

Supplementary Briefing Material on Financial Results for Third Quarter of Fiscal Year Ending September 2020

August 6, 2020

Shinnihonseiyaku Co., Ltd.

Securities Code: 4931

Tokyo Stock Exchange Mothers

Summary of Financial Results for Third Quarter of Fiscal Year Ending September 2020

Net Sales

Net Sales: 25,573 million yen

(up 0.8% year on year, 73.1% as the progress rate against the full-year outlook)

- Sales increased year on year due to an expansion in cosmetics sales, although the progress rate is lower than the plan.
- The impacts of the consumption tax rate hike and the novel coronavirus pandemic are limited.
- With domestic EC sales remaining firm, overseas EC sales are on a recovery trend, mainly in China.

Profit

Operating Profit 2,552 million yen

(down 1.6% year on year, 81.0% as the progress rate against the full-year outlook)

- Profit is progressing as planned, albeit lower than a year earlier.
- The effort to improve efficiency in operating expenses is progressing well.
- Marketing investment was temporarily curbed in order to see through consumer trends.
- Full-year outlook remains unchanged (Profit is projected to end with a 10% year-on-year increase).

Growth Strategy

New Growth Strategy

- All-in-One Gel that improves wrinkles and whitens the skin is scheduled to be released this fall.
- Toward a new era after the end of the coronavirus pandemic, the Company launches the "Smart Health Care Business."

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Summary of Third Quarter Financial Results

- Net sales increased by 190 million yen year on year (an increase of 0.8%).
- The impact of the novel coronavirus was limited, and sales of cosmetics remained solid.
- In profit, although operating profit decreased 1.6% year on year due to increased marketing investment in the first half of the fiscal year under review, it is making steady progress to achieve the full-year outlook.

(Unit: Million yen)

		First nine	First nine	Year-on-year	comparison	Full-year	Progress rate
Items		months of FY ended Sept. 2019	months of FY ending Sept. 2020	Changes	Changes (%)	outlook for FY ending Sept. 2020	against full- year outlook
Net sales		25,376	25,573	+196	+0.8%	35,000	73.1%
	Cosmetics	23,066	23,542	+475	+2.1%	32,607	72.2%
	Health care products	2,310	2,030	-279	-12.1%	2,392	84.9%
Op	erating profit	2,592	2,552	-40	-1.6%	3,150	81.0%
Or	dinary profit	2,546	2,549	+3	+0.1%	3,130	81.5%
	Ordinary profit rate	10.0%	10.0%	0.0 p	_	8.9%	_
Pro	ofit	1,573	1,593	+19	+1.2%	2,010	79.3%

Summary of Third Quarter Financial Results - Supplemental Data

- In sales by channel, direct store sales/wholesale and overseas sales were partially affected by the novel coronavirus, but mail order, which was not influenced, drove overall sales.
- In terms of overseas and domestic EC sales, domestic EC, in particular, led the expansion of overall sales, marking a year-on-year increase of 22%.
- The Company temporarily curbed marketing investment from the plan after April in order to see through consumer trends.
- In operating expenses, both FF cost* and call center cost made progress in improving efficiency, as planned.

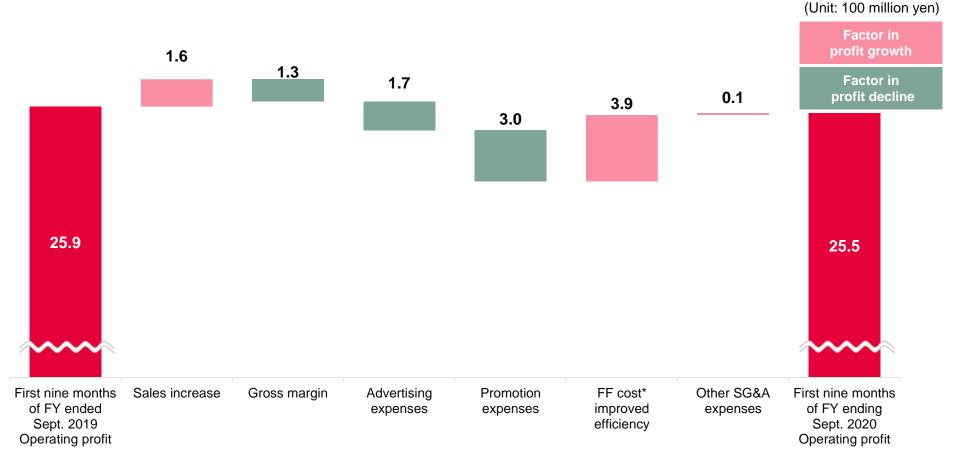
(Unit: Million yen)

