

Non-Consolidated Financial Results for the Fiscal Year Ended September 30, 2020 [Japanese GAAP]

November 6, 2020

Company name: Shinnihonseiyaku Co., Ltd. Stock exchange listing: Tokyo Stock Exchange

Code number: 4931 URL: https://corporate.shinnihonseiyaku.co.jp

Representative: Takahiro Goto, President & Representative Director and Chief Executive Officer

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Scheduled date of ordinary general meeting of shareholders: December 23, 2020
Scheduled date of commencing dividend payments: December 24, 2020
Scheduled date of filing the securities report: December 24, 2020

Availability of supplementary briefing material on financial results: Yes

Schedule of financial results briefing session: Yes (On-demand video streaming of financial results briefing)

(Amounts of less than one million yen are rounded down.)

1. Financial Results for the Fiscal Year Ended September 30, 2020 (October 1, 2019 to September 30, 2020)

(1) Operating Results

(% indicates changes from the previous fiscal year.)

| | / 0 III a l cate o ci l a | inges mem | ine previous moe | ar jear. | | | | |
|--|---------------------------|-----------|------------------|----------|-----------------|------|-------------|------|
| | Net sales | | Operating profit | | Ordinary profit | | Profit | |
| | Million yen | % | Million yen | % | Million yen | % | Million yen | % |
| Fiscal year ended September 30, 2020 Fiscal year ended | 33,728 | 0.5 | 3,329 | 16.2 | 3,295 | 16.5 | 2,122 | 16.3 |
| September 30, 2019 | 33,570 | 7.6 | 2,864 | 14.9 | 2,828 | 13.1 | 1,824 | 4.1 |

| | Basic earnings per share | Diluted earnings per share | Return on equity | Ordinary profit to total assets ratio | Operating profit margin |
|--------------------|--------------------------|----------------------------|------------------|---------------------------------------|-------------------------|
| | Yen | Yen | % | % | % |
| Fiscal year ended | | | | | |
| September 30, 2020 | 98.50 | 97.67 | 15.7 | 17.1 | 9.9 |
| Fiscal year ended | | | | | |
| September 30, 2019 | 113.99 | 113.96 | 21.6 | 20.2 | 8.5 |

(Reference) Share of profit (loss) of entities accounted for using equity method:

Fiscal year ended September 30, 2020 — million yen
Fiscal year ended September 30, 2019 — million yen

- (Notes) 1. The Company conducted a stock split on March 1, 2019, at the rate of 10 shares per 1 share of common stock. Basic earnings per share and diluted earnings per share are calculated on the assumption that the stock split was carried out at the beginning of the fiscal year ended September 30, 2019.
 - 2. Since the Company was listed on the Tokyo Stock Exchange Mothers on June 27, 2019, diluted earnings per share for the fiscal year ended September 30, 2019 is calculated based on the average stock price during the period from the initial listing date to September 30, 2019, which is deemed as the average stock price during the fiscal year.

(2) Financial Position

| | Total assets | Net assets | Equity ratio | Net assets per share |
|--------------------------|--------------|-------------|--------------|----------------------|
| | Million yen | Million yen | % | Yen |
| As of September 30, 2020 | 19,956 | 14,267 | 71.2 | 662.97 |
| As of September 30, 2019 | 18,575 | 12,758 | 68.7 | 590.37 |

(Reference) Equity: As of September 30, 2020 14,201 million yen
As of September 30, 2019 12,758 million yen

(Note) The Company conducted a stock split on March 1, 2019, at the rate of 10 shares per 1 share of common stock. Net assets per share is calculated based on the assumption that the stock split was carried out at the beginning of the fiscal year ended September 30, 2019.

(3) Status of Cash Flows

| (3) Status of Cush Flows | | | | |
|--|--------------------------------------|--------------------------------------|--------------------------------------|--|
| | Cash flows from operating activities | Cash flows from investing activities | Cash flows from financing activities | Cash and cash equivalents at the end of the period |
| | Million yen | Million yen | Million yen | Million yen |
| Fiscal year ended September 30, 2020 Fiscal year ended | 2,920 | (367) | (851) | 12,271 |
| September 30, 2019 | 1,992 | (943) | 6,567 | 10,576 |

