

Business Plan and Growth Potential Explanatory Material

Premier Anti-Aging, Co., Ltd.
Tokyo Stock Exchange Mothers Market 4934
December 27, 2021



PREMIER ANTI-AGING

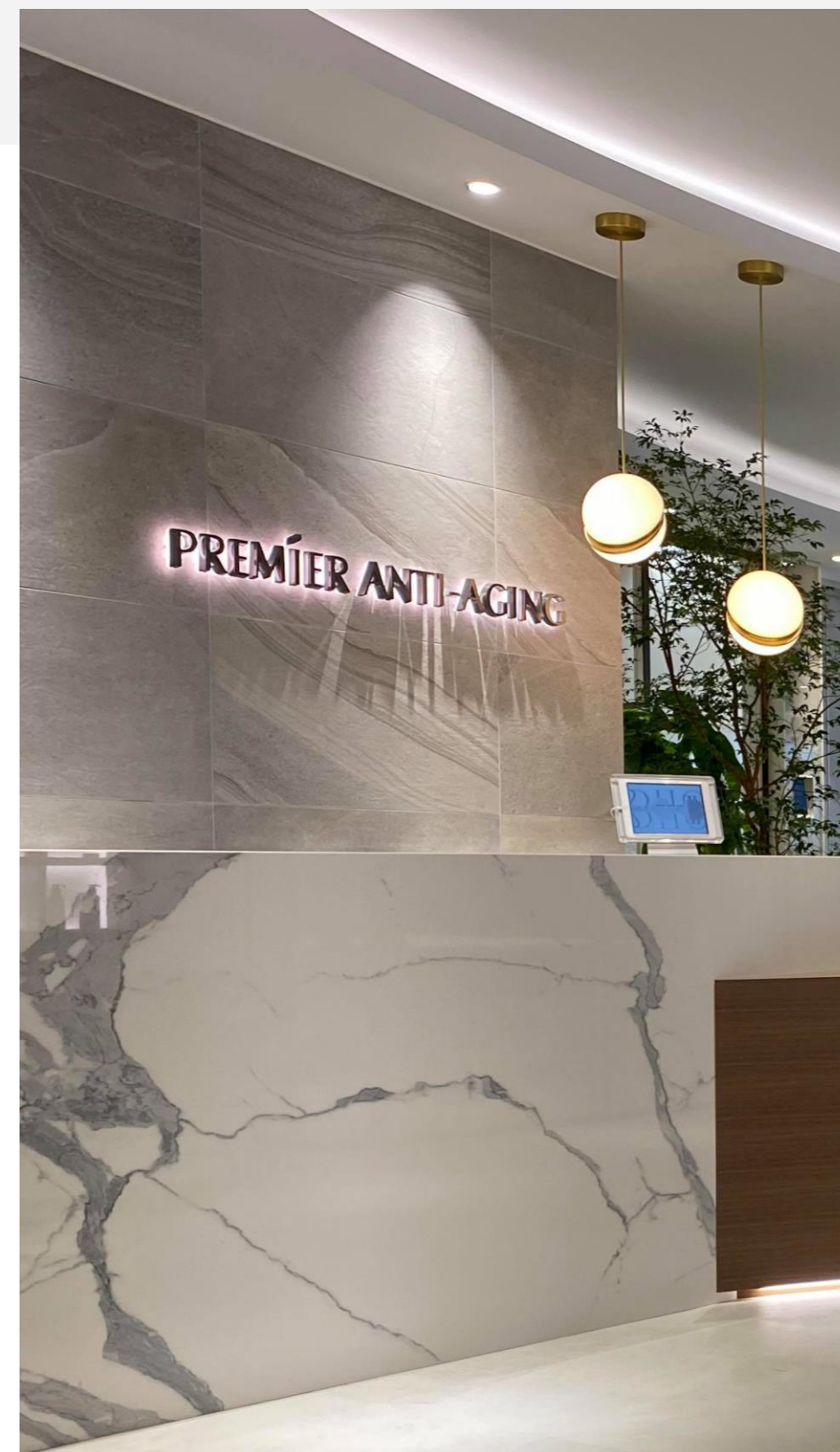
INDEX

01	Corporate Overview
02	Market Environment
03	Characteristics, Strengths
04	Growth Strategy
05	Risk Information
06	APPENDIX

01 Corporate Overview

Company Profile

Company Name	Premier Anti-Aging Co., Ltd.
Established	December 2009
Headquarters	Toranomon Hills Mori Tower, 1-23-1 Toranomon, Minato-ku, Tokyo
Directors and Executive Officers	Kiyoshi Matsuura, President and Representative Director Koji Kawabata, Director and Managing Executive Officer Takahiro Toya, Director and Managing Executive Officer Takumoto Fukumoto, Outside Director Sakiko Sakai, Outside Director Motoyasu Ishihara, Full-time Corporate Auditor Akira Ide, Outside Auditor Yosuke Kondo, Outside Auditor Keigo Uemura, Executive Officer
No. of Employees	171 people (as of October 31, 2021)
Business	Planning, development, import, export, mail order service, wholesale and retailing of cosmetic products and health foods
Affiliated Companies	Premier Wellness Science Co., Ltd. Premier Anti-Aging (Shanghai) Co., Ltd.



Founded with a focus on anti-aging and mail-order possibilities.

OUR PHILOSOPHY

Liberate people from time

Time passes equally for men, women, old people, and young people as if it is flowing.
Continuation of time becomes daily life and the accumulation of daily life becomes the future.

We want to engage deeply with people's time.

We aim to enrich people's ordinary daily lives and alter them to the new future by offering unprecedented **Unique Values**.

To unleash your future.



Kiyoshi Matsuura, President and Representative Director

After graduating from Faculty of Economics, Keio University, Matsuura acquired MBA at Columbia Business School. Following his tenure at a non-Japanese financial institution and a strategic consulting firm, Matsuura served as president of the Japanese entities of an Italian luxury brand, U.S. online jewelry brand as well as a listed investment company in Japan. In December 2009, Matsuura established Premier Anti-Aging Co., Ltd., and became the president. The company has been engaged in development and sales of cosmetic products to the present.

History

- 2009** – December : Premier Anti-Aging Co., Ltd. was established in Toranomom, Minato-ku, Tokyo.
- 2010** – February : Started cosmetic sales business. “DUO” brand launched. Began selling “The Cleansing Balm” through mail order.
- November : DUO “The Cleansing Balm” won the first prize for the first time in Other Cleansers category at @cosme, Japan’s largest cosmetics and beauty review website.
- 2011** – October : Signed agency contracts with cosmetics wholesalers and began selling the products to retail shops mainly including variety stores.
- 2012** – July : Relocated the head office to Keyakizaka Terrace, Roppongi, Minato-ku, Tokyo.
- 2016** – May: Cumulative shipments of DUO "The Cleansing Balm" series exceeded 1 million units.
- 2018** – September: The DUO's first TV commercial, "Melting Night" featuring KinKi Kids, began airing.
- 2019** – April: “CANADEL” brand, an adult anti-aging care brand, launched.
- October: Cumulative shipments of DUO "The Cleansing Balm" series exceeded 10 million units.
- 2020** – March : Relocated the head office to Toranomom Hills Mori Tower, Toranomom, Minato-ku, Tokyo.
- September: “Sitrana” brand for sensitive skin launched.
- September: CANADEL's first TV commercials featuring Ryoko Yonekura, "Expressing Yonekura" and "Serious Yonekura," began airing.
- October: Organic cosmetics brand "Immuno" brand launched.
- October: Listed on Tokyo Stock Exchange Mothers.
- December : Established Premier Wellness Science Co., Ltd.
- 2021** – February : Established Premier Anti-Aging (Shanghai) Co., Ltd.
- September: Cumulative shipments of DUO “The Cleansing Balm” series exceeded 30 million units.

Currently four skincare brands are being developed through omni-channel.

- ✓ Our key and inaugural brand. Pioneer in the cleansing balm market and continues to drive sales.

✓ Launched in February 2010.

✓ Currently have 26 SKUs.*1

DUO

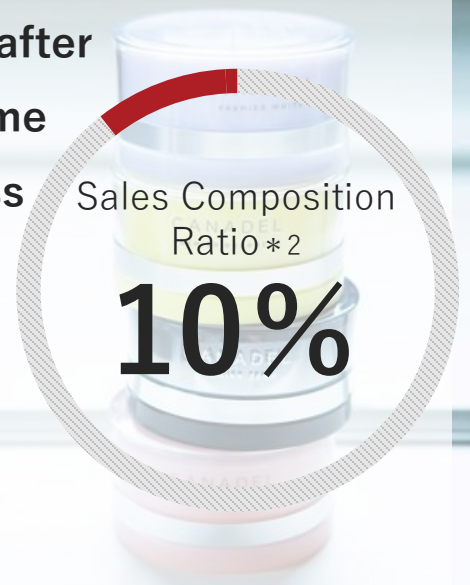


- ✓ Nurturing as the second brand after DUO. Focuses on shortening time required for skin care to address needs of busy modern women.

✓ Launched in April 2019.

✓ Currently have 5 SKUs.*1

CANADEL



- ✓ Cosmetic brands for sensitive skin with cica*3 substance in every product. Has been introduced to the Chinese market.

✓ Launched in September 2020.

✓ Currently have 13 SKUs.*1

sitrana

- ✓ An SDG-conscious organic cosmetics brand that promotes sustainable development.

✓ Launched in October 2020.

✓ Currently have 8 SKUs.*1

immuno

*1: SKU numbers refer to the number of regular products as of the end of October 2021. Limited editions, different sizes not included.