	First nine	First nine	Year-on-year	comparison	Full-year	Drogrado rata		
Items	months of FY ended Sept. 2019	months of FY ending Sept. 2020	Changes	Changes (%)		Progress rate against full-year outlook		
<sales by="" channel=""></sales>								
Mail order	23,366	23,540	+173	+0.7%	31,794	74.0%		
Direct store/Wholesale	1,563	1,546	-17	-1.1%	2,443	63.3%		
Overseas	446	487	+40	+9.1%	762	63.9%		
<overseas and="" domestic="" ec="" sale<="" td=""><td>eS></td><td></td><td></td><td></td><td></td><td></td></overseas>	eS>							
Overseas and domestic EC sales	2,070	2,539	+469	+22.7%	3,235	78.5%		
<marketing investment=""></marketing>								
Advertising expenses	7,470	7,643	+172	+2.3%	10,993	69.5%		
<operating expenses=""></operating>								
FF cost*	3,684	3,200	-483	-13.1%	4,219	75.9%		
Call center cost	2,356	2,219	-137	-5.8%	3,102	71.5%		

^{*} FF cost = Order fulfillment cost

Summary of Third Quarter Financial Results - Operating Profit Change Factor Analysis

- A net sales increase driven by expanded sales of cosmetics and improved efficiency through FF cost reduction contributed to higher profit.
- Whereas marketing investment such as advertising expenses was carried out aggressively in the first half to expand sales, the investment was temporarily curbed in the third quarter in order to see through consumer trends. Consequently, operating profit ended up on almost the same level as the year earlier.

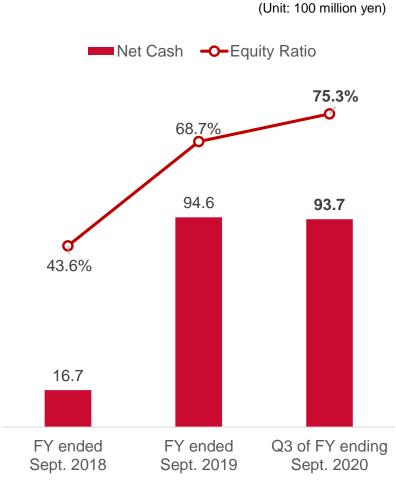


Status of Balance Sheet

- The Company purchased a total of 299 million yen in treasury shares between May 14 and June 23.
- The Company has 9.3 billion yen in net cash as well as <u>ample amounts of cash and deposits for investment for growth.</u>
- The Company has concluded overdraft and commitment-line agreements up to 10 billion yen in an effort to ensure stable financing.

 (Unit: Million yen) (Unit: 100 mill

	Items	Year-end of FY ended Sept. 2018	Year-end of FY ended Sept. 2019	Q3-end of FY ending Sept. 2020	Changes from previous fiscal year-end
Cu	irrent assets	6,094	14,693	14,362	-330
	Cash and deposits	2,954	10,576	10,354	-221
	Accounts receivable-trade	2,099	2,913	2,730	-183
	Inventories	901	1,063	1,168	104
No	on-current assets	3,397	3,882	3,793	-89
То	tal assets	9,491	18,575	18,156	-419
Lia	abilities	5,299	5,817	4,438	-1,378
	Trade payables	360	416	268	-147
	Interest-bearing debt	1,284	1,109	979	-129
Ne	et assets	4,191	12,758	13,717	958
	Treasury shares	_	_	(299)	-299
	tal liabilities and t assets	9,491	18,575	18,156	-419





2.

Outlook for Financial Results for Fiscal Year Ending September 2020

- Full-year outlook remains <u>unchanged from the initial forecast</u>.
- By product category, the Company expects sales growth for cosmetics in the mail order channel.
- The Company projects an expansion in demand for all-in-one cosmetics that enable easy and smart skin care as the tendency to economize is rising, and new lifestyles, such as the habit of wearing face masks, are taking root.

