

FY2022
2021 · 12 · 14

1Q

TSE Mothers 4934
Premier Anti-Aging Co., Ltd.
FY2022 1Q Results Briefing Material



PREMIER ANTI-AGING

INDEX

01	EXECUTIVE SUMMARY
02	BUSINESS HIGHLIGHTS
03	STATUS BY BRAND
04	STATUS BY SALES CHANNEL
05	INITIATIVES FOR 2Q AND BEYOND
06	APPENDIX

0 1 EXECUTIVE SUMMARY

*Premier Wellness Science Co., Ltd. established in FY2021 2Q and Premier Anti-Aging (Shanghai) Co.,Ltd. established in FY2021 3Q have been included in the scope of consolidation. Results before FY2021 1Q referenced in this document refer to that of only Premier Anti-Aging Co., Ltd. whilst FY2021 2Q results include those of the abovementioned two companies. Moreover, sales in China has been calculated based on the following exchange rate: 1 Chinese yuan = 17.80 yen.

- ✓ **Net sales and profits at each stage marked record high quarterly performance. Sales and profits have continued to increase due to great strides made by Black Balm and DUO Face Wash series and growth of wholesale.**
- ✓ **We modified our rules pertaining to ad placement in accordance with the revisions to the Pharmaceutical and Medical Device Act and the Specified Commerce Transactions Act. We are examining the optimal advertising methods under the new rules, as such we have temporarily ceased ad placement.**
- ✓ **Planning to launch one new brand each from Premier Anti-Aging and Premier Wellness Science in the second half of the fiscal year.**
- ✓ **Planning to launch men's DUO line in the second half of the fiscal year.**

0 2 BUSINESS HIGHLIGHTS

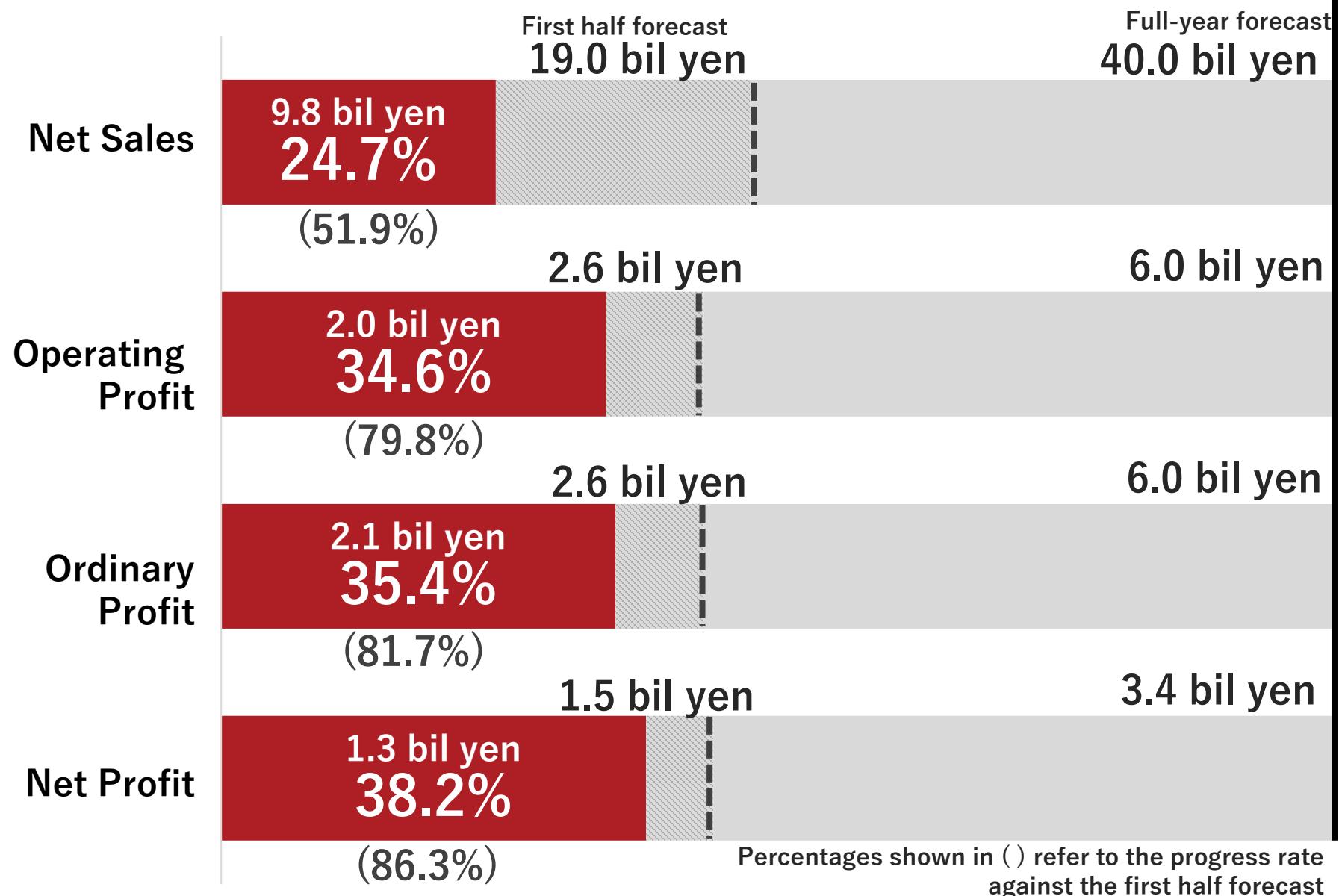
Both mail order/EC and wholesale grew steadily YonY. The growth of wholesale, which delivers high profitability, and reining in investments in advertising have significantly improved profitability.