2. Dividends

| | | A | nnual dividen | ds | | Total amount | t Dividend | Dividends to |
|--|---------------------|---------------------|---------------------|----------|-------|--------------|------------|---------------------|
| | 1st quarter- end | 2nd quarter- end | 3rd quarter- end | Year-end | Total | of dividends | | net assets ratio |
| | Yen | Yen | Yen | Yen | Yen | Million yen | % | % |
| Fiscal year ended September 30, 2019 | _ | 0.00 | _ | 17.50 | 17.50 | 378 | 15.4 | 3.5 |
| Fiscal year ended September 30, 2020 | _ | 0.00 | | 30.00 | 30.00 | 642 | 30.5 | 4.8 |
| Fiscal year ending September 30, 2021 | | | | | | | | |
| (Forecast) | | 0.00 | _ | 32.50 | 32.50 | | 30.3 | |

- (Notes) 1. Revision from the most recently announced dividend forecast: Yes
 - 2. The Company conducted a stock split on March 1, 2019, at the rate of 10 shares per 1 share of common stock. For the fiscal year ended September 2019, the actual amount of dividends before the stock split is shown.

3. Financial Results Forecast for the Fiscal Year Ending September 30, 2021 (October 1, 2020 to September 30, 2021)

(% indicates changes from the previous fiscal year.)

| | Net sal | es | Operating profit | | Ordinary profit | | Profit | | Basic earnings per share |
|-----------|-------------|-----|------------------|-----|-----------------|-----|-------------|-----|--------------------------|
| | Million yen | % | Million yen | % | Million yen | % | Million yen | % | Yen |
| Full year | 35,000 | 3.8 | 3,500 | 5.1 | 3,460 | 5.0 | 2,300 | 8.4 | 107.37 |

- * Notes
- (1) Changes in accounting policies, changes in accounting estimates and retrospective restatement
 - Changes in accounting policies due to the revision of accounting standards:
 Changes in accounting policies other than 1) above:
 Changes in accounting estimates:
 - 4) Retrospective restatement:
- (2) Total number of shares issued (common stock)
 - Total number of shares issued at the end of the period (including treasury shares)
 - 2) Total number of treasury shares at the end of the period
 - 3) Average number of shares during the period

| As of September 30, 2020 | 21,611,300 shares | As of September 30, 2019 | 21,611,300 shares |
|--|-------------------|--|-------------------|
| As of September 30, 2020 | 100 140 1 | A C C 4 1 | — shares |
| Fiscal year ended September 30, 2020 | 21,546,178 shares | Fiscal year ended September 30, 2019 | 16,002,838 shares |

No

- (Note) The Company conducted a stock split on March 1, 2019, at the rate of 10 shares per 1 share of common stock. The total number of shares issued at the end of the period and the average number of shares during the period are calculated based on the assumption that the stock split was carried out at the beginning of the fiscal year ended September 30, 2019.
- * These financial results are outside the scope of audit by certified public accountants or auditing firms.
- * Explanation on the proper use of financial results forecast and other notes (Notes on forward-looking statements)

Financial results forecasts and other forward-looking statements herein are based on currently available information and certain assumptions that the Company deems as reasonable and are not intended to represent promises by the Company to achieve them. Actual results may vary significantly depending on various factors. Please refer to "1. Overview of Operating Results, etc. (4) Future Prospects" on page 3 of the attached material for the conditions that form the basis of the financial results forecast and precautions for using the financial results forecast.

(How to obtain the supplementary briefing material and the content of the financial results briefing)

The Company plans to deliver an online financial results briefing for institutional investors and analysts on Wednesday, November 11, 2020. The supplementary briefing material used in this briefing is disclosed today on TDnet as well as posted on the Company's website.

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- 1. Overview of Operating Results, etc.
- (1) Overview of Operating Results for the Fiscal Year Under Review

The Japanese economy during the fiscal year ended September 30, 2020, was influenced significantly by stagnation in economic activity and a deterioration in consumer spending caused by the spread of novel coronavirus infections, amid the lingering reactionary impact following a surge in last-minute demand before the raise in consumption tax rate along with the slump in consumer spending due to the consumption tax hike. With the end of the pandemic not in sight globally either, the outlook for the economy in Japan and overseas remains uncertain.

In such a market environment, sales increased year on year as a result of initiatives taken to expand sales mainly of cosmetics, although sales in direct store/wholesale channels and overseas sales were affected by the spread of novel coronavirus infections in addition to the impact of a reactionary fall in demand after sales were moved up from the fiscal year under review to the previous fiscal year caused by the rise of the consumption tax rate, the declined consumer sentiment following the consumption tax hike, and the impact of changes in purchasing behaviors.