Demand for health care products is expected to expand due to growing awareness of maintaining health and improving immunity.
(Unit: Million yen)

		TV and ad	TV and ad	FY ending	Sept. 2020	Outlook for	Progress rate against full-year outlook (a/b)	
Items		FY ended Sept. 2018	Sept. 2019	Results in the first nine months (a)		Y-o-Y change in full-year results (%)	outlook	
Ne	et sales	31,210	33,570	25,573	35,000	+4.3%	73.1%	
	Cosmetics	27,209	30,575	23,542	32,607	+6.6%	72.2%	
	Health care products	4,001	2,994	2,030	2,392	-20.1%	84.9%	
Op	perating profit	2,493	2,864	2,552	3,150	+10.0%	81.0%	
Or	dinary profit	2,499	2,828	2,549	3,130	+10.7%	81.5%	
	Ordinary profit rate	8.0%	8.4%	10.0%	8.9%	+0.5 p	_	
Pr	ofit	1,751	1,824	1,593	2,010	+10.2%	79.3%	

Premises of Outlook for Financial Results for Fiscal Year Ending September 2020

- There have been no changes in the premises of the full-year outlook for sales by channel, in consideration of the third quarter financial results.
- In marketing investment, the Company plans to choose media, based on efficiency for capturing customers, and to expand investment in domestic EC, which is performing well in particular.
- For operating expenses, the Company intends to make efforts to improve efficiency in FF cost* as planned.
 (Unit: Million yen)

			FY ending	Sept. 2020	Outlook for	Progress rate
Items	FY ended Sept. 2018	FY ended Sept. 2019	Results in the first nine months (a)	Outlook for full-year results (b)	Y-o-Y change in full-year results (%)	against full-year outlook (a/b)
<sales by="" channel=""></sales>						
Mail order	29,080	30,804	23,540	31,794	+3.2%	74.0%
Direct store/Wholesale	1,703	2,151	1,546	2,443	+13.5%	63.3%
Overseas	426	614	487	762	+24.2%	63.9%
<overseas and="" domestic="" ec="" s<="" td=""><td>sales></td><td></td><td></td><td></td><td></td><td></td></overseas>	sales>					
Overseas and domestic EC sales	2,490	2,816	2,539	3,235	+14.9%	78.5%
<marketing investment=""></marketing>						
Advertising expenses	9,763	10,245	7,643	10,993	+7.3%	69.5%
<operating expenses=""></operating>						
FF cost*	4,497	4,575	3,200	4,219	-7.8%	75.9%
Call center cost	2,957	3,082	2,219	3,102	+0.6%	71.5%

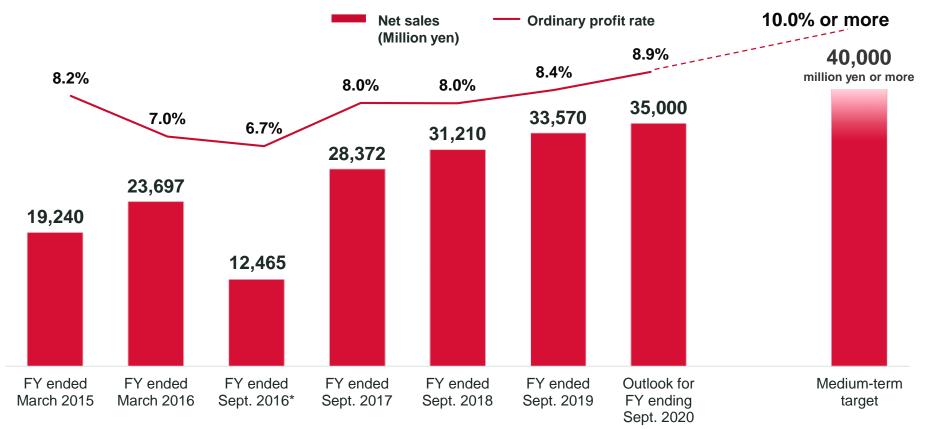
^{*} FF cost = Order fulfillment cost

Medium-Term Performance Targets

Net sales
Ordinary profit rate

40,000 million yen or more 10% or more

The Company strives to achieve the above targets at an early stage and will aim at further growth.