Unit: Millions of Yen

	FY2021 1Q	FY2022 1Q	Increase/ Decrease	YonY
Net Sales	7,210	9,865	+ 2,654	136.8%
L Mail Order/EC	4,812	6,130	+ 1,318	127.4%
L Wholesale	2,284	3,431	+ 1,146	150.2%
L Others	113	304	+ 190	266.8%
Operating Profit	888	2,074	+ 1,186	233.6%
Operating Profit Margin	12.3%	21.0%	+8.7pt	
Ordinary Profit	866	2,132	+ 1,266	246.2%
Net Income for the Quarter Attributable to Owners of the Parent	550	1,320	+ 769	239.7%

Net sales and profits at each stage have progressed as planned. The profits at each stage are already at 80% of our business forecast for the first half of the year.

1Q Results vs. Full-year Forecasts



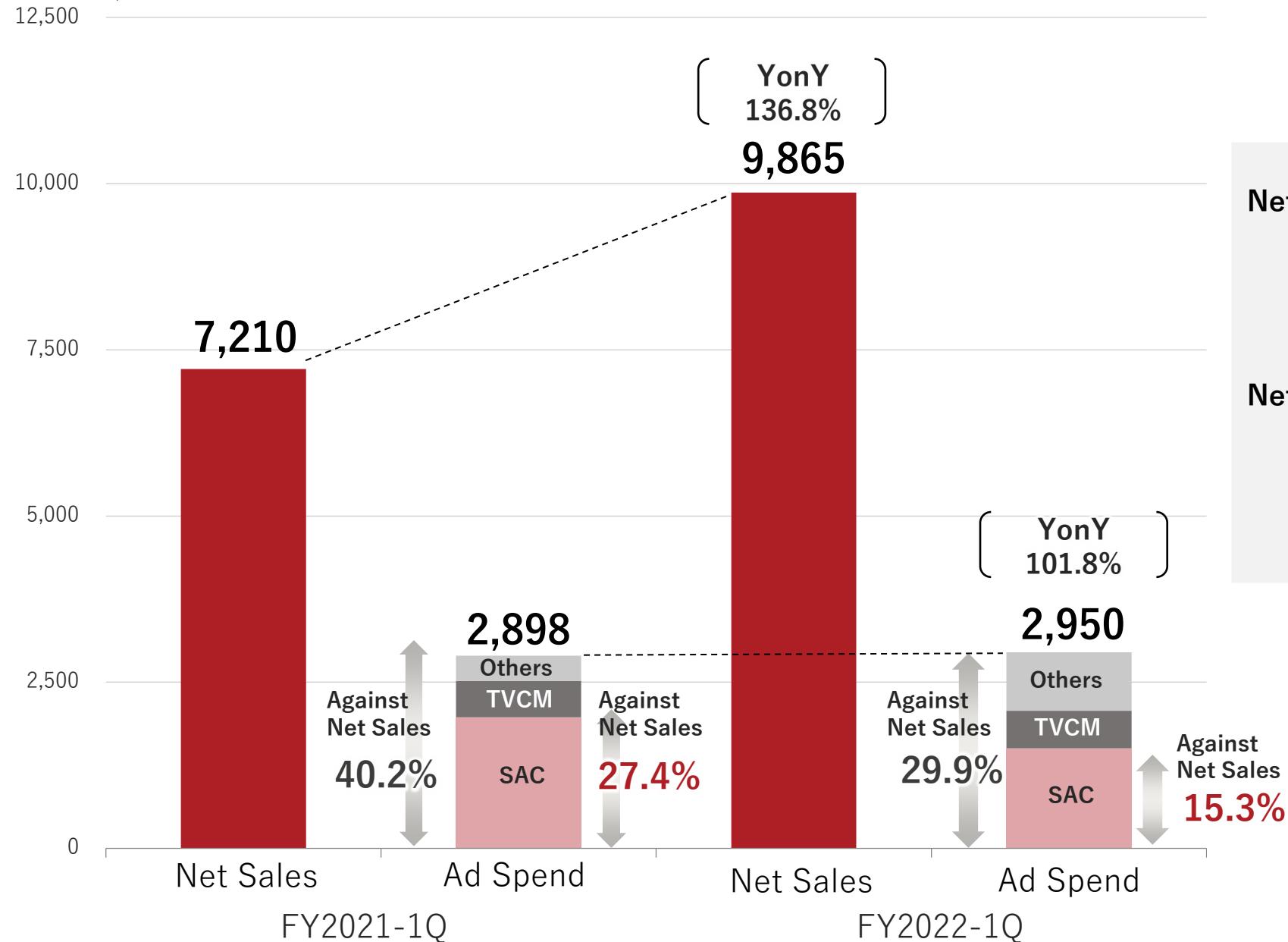
We modified our rules pertaining to ad placement in accordance with the revisions to the Pharmaceutical and Medical Device Act and the Specified Commerce Transactions Act. We have temporarily reined in ad placement as we are examining the optimal advertising methods under the new rules, as such the ad spend has decreased. Net sales grew by 137% YonY, but we managed to keep SG&A at 122%.