In the Mail Order segment, net sales recorded a year-on-year increase due to solid trends in sales of seasonal products that can be applied along with All-in-One Gel in addition to the strong sales of the Perfect One All-in-One Gel series, which is our core product line, and also to favorable domestic EC sales as a result of measures taken to cultivate new customers in domestic EC sales and active investment in advertising on external online malls.

In Direct Store Sales/Wholesale segment, net sales decreased year on year due to temporary shutdown of stores and a decrease in customer traffic because of self-restraint on outings caused by novel coronavirus infections, despite continued efforts to increase the number of stores, mainly variety shops and GMS (*1), that handle our products and to expand spaces for our products on sales floors.

In Overseas Sales segment, although sales were trending upward in China, in particular, during the three months ended December 31, 2019, a portion of sales activities was affected by suspension of domestic distribution in China and delays in exports to China during the six months ended March 31, 2020, resulting from the spread of novel coronavirus infections. Nonetheless, net sales significantly increased year on year due to growth in overseas EC sales.

As a result, net sales were 33,728 million yen (up 0.5% year on year), operating profit was 3,329 million yen (up 16.2% year on year), ordinary profit was 3,295 million yen (up 16.5% year on year) and profit was 2,122 million yen (up 16.3% year on year).

The Company's business segments consist of Mail Order, Direct Store Sales/Wholesale, and Overseas Sales of cosmetics and merchandise related to health care. As the ratio of Direct Store Sales/Wholesale and Overseas Sales to overall sales is insignificant, and their materiality as disclosed information is low, description by business segment has been omitted.

*1: GMS stands for General Merchandise Store (general supermarket)

(2) Overview of Financial Position for the Fiscal Year Under Review

Total assets as of September 30, 2020 were 19,956 million yen, an increase of 1,380 million yen from the end of the previous fiscal year. The main factors for the increase were an increase of 1,695 million yen in cash and deposits, an increase of 157 million yen in property, plant and equipment, and a decrease of 182 million yen in intangible assets

Liabilities totaled 5,688 million yen, a decrease of 128 million from the end of the previous fiscal year. The main factors for the decrease were a decrease of 217 million yen in income taxes payable, a decrease of 173 million yen in long-term borrowings, and an increase of 93 million yen in accounts payable - trade.

Net assets came to 14,267 million yen, an increase of 1,508 million yen from the end of the previous fiscal year. This was mainly attributable to the posting of profit of 2,122 million yen, cash dividends paid of 378 million yen, and purchase of treasury shares of 299 million yen.

(3) Overview of Cash Flows for the Fiscal Year Under Review

Cash and cash equivalents as of September 30, 2020 were 12,271 million yen, an increase of 1,695 million yen from the end of the previous fiscal year.

The status of each cash flow and its factors for the fiscal year under review are as follows.

(Cash flows from operating activities)

Net cash provided by operating activities for the fiscal year under review was 2,920 million yen (an increase of 928 million yen in cash provided from the previous fiscal year). This was mainly attributable to the posting of profit before income taxes of 3,180 million yen, a decrease of 306 million yen in trade receivables, and payments of income taxes of 1,266 million yen.

(Cash flows from investing activities)

Net cash used by investing activities for the fiscal year under review was 367 million yen (a decrease of 576 million yen in cash used from the previous fiscal year). This was mainly attributable to purchase of non-current assets of 348 million yen, purchase of investment securities of 54 million yen, and proceeds from sales of investment securities of 32 million yen.

(Cash flows from financing activities)

Net cash used by financing activities for the fiscal year under review was 851 million yen (an increase of 7,419 million yen in cash used from the previous fiscal year). This was mainly attributable to cash dividends paid of 377 million yen, purchase of treasury shares of 300 million yen, and repayments of long-term borrowings of 173 million yen.

(4) Future Prospects

With regard to the outlook for the future, although restrictions on economic activities due to the spread of novel coronavirus infections are being eased gradually, the future remains uncertain due to concerns about the possibility of a resurgence of infections on a large scale. In addition, given the penetration of new lifestyles, consumer values and behaviors are changing significantly. Overseas economic conditions are expected to remain uncertain going forward due to the worsening of the U.S.-China relationship on top of the impact of the spread of novel coronavirus infections on economic activities.