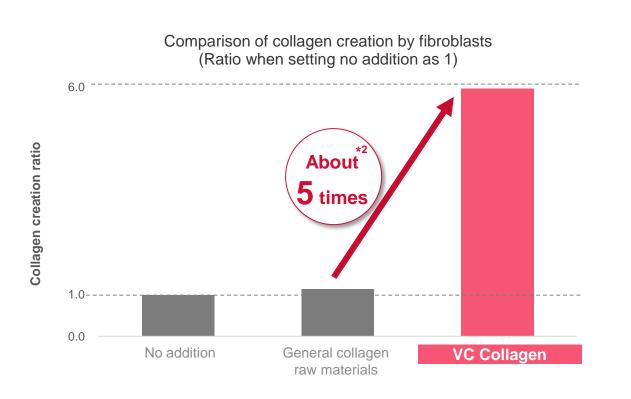


^{*} FY ended Sept. 2016 had only six months as an accounting period.

3. Business Overview

- Obtained Patents on Manufacturing New Functional Collagen Raw Material
- Enhancement of the Effect of Proposals as People Spend More Time at Home
- Achieved Targeted Sales Quantities of Seasonal Products for Three Months in a Row
- Capturing New Customers in EC is Making Steady Progress
- Recent Status of Direct Store Sales/Wholesale
- Recent Status of Overseas Business

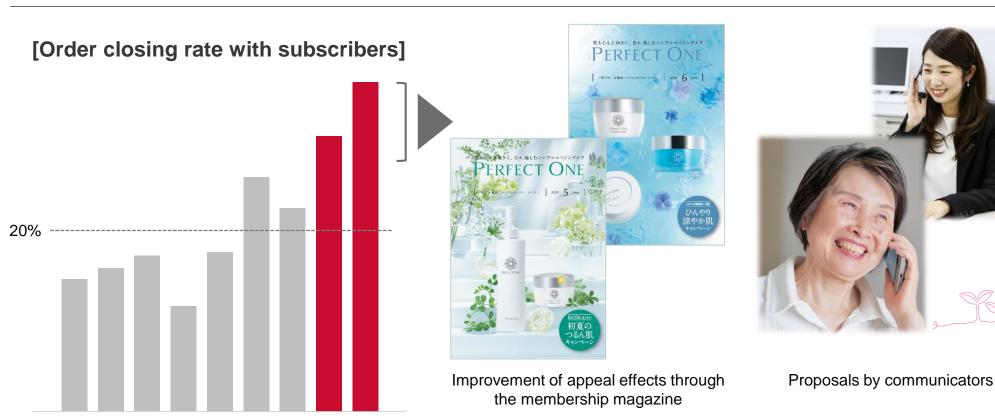
- The Company succeeded in developing the new functional collagen raw material "VC Collagen," which combines the coenzyme "Vitamin C" necessary to produce collagen with "collagen" which creates beautiful skin.
- In addition to the moisturizing effect of collagen and the antioxidant effect of vitamin C, the Company confirmed that "VC Collagen" has the ability to stimulate production of collagen about five times*2 as high as general collagen raw materials.





^{*1} Patent obtained for "Method for Producing Cosmetic Materials" (July 2, 2020); *2 Evaluation was conducted in-house by using cells.

- The order closing rate* with subscribers at the call center achieved the highest record in May and June for two consecutive months.
- The Company attributes achievement of the above records to the appeal effect enhanced by a membership magazine as people spend more time at home.
- Another factor seems to be <u>improvement in the quality and opportunity of product proposals</u>, <u>which put importance on dialog with customers by communicators</u>.



May June

October

* Ratio of the number of new purchases of goods to the number of effective calls received

Achieved Targeted Sales Quantities of Seasonal Products for Three Months in a Row

- Cross-selling to repeat customers of seasonal products under Perfect One Brand continued performing well, leading the Company to <u>reach targeted sales quantities.</u>
- These products turned out to be popular with many customers since they were developed to solve rough skin caused by wearing a mask and seasonal skin troubles.

[April]

SP Barrier Mist



Mist type lotion with two layers of moisture barriers to protect the skin from pollen and dust and prevent makeup from smearing

[May]

SP Peeling Gel



Cleansing agent that easily cleans and removes dead skin cells to make the skin smooth and clear

[June]

SP Skin Care Snow Powder



Skin care powder that can be used for 24 hours both day and night and reduces sweat and sebum while giving a refreshing feeling to the skin.

* Caused by old dead skin cells that contain melanin.

Capturing New Customers in EC is Making Steady Progress

- Capturing new customers through listing advertising is going well.
- In addition, capturing new customers through online and offline collaboration that utilizes the advertising space of offline mail order has continued making progress.