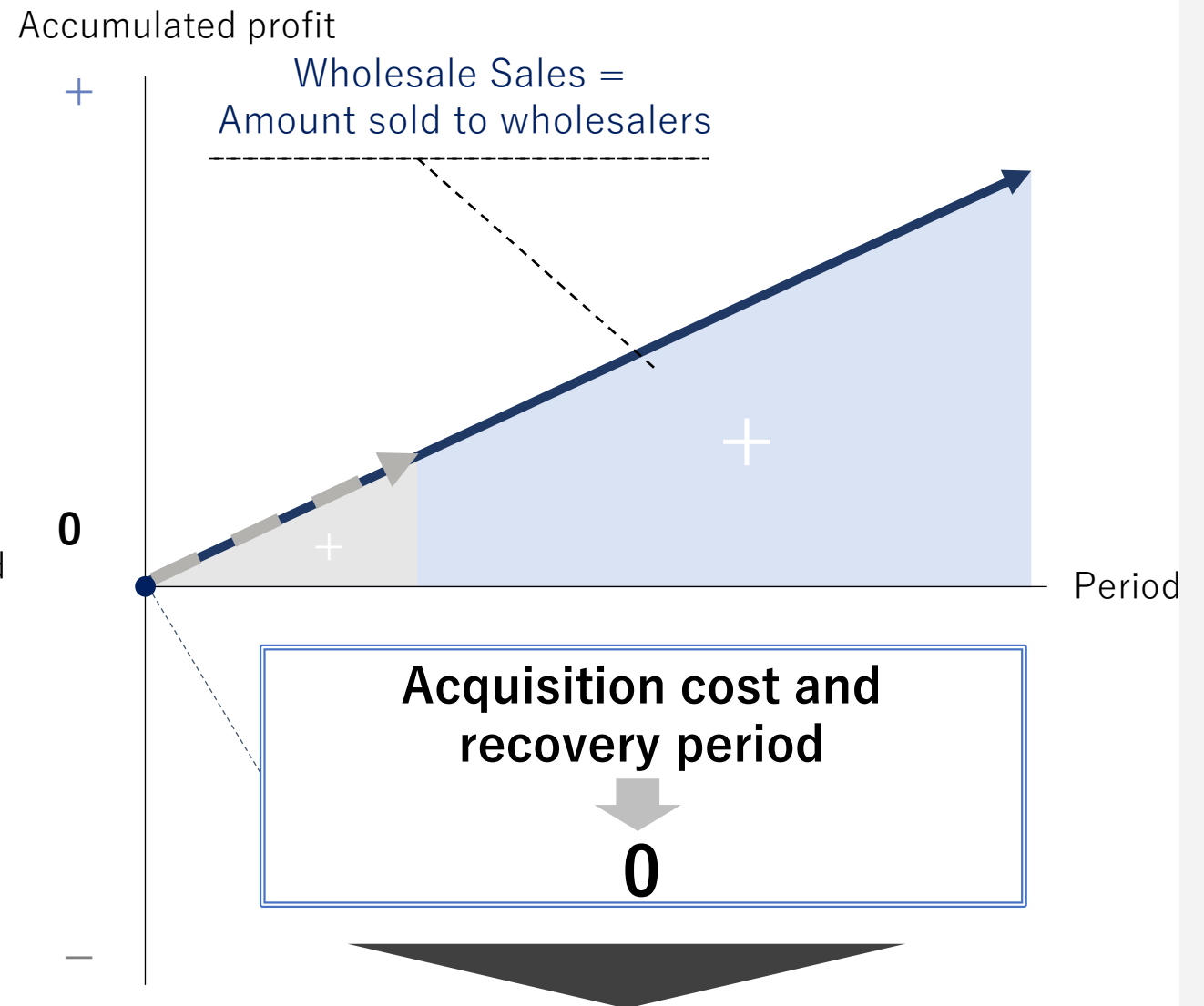
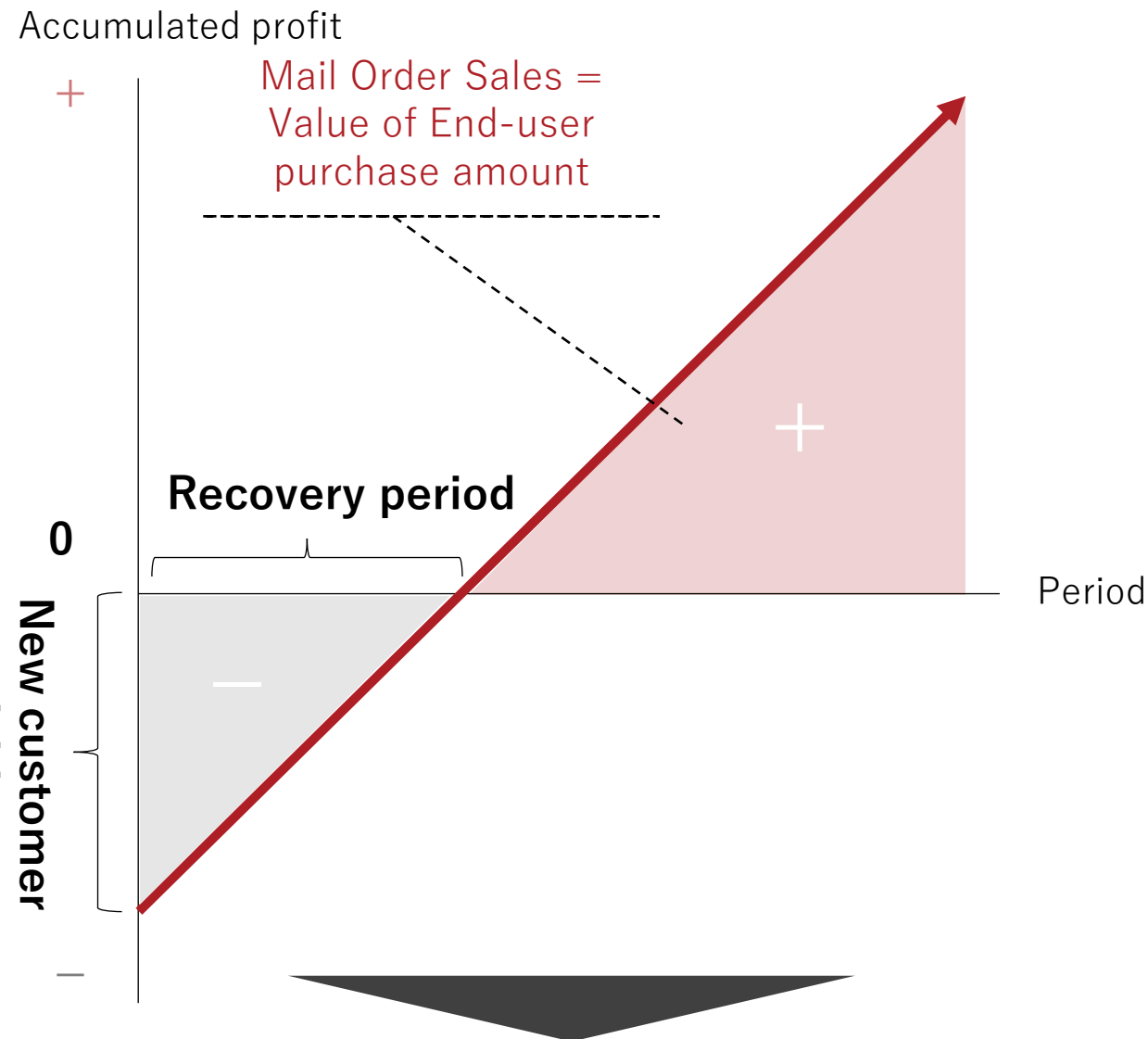
*2: Calculated based on FY2022-1Q net sales.

*3: Cica refers to the substance extracted from the plant, Centella asiatica.

Mail order sales are characterized by a high unit cost of sales booked, while wholesale sales are characterized by a quick turnaround in profitability.

Mail Order

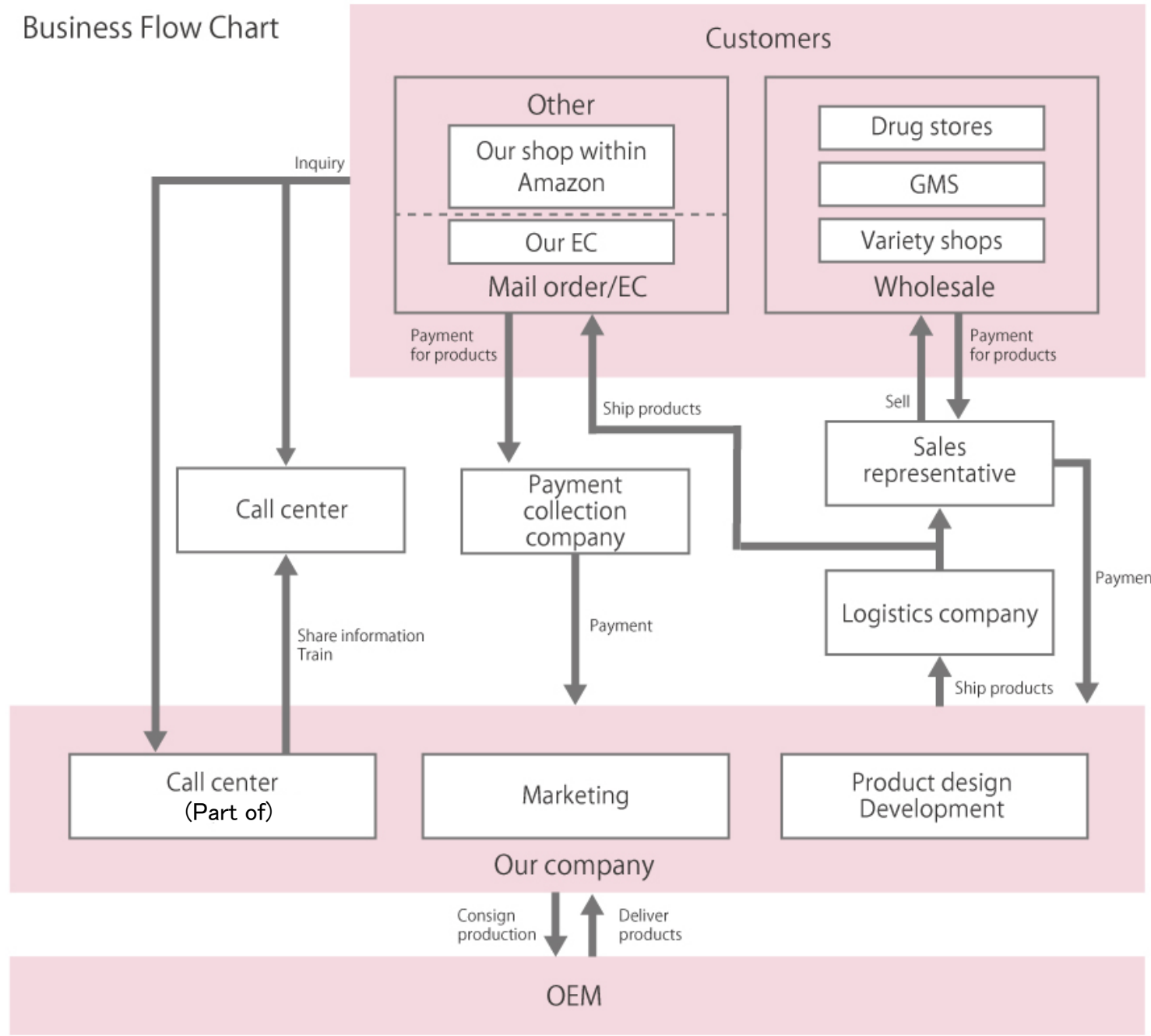
Wholesale



High unit cost of sales recorded due to no intermediary margins

Profits are generated from the start of the transaction

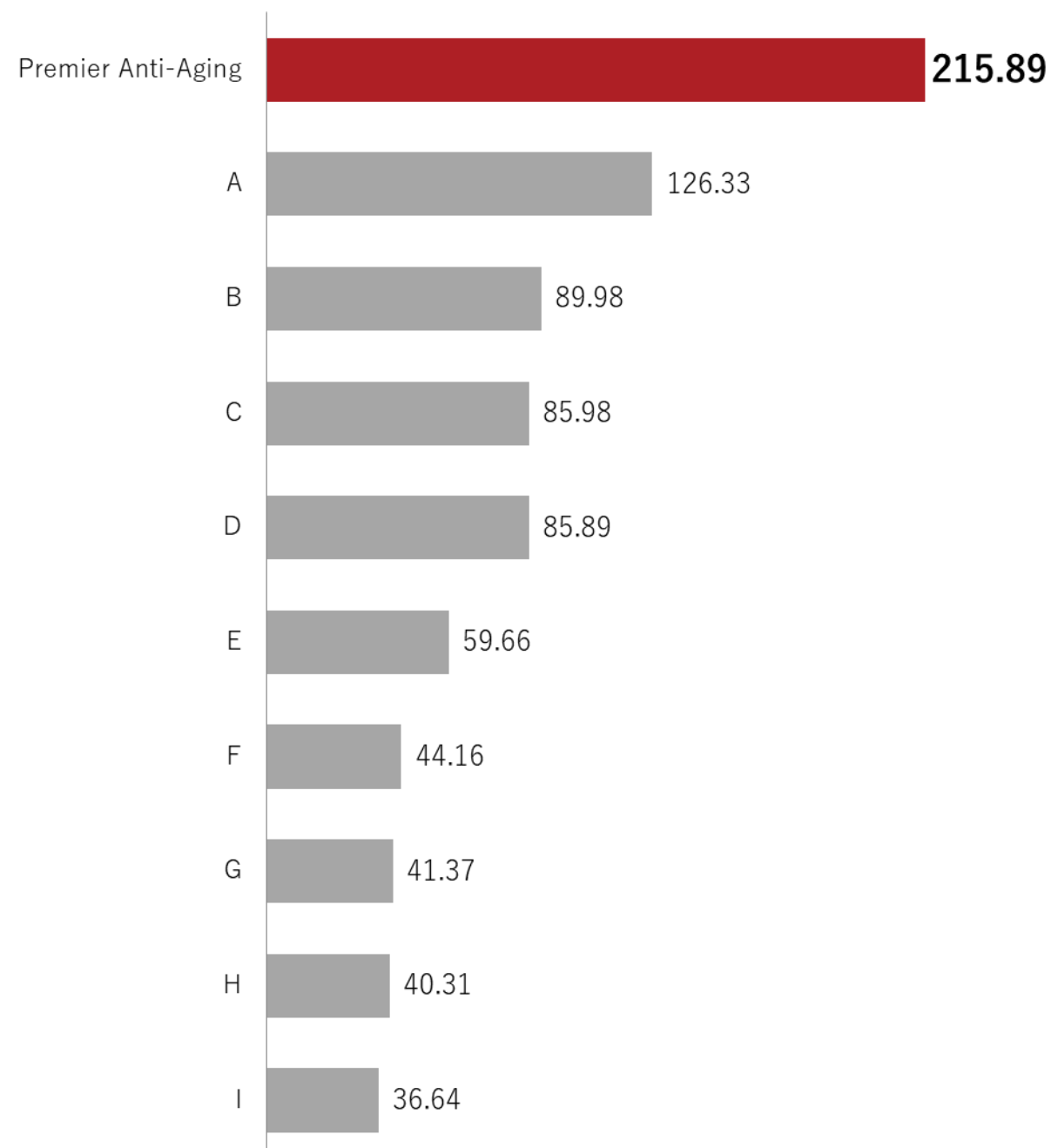
Build a fables organization that specializes in core operations. Achieved high productivity and mobility.