Under these circumstances, the Company is implementing the following five measures to realize its medium-term management strategy of "Strengthening the Company's database and supporting systems and promoting direct marketing of beauty and healthcare products."

- 1. Further raise the value of the "PERFECT ONE" cosmetics brand and promote standardization.
- 2. Create new standard products and services in the healthcare field.
- 3. Pursue innovations in database marketing and digital and human communications.
- 4. Accelerate overseas expansion (expansion throughout Asia and North America).
- 5. Develop management personnel to support future growth.

For the fiscal year ending September 30, 2021, the Company projects net sales of 35,000 million yen (up 3.8% year on year), operating profit of 3,500 million yen (up 5.1% year on year), ordinary profit of 3,460 million yen (up 5.0% year on year), and profit of 2,300 million yen (up 8.4% year on year).

2. Basic Policy Regarding Selection of Accounting Standards

Since the Company does not prepare consolidated financial statements, it prepares financial statements in accordance with Japanese GAAP in consideration of the burden of putting in place a system for preparing financial statements in accordance with International Accounting Standards.

3. Financial Statements and Primary Notes

(1) Balance Sheet

| | | (Unit: Million yen) |
|-------------------------------------|---|--|
| | Previous fiscal year (As of September 30, 2019) | Current fiscal year (As of September 30, 2020) |
| ssets | | |
| Current assets | | |
| Cash and deposits | 10,576 | 12,271 |
| Accounts receivable - trade | 2,913 | 2,607 |
| Merchandise | 964 | 1,058 |
| Supplies | 98 | 13: |
| Prepaid expenses | 216 | 189 |
| Other | 10 | 20 |
| Allowance for doubtful accounts | (87) | (76 |
| Total current assets | 14,693 | 16,21 |
| Non-current assets | | |
| Property, plant and equipment | | |
| Buildings | 1,439 | 1,600 |
| Accumulated depreciation | (311) | (281 |
| Buildings, net | 1,128 | 1,32 |
| Structures | 38 | 3 |
| Accumulated depreciation | (26) | (27 |
| Structures, net | 12 | 1 |
| Machinery and equipment | 33 | 3 |
| Accumulated depreciation | (27) | (27 |
| Machinery and equipment, net | 5 | |
| Vehicles | 24 | 2 |
| Accumulated depreciation | (16) | (18 |
| Vehicles, net | 8 | |
| Tools, furniture and fixtures | 789 | 77 |
| Accumulated depreciation | (443) | (455 |
| Tools, furniture and fixtures, net | 346 | 31 |
| Land | 639 | 63 |
| Total property, plant and equipment | 2,140 | 2,29 |
| Intangible assets | | |
| Software | 632 | 44 |
| Other | 20 | 2 |
| Total non-current assets | 653 | 47 |
| Investments and other assets | | |
| Investment securities | 492 | 43 |
| Long-term prepaid expenses | 7 | |
| Deferred tax assets | 384 | 39 |
| Other | 203 | 20 |
| Allowance for investment loss | <u> </u> | (65 |
| Total investments and other assets | 1,088 | 97. |
| Total non-current assets | 3,882 | 3,74 |
| Total assets | 18,575 | 19,956 |

| | Previous fiscal year (As of September 30, 2019) | Current fiscal year (As of September 30, 2020) |
|--|--|--|
| Liabilities | | |
| Current liabilities | | |
| Accounts payable - trade | 416 | 509 |
| Current portion of long-term borrowings | 173 | 173 |
| Accounts payable - other | 2,297 | 2,342 |
| Accrued expenses | 159 | 187 |
| Income taxes payable | 848 | 631 |
| Advances received | 1 | 2 |
| Deposits received | 13 | 6 |
| Provision for bonuses | 201 | 189 |
| Provision for point card certificates | 264 | 173 |
| Provision for sales returns | 39 | 34 |
| Other | 128 | 224 |
| Total current liabilities | 4,544 | 4,474 |
| Non-current liabilities | | |
| Long-term borrowings | 936 | 762 |
| Provision for retirement benefits | 149 | 159 |
| Provision for retirement benefits for directors (and other officers) | 150 | 168 |
| Asset retirement obligations | 34 | 121 |
| Other | 1 | 1 |
| Total non-current liabilities | 1,272 | 1,214 |
| Total liabilities | 5,817 | 5,688 |
| Net assets | · | |
| Shareholders' equity | | |
| Share capital | 3,826 | 3,826 |
| Capital surplus | | |
| Legal capital surplus | 3,611 | 3,611 |
| Other capital surplus | 206 | 206 |
| Total capital surplus | 3,817 | 3,817 |
| Retained earnings | | |
| Legal retained earnings | 50 | 50 |
| Other retained earnings | | |
| Retained earnings brought forward | 5,062 | 6,806 |
| Total retained earnings | 5,113 | 6,857 |
| Treasury shares | | (299) |
| Total shareholders' equity | 12,757 | 14,201 |
| Valuation and translation adjustments | | , |
| Valuation difference on available-for-sale securities | 1 | _ |
| Total valuation and translation adjustments | 1 | _ |
| Share acquisition rights | | 65 |
| Total net assets | 12,758 | 14,267 |
| Total liabilities and net assets | 18,575 | 19,956 |
| Total naumities and net assets | 10,3/3 | 19,930 |