[Actual examples of listing advertisements]







[Actual examples of online and offline collaboration]



Recent Status of Direct Store Sales/Wholesale

- The Company's direct stores and a portion of stores that handle its products suspended operation due to the coronavirus pandemic, but they started reopening gradually in late May.
- During business suspension, direct stores performed sales promotion, such as dispatching direct mail based on the customer database and receiving orders by telephone, as <u>measures for</u> <u>continuing relationships with customers.</u>

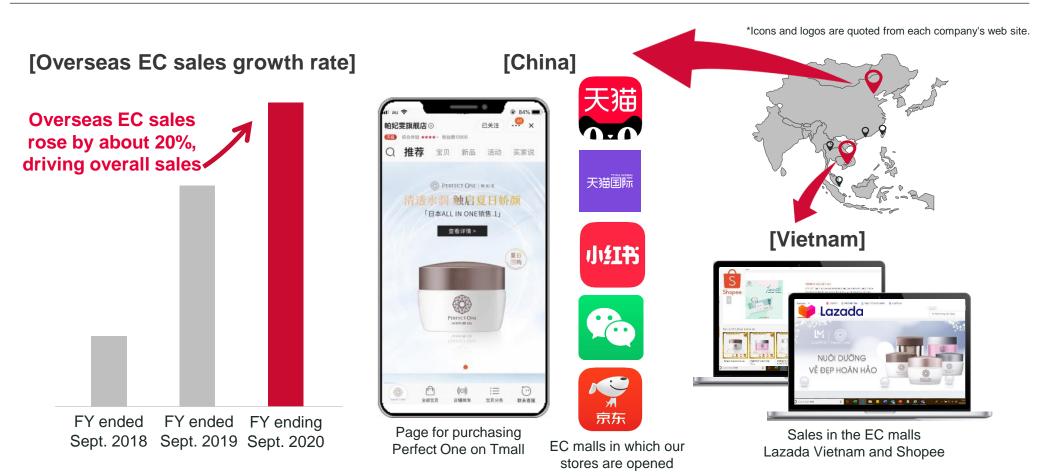
[Sales promotion measures at direct stores]





Recent Status of Overseas Business

- Business in each country is recovering gradually from the impact of the novel coronavirus pandemic, driven by the sales expansion in overseas EC, as economic activity restarted from April.
- The big EC event in China "618" generated solid sales.
- On June 1, the Company **started business in Vietnam**.



4. Growth Strategy

- **■** Further Growth of Perfect One Brand
- Launch New Healthcare Business
- Accelerate EC and Digital Expansion
- **■** Expand Overseas Business



Further Growth of Perfect One Brand All-in-One Gel for wrinkle improvement and skin whitening

- From All-in-One Gel series, which has retained the highest market share* for four years in a row, new products are scheduled to put on the market in this coming fall.
- Toward expanding the share in the functional cosmetics market and further growing the Perfect One Brand, the Company aims to expand sales by carrying out aggressive advertising investment.





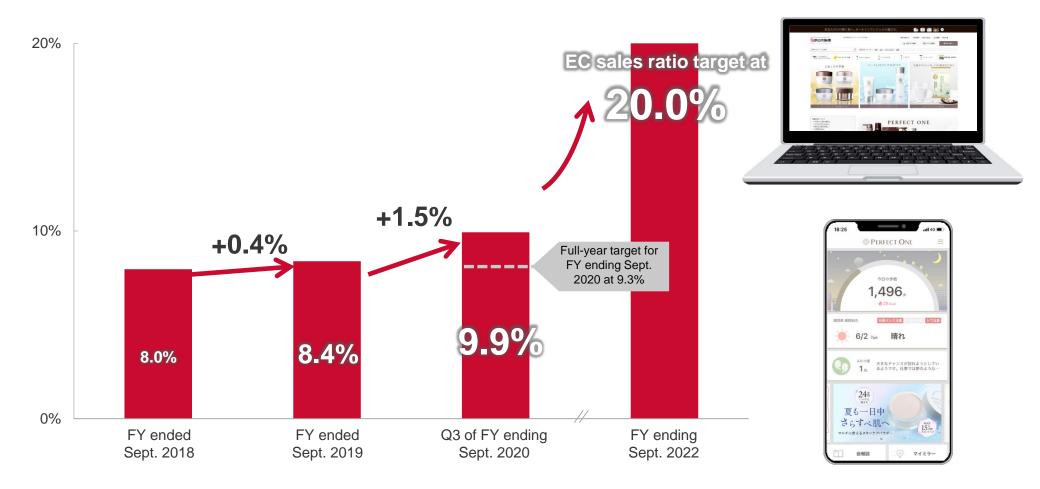
Launch New Healthcare Business —Smart Health Care

- As people's values are shifting to "self-reliance" after experiencing the novel coronavirus pandemic, "self-defense" (prevent of illness by oneself) has become a theme in the health care field.
- In this coming fall, the Company plans to launch a new business that supports people's "self-reliant health care" toward a new era after the novel coronavirus pandemic.