We have established a nationwide network of OEM manufacturers and select the most suitable OEM for each product on a case-by-case basis. By having the production system outside the company, we can ensure a flexible production system that is resistant to changes in the environment.

Sales per employee continued to exceed 200 million yen. Continued asset-light management.

Sales per employee (Millions of yen)



Our main facilities (Thousands of yen)

	Equipment	Office equipment, etc.
Book value	Building	90,235
	Vehicles and transportation equipment	3,263
	Tools, furniture and fixtures	18,730
	Software	163,034
	Total	275,264
	Total assets	15,661,379

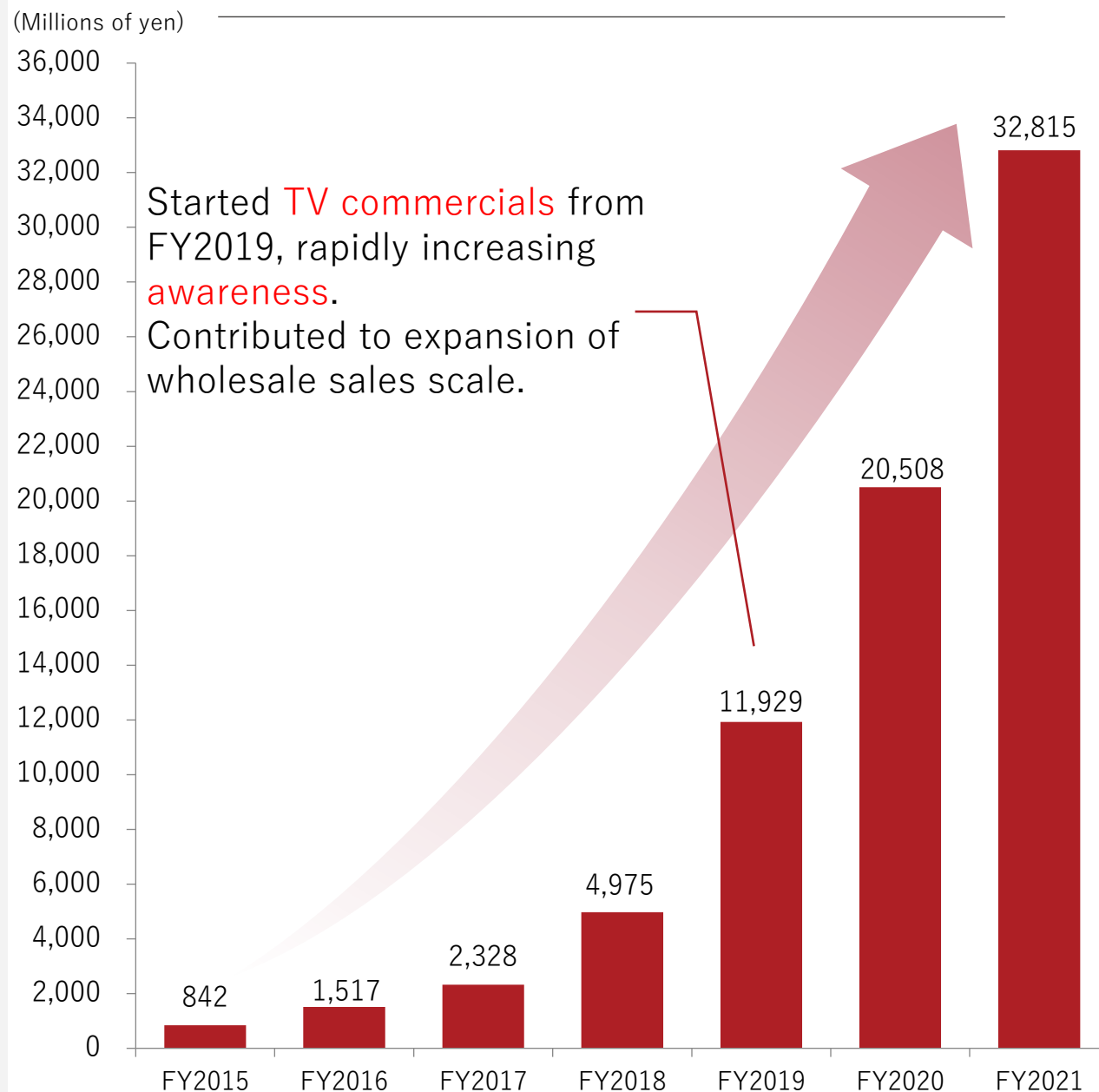
Note: As of October 31, 2021



Ensure a flexible production system that is resilient to changes in the external and internal environment.

In addition to stable sales through the subscription sales model, sales continued to grow significantly due to the expansion of wholesale sales. Profit levels grew markedly as a result of various management improvements.

Net sales



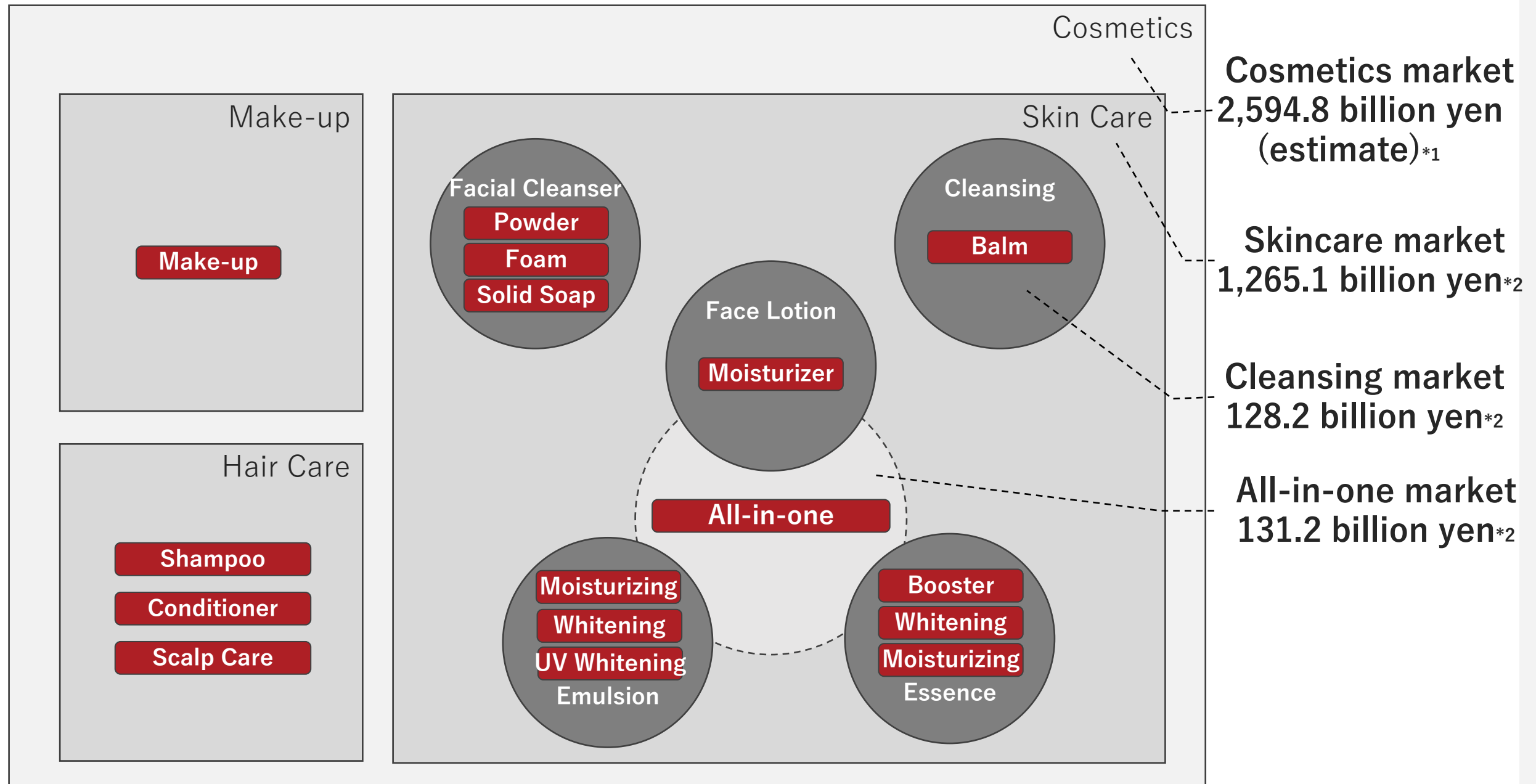
Ordinary profit



02 Market Environment

The 2020 domestic market size for cleansing, to which the balm belongs, was 128.2 billion yen.

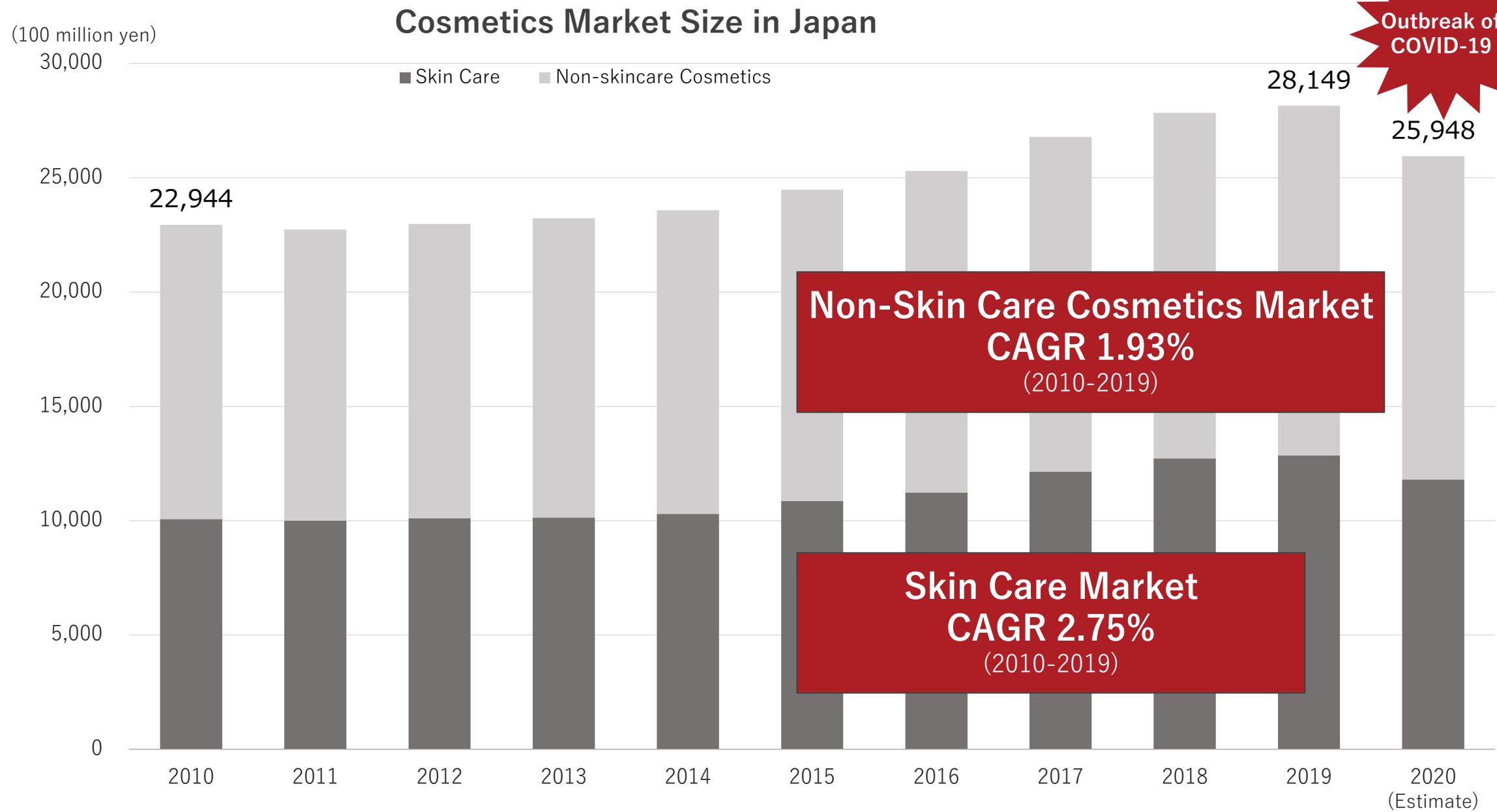
Supplement



Note: Gray represents the market and red represents products handled by the Company.