(2) Statement of Income

Income taxes - deferred

Total income taxes

Profit

(Unit: Million yen) Previous fiscal year Current fiscal year (From October 1, 2018 to (From October 1, 2019 to September 30, 2019) September 30, 2020) Net sales 33,570 33,728 Cost of sales Beginning merchandise inventory 829 964 5,505 Cost of purchased goods 5,440 Total 6,270 6,470 Transfer to other account 417 301 Ending merchandise inventory 964 1,058 Cost of goods sold 4,887 5,110 Gross profit 28,682 28,617 Provision for sales returns Reversal of provision for sales returns 5 Gross profit - net 28,674 28,622 Selling, general and administrative expenses 25,809 25,293 Operating profit 2,864 3,329 Non-operating income 19 4 Dividend income 5 Royalty income 5 Rental income 12 11 9 2 Subsidy income 4 Other 5 Total non-operating income 30 51 Non-operating expenses 2 1 Interest expenses 14 4 Foreign exchange losses Loss on valuation of investment securities 50 78 0 0 Other 85 Total non-operating expenses 66 Ordinary profit 2,828 3,295 Extraordinary losses 11 Loss on retirement of non-current assets 6 37 Impairment loss Provision of allowance for investment loss 65 115 Total extraordinary losses 6 Profit before income taxes 2,822 3,180 Income taxes - current 1,110 1,072

(111)

998

1,824

(14)

1,057

2,122

(3) Statement of Changes in Equity Previous fiscal year (From October 1, 2018 to September 30, 2019)

(Unit: Million yen)

| | | Shareholders' equity | | | | | | | |
|--|---------------|-----------------------|-----------------------|--------------------------|-------------------------------|---|-------------------------------|--------------------|--|
| | | | Capital surplus | | R | etained earning | S | | |
| | Share capital | Legal capital surplus | Other capital surplus | Total capital surplus | Legal retained earnings | Other retained earnings Retained earnings brought forward | Total retained earnings | Treasury shares | |
| Balance at the beginning of period | 250 | 34 | 206 | 240 | 50 | 3,591 | 3,642 | _ | |
| Changes in items during period | | | | | | | | | |
| Issuance of new shares | 3,576 | 3,576 | | 3,576 | | | | | |
| Dividends of surplus | | | | | | (353) | (353) | | |
| Profit | | | | | | 1,824 | 1,824 | | |
| Purchase of treasury shares | | | | | | | | | |
| Net changes in items other than shareholders' equity | | | | | | | | | |
| Total changes in items during period | 3,576 | 3,576 | _ | 3,576 | | 1,470 | 1,470 | _ | |
| Balance at the end of period | 3,826 | 3,611 | 206 | 3,817 | 50 | 5,062 | 5,113 | _ | |

| | Shareholders' equity | Valuation an adjust | d translation ments | | | |
|--|----------------------------------|--|---|--------------------------------|---------------------|--|
| | Total shareholders' equity | Valuation difference on available- for-sale securities | Total valuation and translation adjustments | Share acquisition rights | Total net assets | |
| Balance at the beginning of period | 4,133 | 2 | 2 | 56 | 4,191 | |
| Changes in items during period | | | | | | |
| Issuance of new shares | 7,153 | | | | 7,153 | |
| Dividends of surplus | (353) | | | | (353) | |
| Profit | 1,824 | | | | 1,824 | |
| Purchase of treasury shares | _ | | | | _ | |
| Net changes in items other than shareholders' equity | | (0) | (0) | (56) | (57) | |
| Total changes in items during period | 8,624 | (0) | (0) | (56) | 8,566 | |
| Balance at the end of period | 12,757 | 1 | 1 | _ | 12,758 | |

