of JINS, and was immediately attracted not only to his amazing Maebashi projects, but also to JINS as a company with a vision and great products that can magnify people's lives. I am looking forward to being a part of JINS' global-scale mission, and I truly believe that JINS is a special company that can Magnify the lives of its customers around the world."

"In the coming years, I believe JINS can and will become the global standard for eyewear product design, innovation and value—as well as providing stand out customer experiences and services. I am so excited, humbled, and honored to be joining the JINS team. And also inspired to be working directly with Mr. Tanaka and the team to help introduce JINS globally."