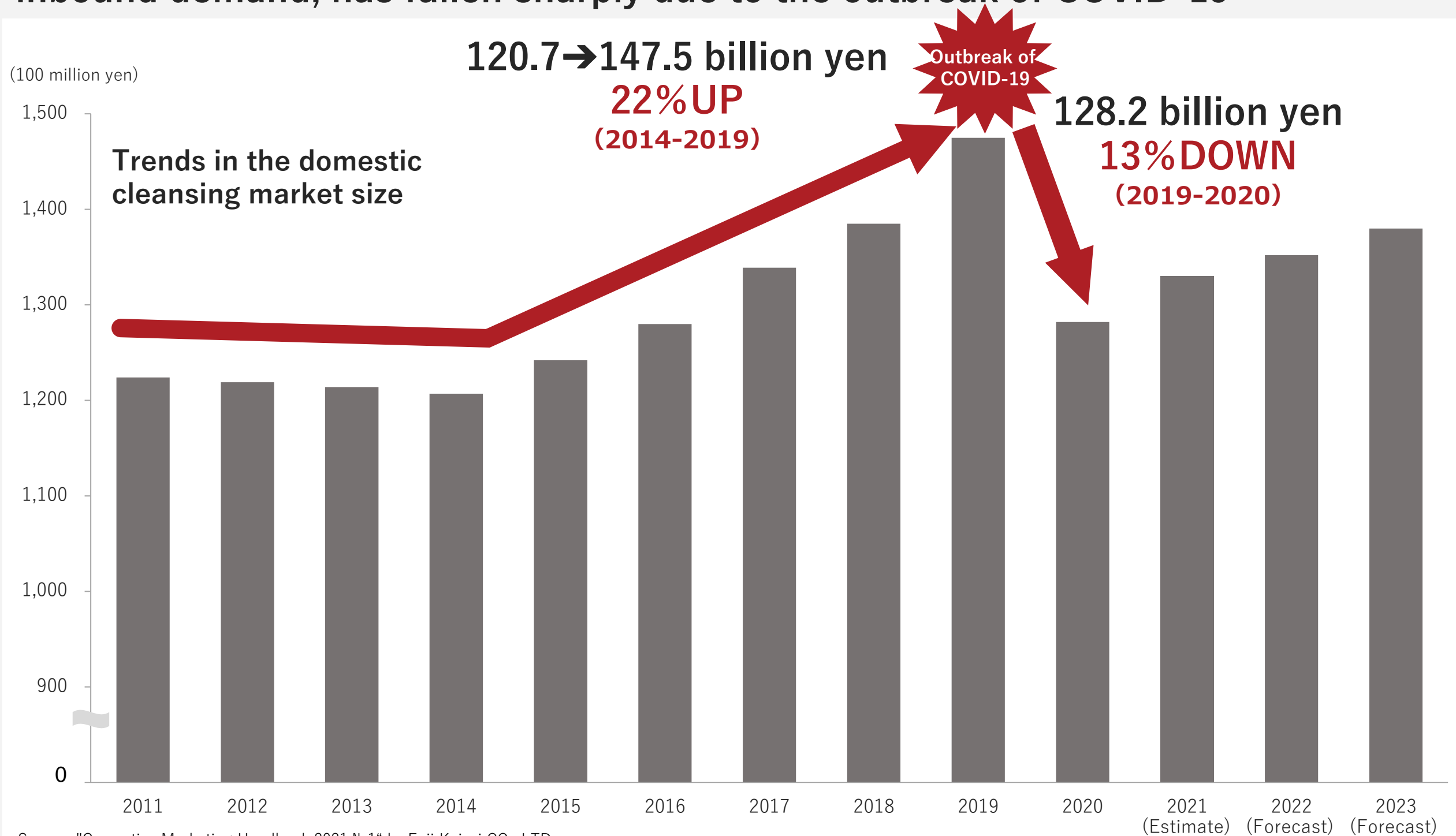
*1 "Cosmetics Marketing Handbook 2020, Comprehensive Edition" by Fuji Keizai CO., LTD. *2 "Cosmetics Marketing Handbook 2021 No.1 by Fuji Keizai Co., LTD.

The domestic cosmetics market, which continued to grow moderately through 2019, declined significantly following the outbreak of COVID-19.



Source: "Cosmetics Marketing Handbook 2020," Summary by Fuji Keizai CO., LTD.

The domestic cleansing market, which expanded in 2014 on the back of increased inbound demand, has fallen sharply due to the outbreak of COVID-19



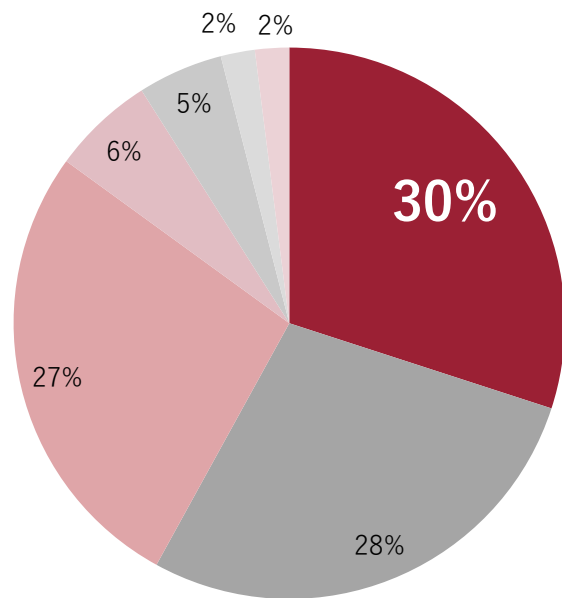
Source: "Cosmetics Marketing Handbook 2021 No.1" by Fuji Keizai CO., LTD.

*The Cosmetics Marketing Handbook has been recalculated retroactively to 2011 from the "Cosmetics Marketing Handbook 2021" due to a revision of target companies and product definitions.

Demand for nesting due to the new coronavirus infection is a tailwind for EC in the skin care market.

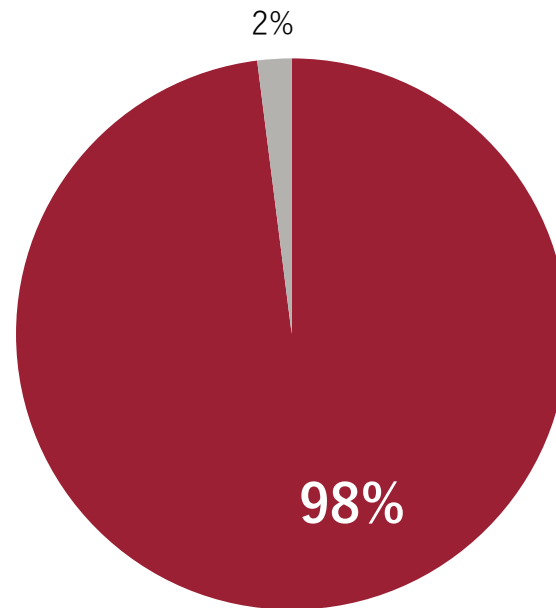
Growing EC preference

Where did you buy cosmetic products while refraining from going out?



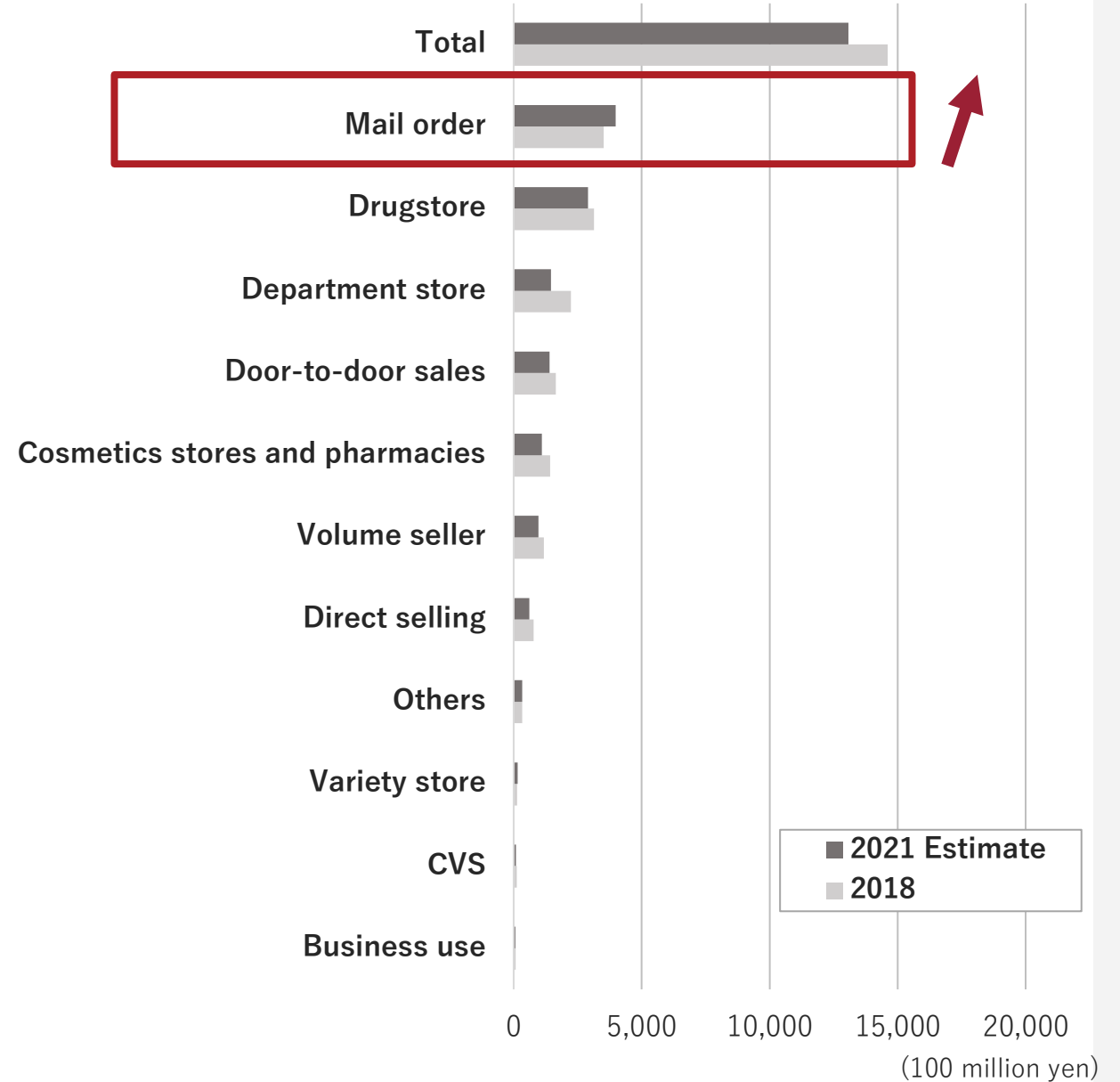
- Cosmetics EC
- Drugstore
- Comprehensive EC site
- Brand owned EC
- Others
- Variety store
- Department store EC

Do you plan to continue buying cosmetic products online after restriction on going out is lifted?



- Continue to buy online
- Want to buy only in stores

Trend in cosmetics sales by domestic channels



Source: Cosmetics EC platform NOIN, "Survey on Awareness of Cosmetics Purchasing Before and After Self-restraint in Going Out
 Note: (1) Survey target: registered users of the NOIN cosmetics platform, (2) Survey method: questionnaire conducted within the application, (3) Target area: nationwide, (4) Survey period: May 28, 2020 - June 3, 2020, (5) Number of valid responses: 2,350

Source: "Cosmetics Marketing Handbook 2021 No.1 by Fuji Keizai CO., LTD.