(Unit: Million yen)

| | Shareholders' equity | | | | | | | |
|--|----------------------|-----------------------|-----------------------|--------------------------|-------------------------------|---|-------------------------------|--------------------|
| | | Capital surplus | | | Retained earnings | | | |
| | Share capital | Legal capital surplus | Other capital surplus | Total capital surplus | Legal retained earnings | Other retained earnings Retained earnings brought forward | Total retained earnings | Treasury shares |
| Balance at the beginning of period | 3,826 | 3,611 | 206 | 3,817 | 50 | 5,062 | 5,113 | _ |
| Changes in items during period | | | | | | | | |
| Issuance of new shares | | | | | | | | |
| Dividends of surplus | | | | | | (378) | (378) | |
| Profit | | | | | | 2,122 | 2,122 | |
| Purchase of treasury shares | | | | | | | _ | (299) |
| Net changes in items other than shareholders' equity | | | | | | | | |
| Total changes in items during period | _ | _ | _ | | | 1,744 | 1,744 | (299) |
| Balance at the end of period | 3,826 | 3,611 | 206 | 3,817 | 50 | 6,806 | 6,857 | (299) |

| | Shareholders' equity | Valuation and translation adjustments | | | |
|--|----------------------------------|--|---|--------------------------------|---------------------|
| | Total shareholders' equity | Valuation difference on available- for-sale securities | Total valuation and translation adjustments | Share acquisition rights | Total net assets |
| Balance at the beginning of period | 12,757 | 1 | 1 | | 12,758 |
| Changes in items during period | | | | | |
| Issuance of new shares | _ | | | | _ |
| Dividends of surplus | (378) | | | | (378) |
| Profit | 2,122 | | | | 2,122 |
| Purchase of treasury shares | (299) | | | | (299) |
| Net changes in items other than shareholders' equity | | (1) | (1) | 65 | 64 |
| Total changes in items during period | 1,444 | (1) | (1) | 65 | 1,508 |
| Balance at the end of period | 14,201 | _ | _ | 65 | 14,267 |

(4) Statement of Cash Flows

(Unit: Million yen) Previous fiscal year Current fiscal year (From October 1, 2018 to (From October 1, 2019 to September 30, 2019) September 30, 2020) Cash flows from operating activities Profit before income taxes 2,822 3,180 Depreciation 482 465 Impairment loss 37 65 Increase (decrease) in allowance for doubtful accounts (11)31 Increase (decrease) in provision for bonuses (11)Increase (decrease) in provision for point card 27 (90)certificates 8 Increase (decrease) in provision for sales returns (5) 13 Increase (decrease) in provision for retirement benefits 10 Increase (decrease) in provision for retirement benefits 18 18 for directors (and other officers) 65 Increase (decrease) in allowance for investment loss (4) (20)Interest and dividend income 2 Interest expenses 1 Loss on retirement of non-current assets 6 11 78 Loss (gain) on valuation of investment securities 50 (814)306 Decrease (increase) in trade receivables Decrease (increase) in inventories (162)(130)93 Increase (decrease) in trade payables 55 Increase (decrease) in accounts payable - other 19 20 Other, net 167 (3) Subtotal 2,618 4,188 Interest and dividends received 3 0 Interest paid (2) (1) Income taxes (paid) refund (627)(1,266)Net cash provided by (used in) operating activities 1,992 2,920 Cash flows from investing activities Purchase of property, plant and equipment (268)(268)Payments for asset retirement obligations (17)Purchase of intangible assets (176)(80)Purchase of investment securities (381)(54)Proceeds from sales of investment securities 32 Other, net 20 (118)Net cash provided by (used in) investing activities (943)(367) Cash flows from financing activities Repayments of long-term borrowings (175)(173)7,096 Proceeds from issuance of shares Purchase of treasury shares (300)Dividends paid (353)(377)Net cash provided by (used in) financing activities 6,567 (851)Effect of exchange rate change on cash and cash 4 (6) equivalents Net increase (decrease) in cash and cash equivalents 7,621 1,695 Cash and cash equivalents at the beginning of the period 2,954 10,576 12,271 Cash and cash equivalents at the end of the period 10,576

(5) Notes to the Financial Statements

(Notes on going concern assumptions)

Not applicable

(Changes in presentation methods)

(Statement of Income)

"Subsidy income" which was included in "Other" under "Non-operating income" in the previous fiscal year is presented as a separate line item from the fiscal year under review due to its increased monetary importance. To reflect this change in presentation, the statement of income for the previous fiscal year has been reclassified.