Accelerate EC and Digital Expansion

- Taking advantage of the habit of shopping from home taking root, the Company will expand measures to further accelerate the shift to EC.
- Making the best use of its EC site and smartphone apps, the Company will continue capturing new customers.



Expand Overseas Business

■ The Company will further expand its overseas business, centering on China, while paying attention to the state of global economic activity, and accelerate development into a global standard brand.







Thailand From November 2018



Singapore From September 2019



China From March 2018







Next!

Taiwan From December 2016



Hong Kong From June 2018

Initiatives for ESG

Initiatives for ESG

- Following the mission of "a Company that Contributes to Society," we will start engaging in efforts that we can do now.
- In support of the MAKE IT BLUE JAPAN Executive Committee, the Company participated in the "#LIGHT IT BLUE," which sent thanks and encouragement with a blue light to medical professionals fighting on the frontlines against the novel coronavirus pandemic, and we turned the light at the entrance of the head office to blue.
- Similarly, we joined "#FridayOvation," an initiative by Fukuoka City to encourage medical and nursing care workers, and clap our hands to show our gratitude to them at noon every Friday.
- We donated face masks and our products to Fukuoka City and Fukuoka City Council of Social Welfare.
- We donated relief funds to people affected by the torrential rain of July 2020 through municipalities.
- We raised money internally to support the activities of the International Medical Volunteer Organization "Japan Heart" in response to the torrential rain disaster of July 2020.



Image of the head office illuminated in blue



Scene from internal fundraising activities



Scene from a donation presentation ceremony



Company Overview

Company Name	Shinnihonseiyaku Co., Ltd.							
Representative	Takahiro Goto, President & Representative Director of the Board Chief Executive Officer							
Established	March 1992	March 1992						
Head Office	1-4-7 Otemon, Chuo-ku, Fukuoka City, Fukuoka Prefecture							
Capital	3,826 million yen [As of June 30, 2020]							
Executives	Takahiro Goto, President & Representative Director of the Board Chief Executive Officer Mitsuyoshi Fukuhara, Executive Director of the Board Seiichiro Hatori, Director of the Board Kazuhiro Tagami, Director of the Board	Masayuki Kakio, Outside Director Haruki Murakami, Outside Director Keiichi Zenmyo, Full-time Outside Auditor Takashi Tanabe, Outside Audit & Supervisory Board Member Yuji Nakanishi, Outside Audit & Supervisory Board Member						
Business Profile	Planning, mail order, store sales and wholesale of cosm	netics, health foods, and pharmaceuticals.						
Net Sales	33.57 billion yen [FY ended September 2019]							
Bases	Fukuoka (head office), Tokyo Office, 12 direct stores, Yoshizuka Office and Logistics Center							
Total Assets	18.1 billion yen [As of June 30, 2020]							

Introduction to the Company

Vision

Creating Healthy and Enriched Lives for People around the World

Mission

Achieving the Greatest Possible Satisfaction and Trust from Our Customers, Making Our Employees Happy and Giving Them Dreams for the Future, as a Company That Contributes to Society, We Aim to Expand Our Efforts Far and Wide without Limitation

Domain

One to One health & beauty-care.