03 Characteristics, Strengths

Established a business model based on three characteristics.



Subscription sales model

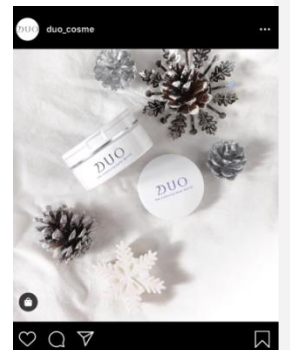
Product planning and development capability

Marketing capability

CANADEL



DUO presents
TGC
AUDITION 2020



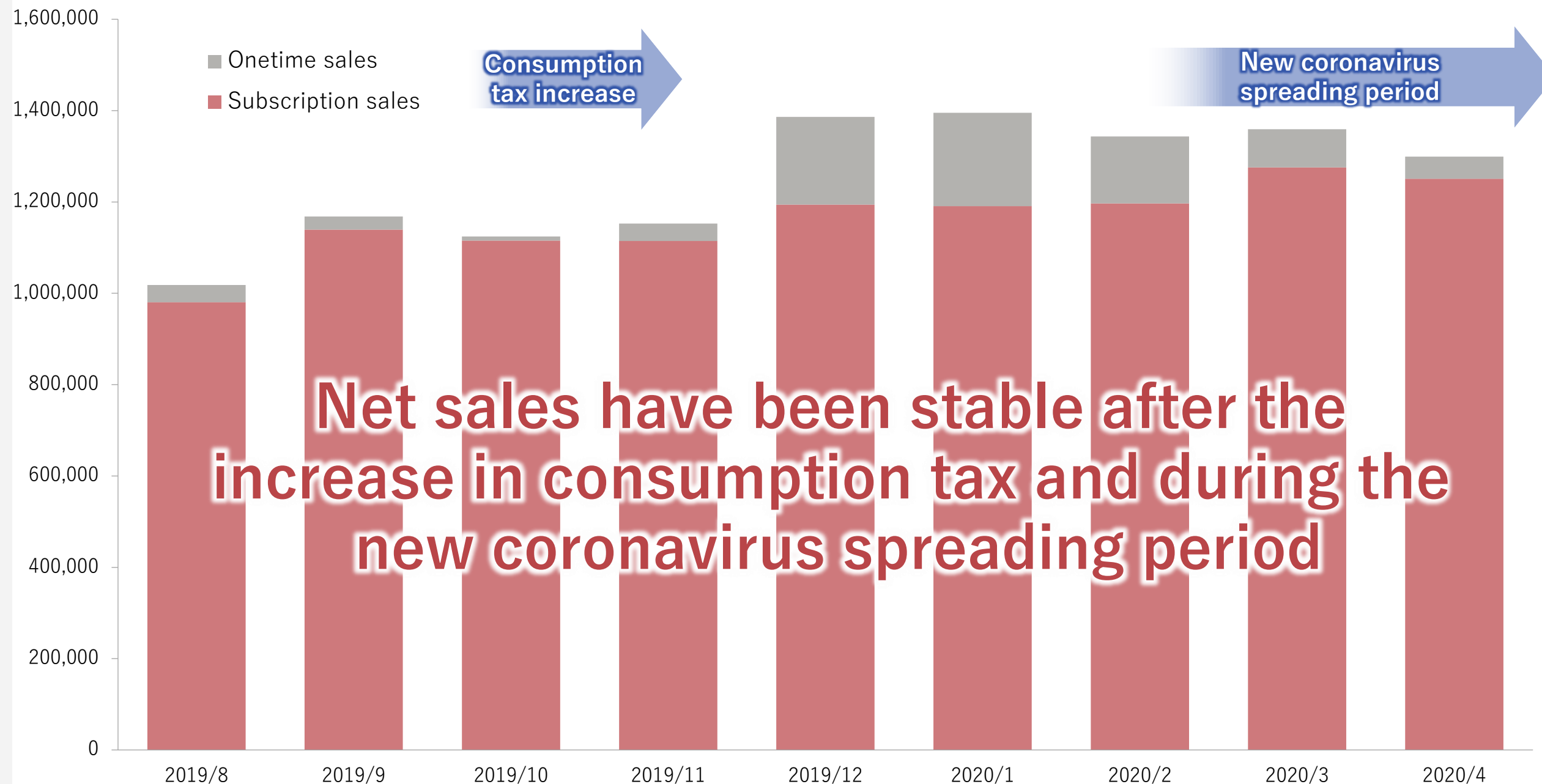
Approximately 90% of mail-order sales are stock-type business (subscription sales).



Subscription sales are less susceptible to changes in the external environment and can ensure stable sales.

Percentage of monthly subscription purchases in mail-order sales

(Thousands of yen)



Net sales have been stable after the increase in consumption tax and during the new coronavirus spreading period

Note 1: Information is not updated as it is a material of strength against changes in the external environment.

Note 2: The Group aims to manufacture low-cost, high-quality products by selecting and outsourcing manufacturing to contract manufacturers that offer the best quality, delivery, and cost for each product. For this reason, the Group relies on JO Cosmetics Co., Ltd. to purchase many of its mainstay products, The Cleansing Balm series. The basic transaction agreement with JO Cosmetics Co., Ltd. provides for items to be terminated mid-term, but the Company is not in violation of any of these items.

The company has won numerous best cosmetics awards in prominent women's magazines. Products other than cleansing balms have also consistently won awards, demonstrating the company's high product planning and development capabilities.

Major best cosmetics awarded in 2020



DUO The Cleansing Balm
 « Bijin Hyakka July »
 Bijin Hyakka Readers' Choice
 Best Cosmetics Reverse
 Lookup Dictionary
 1st place in the cleansing
 category that removes
 makeup thoroughly but is
 gentle on the skin



DUO The Cleansing Balm
 « Bijin Hyakka January »
 Newsy Buzzy Cosmetics
 Awards that thrilled us
 Cleansing category 1st place



DUO The Oil Milk Mist
 « MAQUIA July »
 1st place in the short care
 category of the petit-price
 cosmetics award



**DUO The White
 Clay Cleanse**
 « &ROSY June »
 Best Whitening Cosmetics in
 2020
 Facial cleanser 1st place



**DUO The White
 Clay Cleanse**
 « LEE August »
 The latest cosmetics that
 made 25 beauty experts
 smile! Best Cosmetics 2020
 Summer Cleansing & Facial
 Cleansing Awards for
 soothing the mind and skin!



DUO The Bright Foam
 « MAQUIA July »
 4th place in the face wash
 category of the Petit Price
 Cosmetics Grand Prix



DUO The Cleansing Balm
 « Oggi February »
 Oggi readers' favorite best
 cosmetics in 2020
 Cleansing & Face Cleansing
 category 3rd place



**CANADEL Premier Lift
 All-in-one**
 « LEE September »
 A heart with room to spare,
 skin with joy! All-in-One"
 Best Cosmetics
 Aging All-in-One Category



Sitrana Cica Repair Cream
 « Linnell February »
 The beauty connoisseurs'
 picks for the Besscos of 2020
 are announced! Linnell Best
 Cosmetics Award 2020: 2nd
 place in the milky
 lotion/cream category



**Sitrana Cica Protect
 Cleansing Balm**
 « WWD Beauty Monthly, Dec. 21 ».
 WWD Beauty Best Cosmetics 2020
 Influencers' Serious Choice: MY
 BESCOS Skincare



**Sitrana Cica Glow
 Moisture Mask**
 « BAILA December ».
 Raising skin and feelings in
 one's thirties! Best
 Cosmetics 2020 2nd half
 petit-price best cosmetics
 grand prize



**Sitrana Cica Glow
 Moisture Mask**
 « Biteki January »
 Beauty Wise Men's Choice:
 2nd Prize in the Mask
 Category of the Best
 Cosmetics for the Second
 Half of the Year 2020



**Sitrana Cica Glow
 Clear Mask**
 « MAQUIA January »
 Makia Editor's MY BESCOSS
 Individual Awards



**Immuno Advanced
 Essence Oil AG**
 « VOCE January »
 The Best Cosmetics of the
 Second Half of the Year 2020
 Special Award presented by
 the winners 2020 "Troubled
 Skin" Rescue



**Immuno Advanced
 Essence Oil AG**
 « VOCE January »
 The Best Cosmetics of the
 Second Half of the Year 2020
 Special Award presented by
 the winners 2020 "Troubled
 Skin" Rescue 41 other awards

Improve products to reflect customer opinions by leveraging the strength of DtoC. Continue to update products to be needed for a longer period of time.

Products after package improvement

(to be switched sequentially for shipments in March)



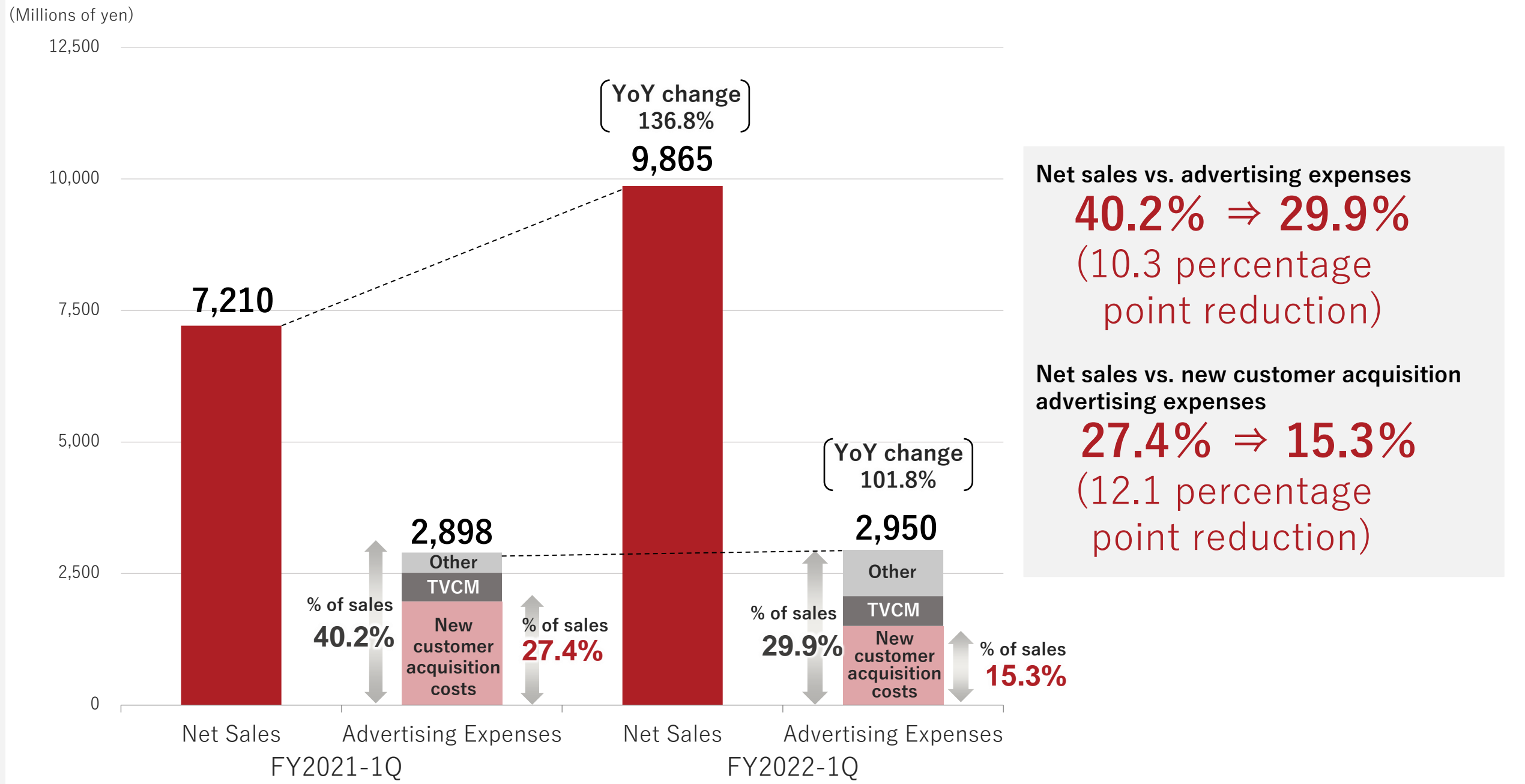
Integrated lid due to customer feedback

Of those who commented on CANADEL, **about 60%** would like to see improved containers

- CANADEL containers are difficult to open because the top lid is often dropped or the middle lid sticks to the container, so I would like to see the containers improved.
- I would like to use it in the future if it is a container that can be opened with one hand.
- The container of CANADEL is difficult to use, especially on busy mornings.
- It is hard to use the container for an all-in-one product that is supposed to be easy to use.