As a result, 8 million yen in "Other" under "Non-operating income" in the statement of income for the previous fiscal year has been reclassified into "Subsidy income" of 2 million yen and "Other" of 5 million yen.

(Statement of Cash Flows)

"Proceeds from sales of investment securities" which was included in "Other, net" under "Cash flows from investing activities" in the previous fiscal year is presented as a separate line item from the fiscal year under review due to its increased monetary importance. To reflect this change in presentation, the statement of cash flows for the previous fiscal year has been reclassified.

As a result, -117 million yen in "Other, net" under "Cash flows from investing activities" in the statement of cash flows for the previous fiscal year has been reclassified into "Proceeds from sales of investment securities" of 1 million yen and "Other, net" of -118 million yen.

(Share of profit (loss) of entities accounted for using equity method, etc.)

Not applicable

(Segment information, etc.)

The Company's business segments consist of Mail Order, Direct Store Sales/Wholesale, and Overseas Sales of cosmetics and merchandise related to health care. As the ratio of Direct Store Sales/Wholesale and Overseas Sales to overall sales is insignificant, and their materiality as disclosed information is low, description by business segment has been omitted.

(Per share information)

| | Previous fiscal year | Current fiscal year | |
|----------------------------|--------------------------|--------------------------|--|
| | (From October 1, 2018 to | (From October 1, 2019 to | |
| | September 30, 2019) | September 30, 2020) | |
| Net assets per share | 590.37 yen | 662.97 yen | |
| Basic earnings per share | 113.99 yen | 98.50 yen | |
| Diluted earnings per share | 113.96 yen | 97.67 yen | |

- (Notes) 1. The Company conducted a stock split on March 1, 2019, at the rate of 10 shares per 1 share of common stock. Net assets per share, basic earnings per share and diluted earnings per share are calculated on the assumption that the stock split was carried out at the beginning of the fiscal year ended September 30, 2019.
 - 2. Since the Company was listed on the Tokyo Stock Exchange Mothers on June 27, 2019, diluted earnings per share for the fiscal year ended September 30, 2019 is calculated based on the average stock price during the period from the initial listing date to September 30, 2019, which is deemed as the average stock price during the fiscal year.

3. The basis of calculation of basic earnings per share and diluted earnings per share is as follows.

| | Previous fiscal year (From October 1, 2018 to September 30, 2019) | Current fiscal year (From October 1, 2019 to September 30, 2020) |
|---|--|--|
| Basic earnings per share | 1 | 1 |
| Profit (Million yen) | 1,824 | 2,122 |
| Amount not attributable to common shareholders (Million yen) | | |
| Profit related to common stock (Million yen) | 1,824 | 2,122 |
| Average number of shares of common stock during the fiscal year (Shares) | 16,002,838 | 21,546,178 |
| | | |
| Diluted earnings per share | | |
| Profit adjustment (Million yen) | | |
| Increase in shares of common stock (Shares) | 5,444 | 181,597 |
| (Of which, share acquisition rights (Shares)) | (5,444) | (181,597) |
| Outline of dilutive shares not included in the calculation of diluted earnings per share because they have no dilutive effect | Share acquisition rights approved by the Board of Directors on September 25, 2018 Common stock: 13,780 shares | Share acquisition rights approved by the Board of Directors on September 25, 2018 Common stock: 13,780 shares |

4. The basis of the calculation of net assets per share is as follows.

| | Previous fiscal year (As of September 30, 2019) | Current fiscal year (As of September 30, 2020) |
|--|--|---|
| Total net assets (Million yen) | 12,758 | 14,267 |
| Amount deducted from total net assets (Million yen) | | 65 |
| (Of which, share acquisition rights (Million yen)) | (—) | (65) |
| Amount of net assets related to common stock at the end of the fiscal year (Million yen) | 12,758 | 14,201 |
| Number of shares of common stock at the end of the fiscal year used to calculate net assets per share (Shares) | 21,611,300 | 21,421,160 |

(Significant subsequent events)

Not applicable