Creator of Lifestyles that Foster Beauty and Good Health Through Database Marketing

Date	Overview
March 1992	Founded Shinnihonnliving Co., Ltd. (currently Shinnihonseiyaku. Co., Ltd.) as a company that planned and sold daily essentials at Higashi-Ori, Onojo City, Fukuoka Prefecture (Share capital of 10 million yen).
July 1994	Started sales of health foods by mail order.
June 1996	Relocated the head office to Otogana-Higashi, Onojo City, Fukuoka Prefecture.
December 2000	Commenced sales of basic cosmetics by mail order.
April 2002	Renamed Shinnihonnliving Co., Ltd. to Shinnihonseiyaku Co., Ltd.
March 2003	Opened a logistics center in Yoshizuka, Hakata-ku, Fukuoka City, Fukuoka Prefecture.
April	Relocated the head office to Yoshizuka, Hakata-ku, Fukuoka City, Fukuoka Prefecture.
May 2005	Start sales of cosmetics brand "RAffINE series."
May 2006	Relocated the head office to Akasaka, Chuo-ku, Fukuoka City, Fukuoka Prefecture.
May	Launched RAffINE Perfect One.
October	Established "Iwakuni-Hongo Research Institute" as the base for cultivation and research of medical plants*1.
November	Started sales of pharmaceuticals by mail order.
March 2010	Opened its first direct store in Fukuoka PARCO shopping mall
July	Opened a Tokyo sales office in Uchisaiwaicho, Chiyoda-ku, Tokyo (Currently Tokyo Office).
April 2012	Start wholesale of "RAffINE series."
October 2013	Relocated the head office to Otemon, Chuo-ku, Fukuoka City, Fukuoka Prefecture.
April 2014	Changed the cosmetics brand name to "Perfect One."
December 2016	Start sales overseas by mail order (the Taiwanese market).
February 2017	Was awarded the Steering Committee Award in the 7th "Company I Want to Cherish Most in Japan" Grand Prize.
March	Perfect One All-in-One Gel series became number one*2 in the Japanese all-in-one skin care market.
September 2018	Started cross-border EC in the Chinese market.
September	Was awarded the top prize and the rookie of the year at the beauty award hosted by Taiwan's popular infotainment TV show "Queen."
June 2019	Listed on Tokyo Stock Exchange Mothers.

January 2020 Relocated Tokyo Office to Marunouchi Building in Chiyoda-ku, Tokyo

*1 Integrated it into Yoshizuka Office (R&D Center) in June 2020.

^{*2} Fuji Keizai "Cosmetics Marketing Handbook 2017" (Actual manufacturer and brand market shares in the moisture section and the all-in-one section in 2016)

Financial Highlights

Financial closing date		March 2016	September 2016*	September 2017	September 2018	September 2019	June 2020 (Q3)
Net sales	Million yen	23,697	12,465	28,372	31,210	33,570	25,573
Ordinary profit	Million yen	1,663	839	2,275	2,499	2,828	2,549
Profit	Million yen	1,082	715	1,477	1,751	1,824	1,593
Share capital	Million yen	200	200	220	250	3,826	3,826
Total number of shares issued	Shares	4,000	4,000	1,003,630	1,009,630	21,611,300	21,611,300
Net assets	Million yen	1,635	2,583	2,685	4,191	12,758	13,717
Total assets	Million yen	6,288	7,379	8,560	9,491	18,575	18,156
Equity ratio	%	25.1	34.2	30.7	43.6	68.7	75.3
Return on equity	%	84.1	34.8	57.3	51.8	21.6	_
Dividend payout ratio	%	55.4	195.8	20.7	20.1	15.4	_
Cash flows from operating activities	Million yen	_	_	2,372	1,415	1,992	_
Cash flows from investing activities	Million yen	_	_	(280)	(420)	(943)	_
Cash flows from financing activities	Million yen	_	_	(1,546)	(419)	6,567	_
Cash and cash equivalents at the end of the period	Million yen	_	_	2,377	2,954	10,576	10,354
Number of employees (excluding temporary employees)	People	291	326	346	361	354	_

^{*}The fiscal year ended September 2016 covers the six months from April 2016 to September 2016 due to a change in the accounting period.

Net assets per share	Yen	157.86	252.67	261.97	409.58	590.37	_
Earnings per share	Yen	108.27	71.52	147.69	174.46	113.99	_
Dividend per share	Yen	60.00	140.00	30.50	35.00	17.50	_

This table shows the trends in indicators per share calculated on the assumption that a stock split (250 shares per share) conducted in September 1, 2017, and a stock split (10 shares per share) on March 1, 2019, were implemented at the beginning of the fiscal year ended March 2014. Numbers for the fiscal years ended March 2016 and September 2016 (all numbers for dividend per share) were not audited by Deloitte Touche Tohmatsu LLC.

<Disclaimer concerning the proper use of business results forecast>

The content presented in this material is based on multiple assumptions and are not intended to promise or guarantee the realization of future planned numbers or measures.

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