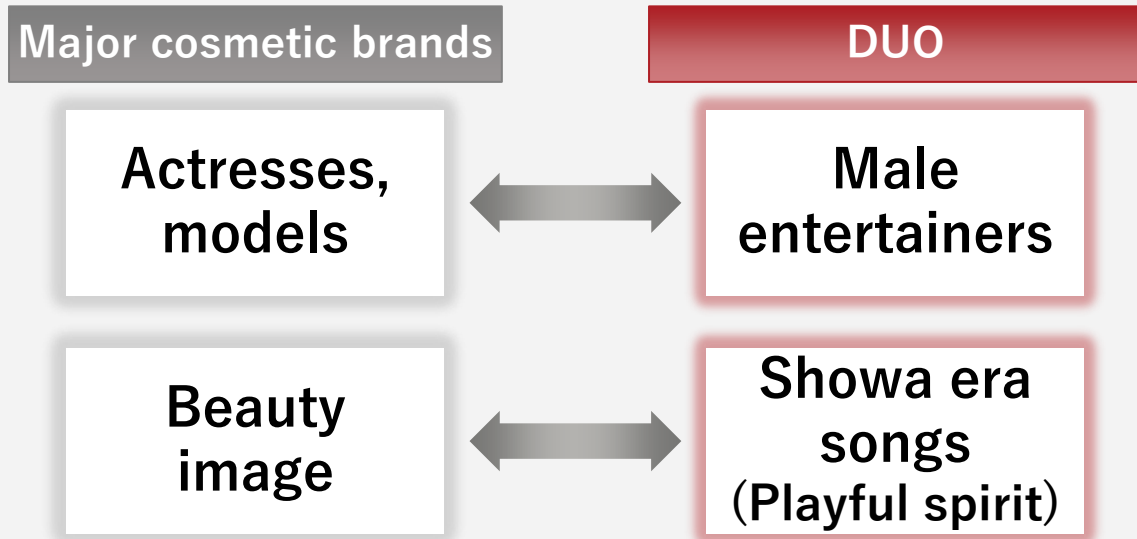
Customer comments (examples)

Promote the acquisition of new customers by utilizing performance-based digital marketing. Aim to improve efficiency of advertising and promotion costs through a media mix effect that combines mass marketing.



Create boom by combining “Uniqueness” and channel mix

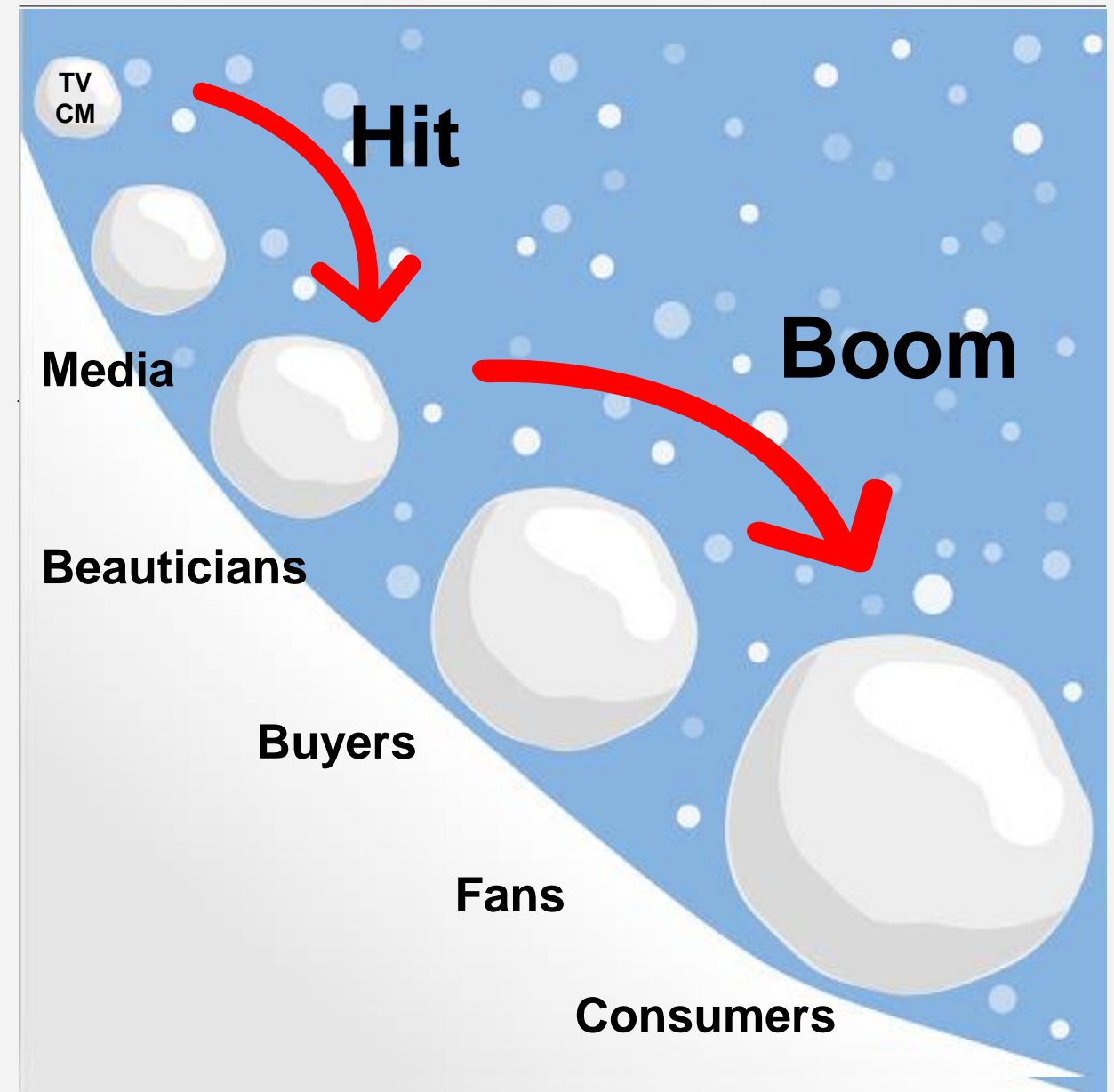
Marketing based on uniqueness (philosophy)



Increase in customer contact points utilizing channel mix



Make it a social phenomenon with snowball effect



DUO and CANADEL's TV commercials were selected as outstanding commercials, winning the BRAND OF THE YEAR 2021 "Commercial Development that Moved Consumers" award.

DUO

CANADEL

DUO and CANADEL's TV commercials won the **BRAND OF THE YEAR 2021 "Commercial Development that Moved Consumers"*** award.

*The commercials were selected from a total of 6,737 TV commercials aired during the one-year period from November 2020 to October 2021, and it was highly rated by viewers as well as contributing to business performance. Based on a monthly CM favorability survey of 3,000 consumers, CM Research Institute announces in December each year the "BRAND OF THE YEAR" brand with the No. 1 CM favorability rating and the "CM development that moved consumers" that contributed to improved business performance through outstanding CM development.

04 Growth Strategy

Further expansion of sales and profit at each stage is expected in FY2022.

Net Sales

40,000 million yen
(121.9% of the previous year)

Operating Profit

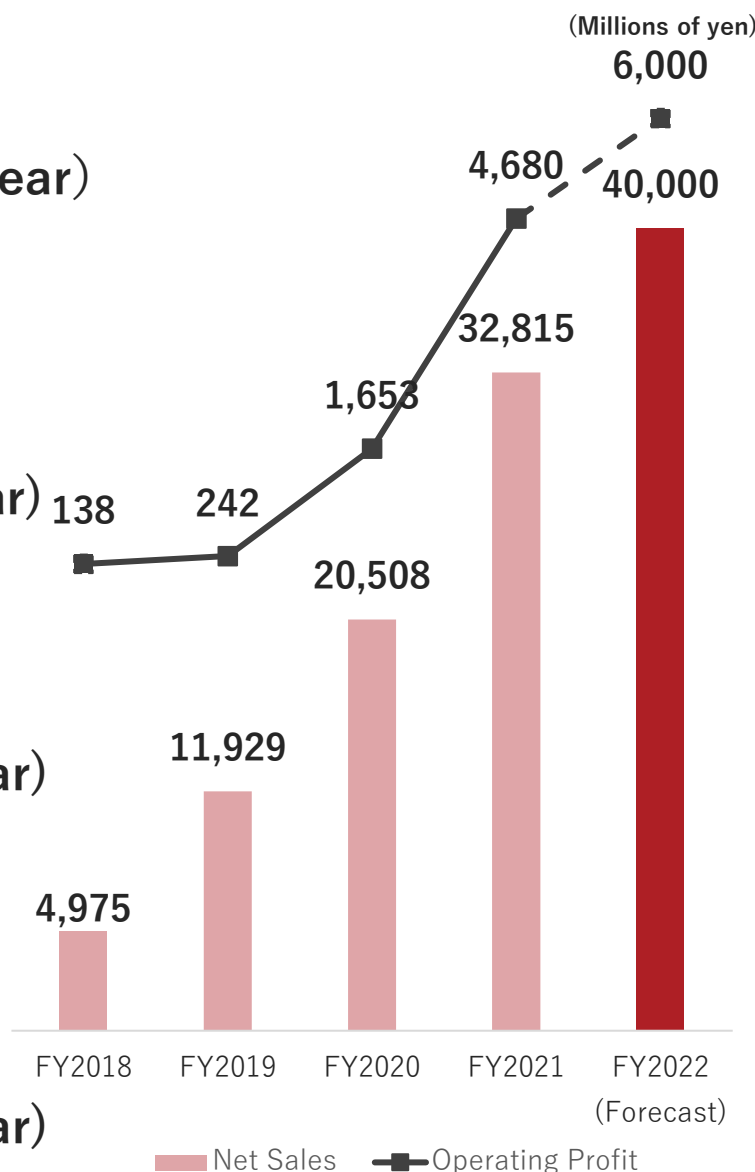
6,000 million yen
(128.2% of the previous year)

Ordinary Profit

6,020 million yen
(129.4% of the previous year)

Net Income attributable to owners of the parent

3,460 million yen
(123.9% of the previous year)



- Domestic cosmetics market is expected to continue to see strong growth in EC and other mail-order businesses due to demand for nesting of corona disasters.
- In DUO, expand the age range of customers while acquiring new regular customers, and increase awareness of cross-selling products such as facial cleansers to further expand the scale of business.
- In CANADEL, aim to increase awareness through mass marketing, including TV commercials, and efficiently implement measures to acquire new customers through digital marketing, and expect further growth.
- In the overseas business (including overseas subsidiaries), with an eye on targeting the Chinese sales season, effectively implement live commerce, etc., to increase Sitrana's brand awareness, and expect to increase sales.

Transform from a cleansing brand DUO to a skincare brand DUO.



Current issue (1):
Raise non-balm sales



Measure (1):
Promotion centered on the face wash category, which has a high affinity with cleansing

Current issue (2):
Increase cross-sell rate



Measure (2):
Establish a mechanism to make high-quality product proposals by leveraging the customer base

Source: "Cosmetics Marketing Handbook 2021 No.1," 2020 market size by Fuji Keizai CO., LTD.

Three of its TV commercials, including the face-washing commercial that began airing in September, ranked first in the cosmetics industry in terms of commercial favorability.



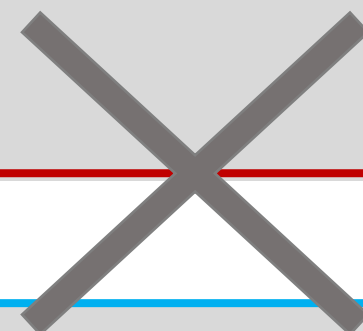
Three commercials for DUO were October 2021 **No. 1** in terms of **CM favorability** in the cosmetics industry*.

*Surveyed by CM Research Institute. A summary of the survey is as follows. Survey period: September 20, 2021 to October 19, 2021, 5 Tokyo key stations (total number of on-air issues: 2,603), surveyed: 3,000 people in the Tokyo metropolitan and 6 Kanto prefectures (4-day survey: 1,500 people + 19-day survey: 1,500 people).

Promote cross-selling by strengthening product development capabilities and sales capabilities by leveraging DtoC's strengths.

Product Development

Expansion of attractive product lineup



Strengthen ability to propose products that meet customer preferences

Sales Capabilities



In addition to core products (cleansing balm, all-in-one) that will enable No. 1 positioning in the category, we plan to expand the product lineup to enable additional proposals based on customer preferences.







*Information such as product names and release dates are as of the date of the announcement. The information is subject to change without prior notice due to various factors. Please understand this in advance.

Integrate, utilize, and analyze 3 million customer data to create a customer experience with proposals that are tailored to the concerns of each customer, and aim to cross-sell and up-sell.

		2Q	3Q	4Q
Schedule for strengthen sales capabilities		★ SNS communication and mutual conversation start	★ My Page renewal (customized by customer)	★ Branded e-commerce site application
		★ Start bundling booklets and samples by membership (customized by customer)	★ Expand and enhance chatbot capabilities	★ Start of membership magazine

Image

Branded e-commerce site applications (to be released as needed)

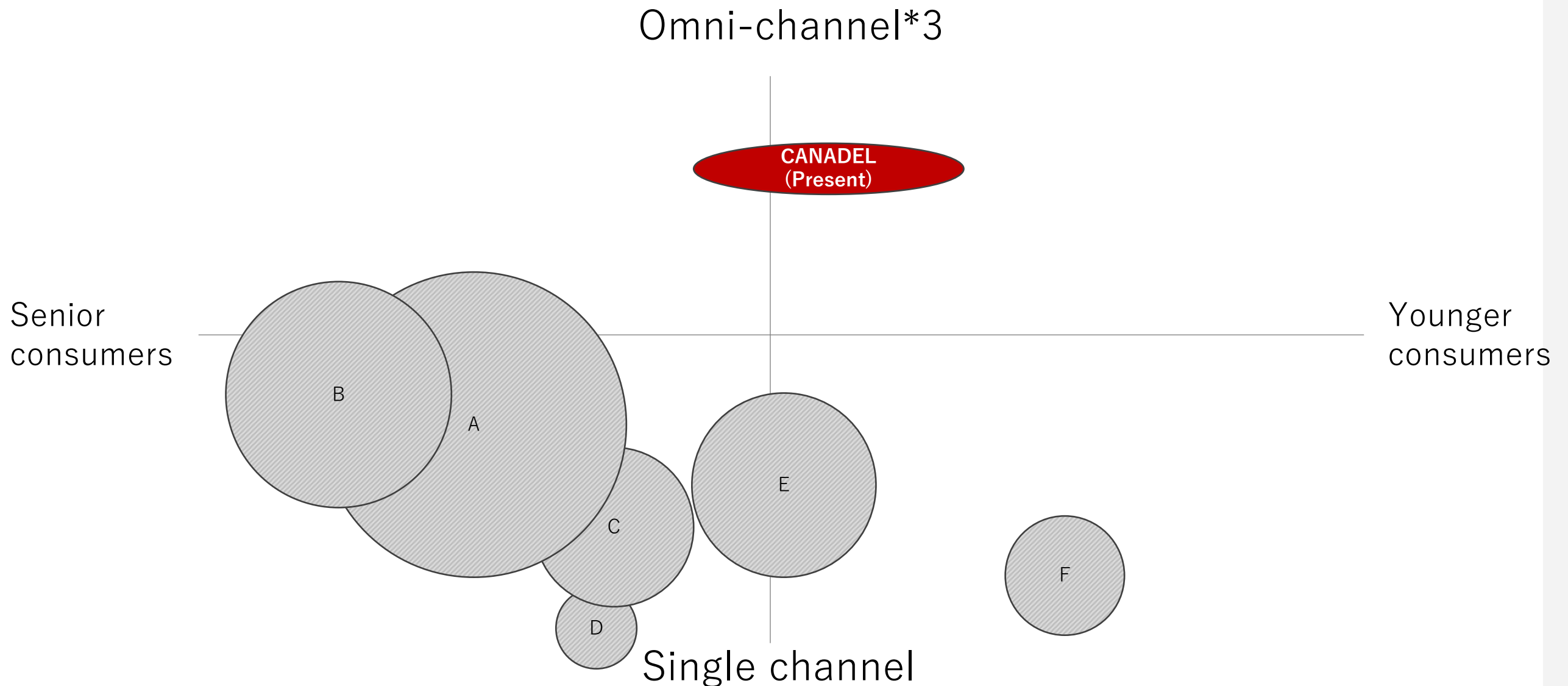
Sales Capabilities

Aiming to increase cross-selling by establishing a foundation that will enable continued CRM reinforcement in the next fiscal year

Mainly developing its potential market of customers in their 20s to 40s, rather than seniors, where competitors are crowded.

Our perception of brand positioning in the all-in-one cosmetics market*1

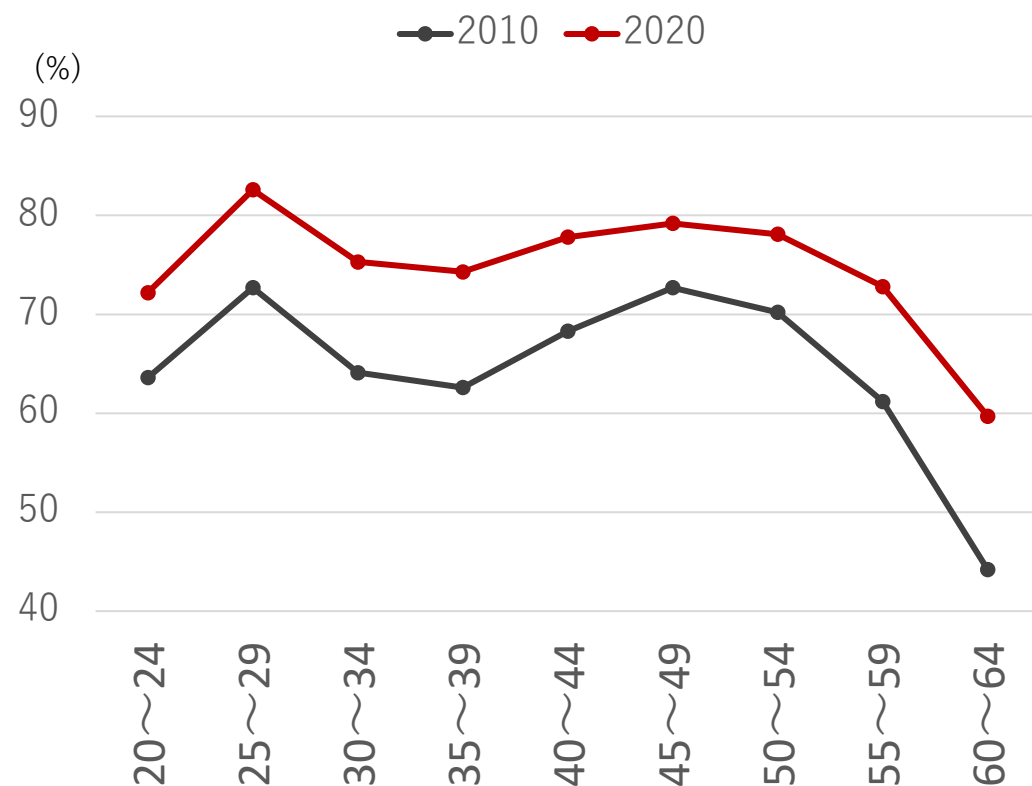
○ : Sales scale*2



*1 Brand positioning in the all-in-one market based on our research.
*2 Refer to "Cosmetics Marketing Handbook 2021 No.1" by Fuji Keizai CO., LTD.
*3 Mail order, infomercial, store sales, etc.

The employment rate of women is increasing across the female population, and we surmise that the market potential for all-in-one cosmetics that fulfill time-shortening needs is high, even among younger age groups.

Comparison of female employment rates*1



Employment rates are also increasing among young people.

Women's free time (by employment status)*2



Working women have less free time.

The all-in-one cosmetics market is expected to expand due to the increasing need for shortening time in the younger generation.

*1 "Labor Force Survey Results" (Statistics Bureau, Ministry of Internal Affairs and Communications)

*2 "2016 Basic Survey of Social Life" (Statistics Bureau, Ministry of Internal Affairs and Communications)

Promote efforts to fundamentally disrupt the existing image of all-in-one cosmetics and redefine the perception of all-in-one cosmetics themselves.

Existing All-in-One Cosmetics Image

What seniors use

I don't know how good all-in-ones are.

Insufficient effectiveness

Use it only when we're busy.

What CANADEL aims to be

Our efforts will change new perceptions

Branding

Highly effective products

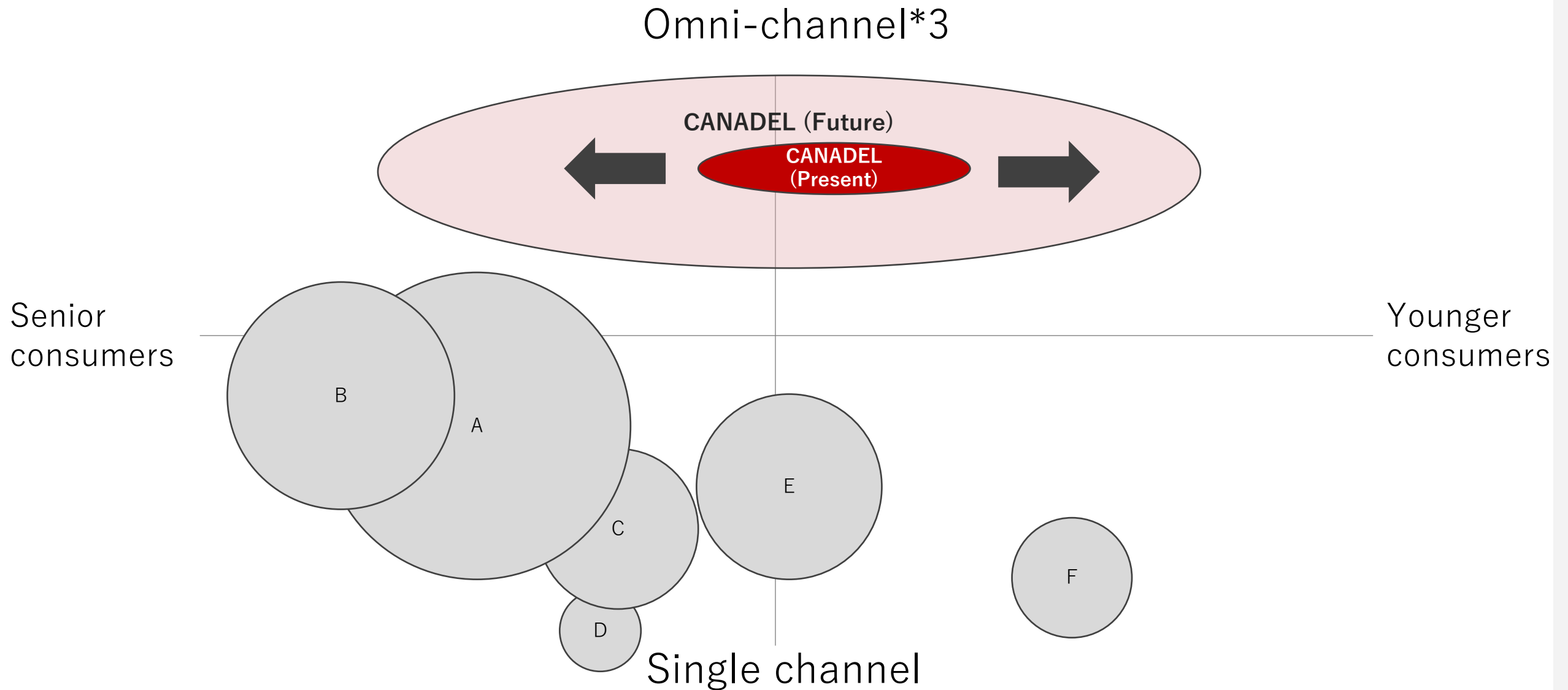
Ease of use that meets time-saving needs

All-in-one cosmetics acceptable for young people

Starting with the younger generation, who are more beauty-conscious, the company aims to become No. 1 in the market by targeting seniors, who also have a large market.

Our perception of brand positioning in the all-in-one cosmetics market*1

○ : Sales scale*2



*1 Brand positioning in the all-in-one market based on our research.
*2 Refer to "Cosmetics Marketing Handbook 2021 No.1" by Fuji Keizai CO., LTD.
*3 Mail order, infomercial, store sales, etc.

In addition to measures to raise awareness, various initiatives are implemented.

The all-in-one container is scheduled to be renewed, taking advantage of the DtoC model's strength in the form of live customer feedback. The product will evolve into a more satisfying product.

All-in-one container change

Plans to introduce a series of cross-selling products that will enable cross-selling within the CANADEL brand.

Cross product launch


Priority measures

Expansion of store scale for multiple SKU development

Currently offering four all-in-one products by concern: firmness care, whitening care, high-performance anti-aging care*, and pore care. Prevent opportunity loss by increasing the number of distribution stores handling all SKUs.

Enhance upselling

Aggressively proposing "Premier Zero," which is highly effective.

*Age-appropriate care.

The company aims to improve brand recognition in China and build a sales base for its highly profitable cross-border DtoC model.

Increase awareness by implementing brand strategies and promotional measures tailored to regional characteristics



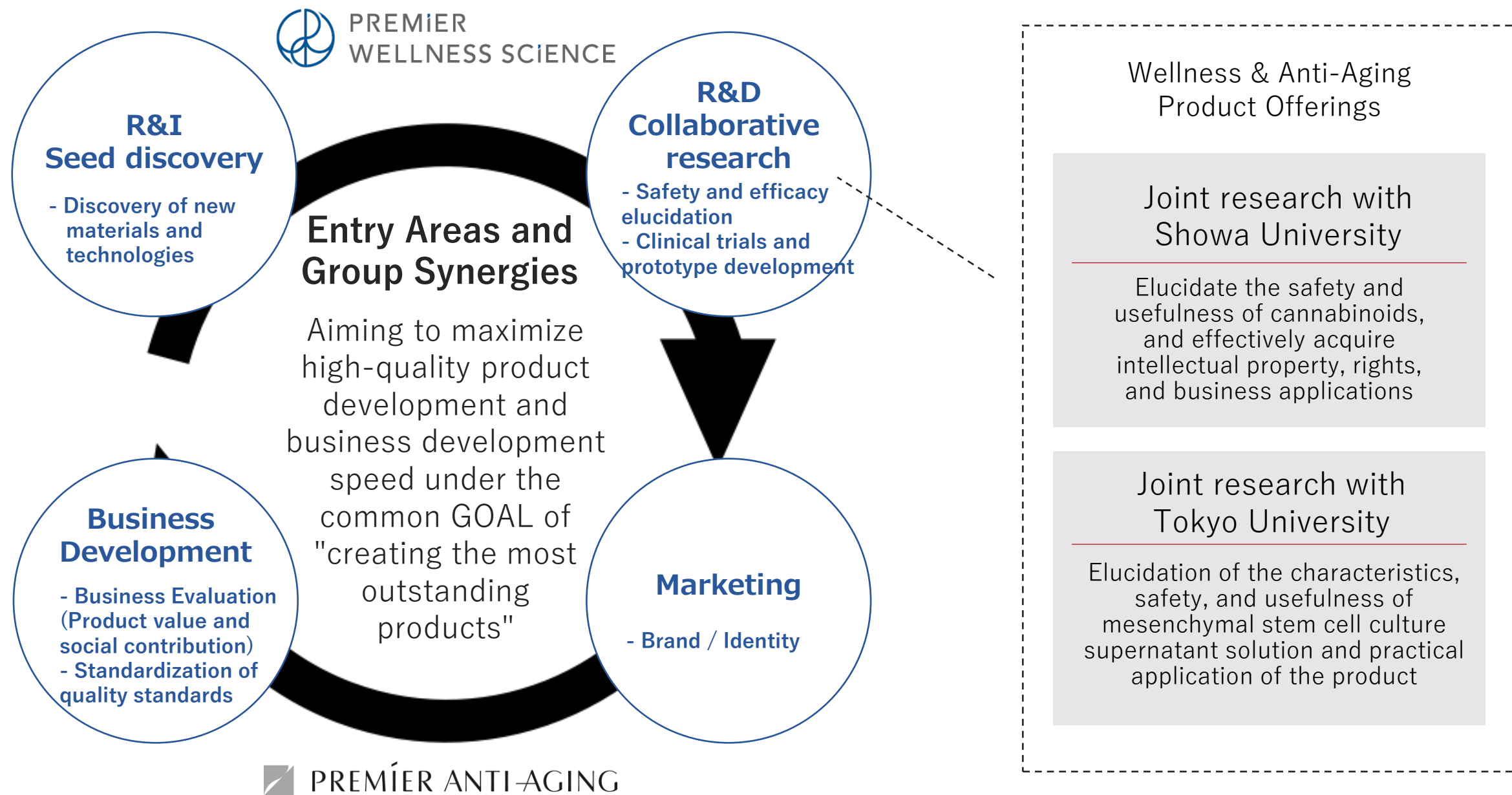
Strengthen media initiatives to further improve sales

Establish a highly profitable DtoC model



Start of cross-border DtoC channel sales and establishment of sales base

Aim to develop products based on scientific evidence.



*A consolidated subsidiary of the Company established in December 2020.

We actively promote eco-conscious initiatives.

DUO

CANADAL

sitrana

immuno

We are using FSC® certified packaging materials for all of our brands.

FSC® certification is a system through which products made of wood from well-managed forests and other low-risk sources can be marked with the FSC® label and sold as certified.



The mark of responsible forestry

CANADEL

We won the GP Eco Award again, and this year we won the Grand Prix!

The GP mark indicates that printing materials, manufacturing processes, and all of the printing company's initiatives are eco-conscious.,



DUO

We have implemented green nano technologies to cleansing balm products and are currently testing stability so that we will be able to apply it to other products.

Green nano technologies refers to the addition of green nano substances to reduce CO2 emitted when these materials are burned by approximately 60%.



immuno

Immuno's proactive sustainable initiatives



- Taking part in the Plastics Smart Campaign (Ministry of the Environment) by reducing microplastic waste.
- Proactively using recycled plastics and bio plastics.
- Proactively using bagasse paper and FSC® certified materials.
- Proactively using recycled and biodegradable materials.



05 Risk Information

The major risk factors and countermeasures are listed below.

Major risk factors*	Major Risks	Occurrence Likelihood	Impact	Countermeasures
Dependence on specific brands and products	Although sales of the Group's mainstay product, "The Cleansing Balm," have been growing steadily, the Group's business and earnings could be affected by an increasingly competitive environment, changing consumer needs, or a shortage of raw material supply.	Low	High	We are focusing on growing sales of other products and expanding our brand portfolio by expanding our product lineup and launching new brands. At the same time, we are strengthening our organization through personnel reinforcement.
Risks related to laws and regulations	The Group is subject to legal regulations including the "Act on Quality, Efficacy and Safety Assurance of Drugs and Medical Devices," the "Act on Specified Commercial Transactions," and the "Act Against Unjustifiable Premiums and Misleading Representations." Amendments to or new establishment of laws and regulations may affect the Group's business and operating results.	High	Low	We strive to raise awareness of legal compliance through consulting contracts with specialized consultants, participation in seminars hosted by these consultants, and employee education.
Risks related to business environment	In the mail-order cosmetics market in which the Group operates, if the Group is unable to maintain the competitiveness of its products due to inadequate response to changes in consumer values, needs, and purchasing behavior, the Group's business and earnings could be adversely affected.	Low	Medium	In addition to actively promoting the development of new products and promotional measures utilizing SNS and applications, the Company strives to maintain the competitiveness of its products by viewing communications with customers at its call centers as an opportunity to constantly explore potential needs and apply those needs to product development.

The following is an excerpt from the "Business and Other Risks" section of the Company's Annual Securities Report.

06 APPENDIX

Key brand since our foundation. Continues to drive sales as a pioneer in the cleansing balm market.

DUO

It is an anti-aging care brand based on the brand concept of "nurturing the skin from its foundation," with a policy of developing highly effective products by adopting gentle ingredients that are natural for the skin and body (=nature), while at the same time combining advanced science based on dermatological science (=science). Currently, the brand offers 26 SKUs*, mainly cleansing balms.

Key best cosmetics awards we have received in the first half of 2021



MORE August

MORE BEST Cosmetics for the first half of 2021
Noborizaka OL's BEST cosmetics for self-enhancement
Fluctuation care category for the first half of 2021
1st place



MAQUIA September

Bescos 2021 First Half of the Year Face wash category
1st place

24 other awards



*SKU numbers refer to the number of regular products as of the end of October 2021. Limited editions, different sizes not included.

Nurturing as a second key brand following DUO. CANADEL focuses on modern women's needs to save time spent on skin care.

CANADEL

Based on the concept to “continuously pursue beauty, to be true to oneself, and enjoy life”, we launched this highly advanced aging care brand in April 2019 to address the changing skin care needs of mature consumers. Bearing in mind the busy lifestyles of modern women, we currently offer 4 types of all-in-one creams and eye cream. We currently have 5 SKUs* focusing mainly on all-in-one cosmetics.

Key best cosmetics awards we have received in the first half of 2021



LEE August
 Radiant skin and mind!
 Best Cosmetics" for me
 Summer 2021
 Useful Cosmetics Grand
 Prize, Time-Saving Cosmetics
 Category



LEE August
 Skin and mind are both radiant!
 Best Cosmetics" for me 2021 Summer
 Completed Brightening Grand Prize



*SKU numbers refer to the number of regular products as of the end of October 2021. Limited editions, different sizes not included.

Cosmetics brand for sensitive skin with cica substance*1 in every product. Expand into the Chinese market.

【Brand launch in September 2020】

sitrana

With a unique anti-pollution capability, these products protect the skin from external stimuli that cause skin irritation such as dryness, skin pollution, and dirt/grime. Our original blend of cica substances*1 will help condition damaged skin and help users attain the ideal skin. We currently have 13 SKUs*2.

Key best cosmetics awards we have received in the first half of 2021



BAILA March
Especially for Women in their 30s
Excellent Petite Price Best Cosme
Excellent Petite Price Special Skin Care Category
Sheet Mask Grand Prize



&ROSY August
2021 First Half Best Cosme
&ROSY Editing Team's Choice
Piques Interest of Beauty Savvy Users
Amazing Products

2 other awards



*1 Cica refers to the substance extracted from the plant, Centella asiatica
*2 SKU numbers refer to the number of regular products as of the end of October 2020. Limited editions, different sizes not included.

Organic cosmetics brand that takes SDGs into consideration and promotes sustainable development.

【Brand launch in October 2020】

immuno

These products reflect the comfort, aroma, and eco-conscious of organic products. They not only “seem great”, they are also backed by scientific evidence and deliver “desired results for skin”. User sense that these functional aging care products are “good for the skin,” and “feel the difference”. We currently have 8 SKUs*.

Key best cosmetics awards we have received in the first half of 2021



MAQUIA May
 【MAQUIA Brightening / UV Grand Prize 2021】
 Sensitive Skin Category
 1st place



LEE August
 Bright Skin and Spirit!
 “Best Cosme” for Me Summer 2021
 Perfected Brightening Grand Prize

4 other awards



*SKU numbers refer to the number of regular products as of the end of October 2021. Limited editions, different sizes not included.

- ✓ The materials and information provided in this presentation contain so-called "forward-looking statements". They are based on current expectations, forecasts, and assumptions that are subject to risks and uncertainties that could cause actual results to differ materially from those contained in the forward-looking statements.
- ✓ These risks and uncertainties include general industry and market conditions, and general national and international economic conditions such as interest rate and currency exchange fluctuations.
- ✓ One major risk that we recognize as having the potential to significantly affect our ability to achieve growth and execute our business plan is that we may be affected by trends in the mail-order cosmetics market. However, we strive to maintain the competitiveness of our products by actively promoting promotions, exploring potential customer needs, and utilizing this information in our product planning. For other risks, please refer to "Business and Other Risks" in the Annual Securities Report.
- ✓ We plan to disclose an update to this document in the future, approximately October after the closing of this fiscal year.



PREMIER ANTI-AGING