Unit: Millions of Yen

	FY2021 1Q	FY2022 1Q	Increase/ Decrease	YonY
SG&A	4,792	5,849	+ 1,056	122.0%
L Advertising & Promotion	2,898	2,950	+ 51	101.8%
L Consignment	1,051	1,498	+ 447	142.6%
L Salaries & Allowances	137	252	+ 115	184.2%
L R&D	37	80	+ 42	212.0%
L Others	688	1,067	+ 399	159.8%

Increase in wholesale, which does not require ad spend to acquire new subscribers, and curtailing ad spend in order to reexamine our rules pertaining to ad placement in accordance with the revisions to the Pharmaceutical and Medical Device Act and the Specified Commerce Transactions Act have resulted in a 10.3 pt decrease in net sales vs ad spend ratio.

(Millions of Yen)



Net Sales vs Ad Spend

40.2% ⇒ 29.9%
(-10.3pts)

Net Sales vs Subscribers Acquisition Costs

27.4% ⇒ 15.3%
(-12.1pts)

Both net sales and operating profit marked record high quarterly performance, and sales and profits have continued to increase.

Unit:Millions of Yen

	FY2021 1Q	FY2021 2Q	FY2021 3Q	FY2021 4Q	FY2022 1Q	
Net Sales	7,210	8,099	8,455	9,049	9,865	109.0%
Gross Profit - Net※	5,681	6,668	6,887	7,192	7,924	110.2%
SG&A	4,792	5,095	4,921	6,940	5,849	84.3%
└ Advertising and Promotional Costs of the SG&A	2,898	3,014	2,701	4,197	2,950	70.3%
Operating Profit	888	1,573	1,966	252	2,074	823.3%

(% = comparison against FY2021 4Q)

※ Gross profit after deduction is stated in FY2021.

Our fixed assets only amount to approximately 4% of our current assets, thus we are continuing to practice asset-light management.

Unit: Millions of Yen

	FY2021	FY2022 1Q	Increase/ Decrease	Percentage Increase
Total Assets	13,071	15,661	+ 2,590	119.8%
L Current Assets	12,479	15,031	+ 2,552	120.5%
L Fixed Assets	591	629	+ 37	106.4%
Total Liabilities	6,168	7,446	+ 1,278	120.7%
L Current Liabilities	5,591	6,950	+ 1,358	124.3%
L Fixed Liabilities	576	496	△80	86.1%
Total Net Assets	6,903	8,214	+ 1,311	119.0%
Total Liabilities and Net Assets	13,071	15,661	+ 2,590	119.8%
Equity Ratio	52.8%	52.5%	△0.3pt	

0 3 STATUS BY BRAND

We currently offer 4 cosmetics brands.

- ✓ 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 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

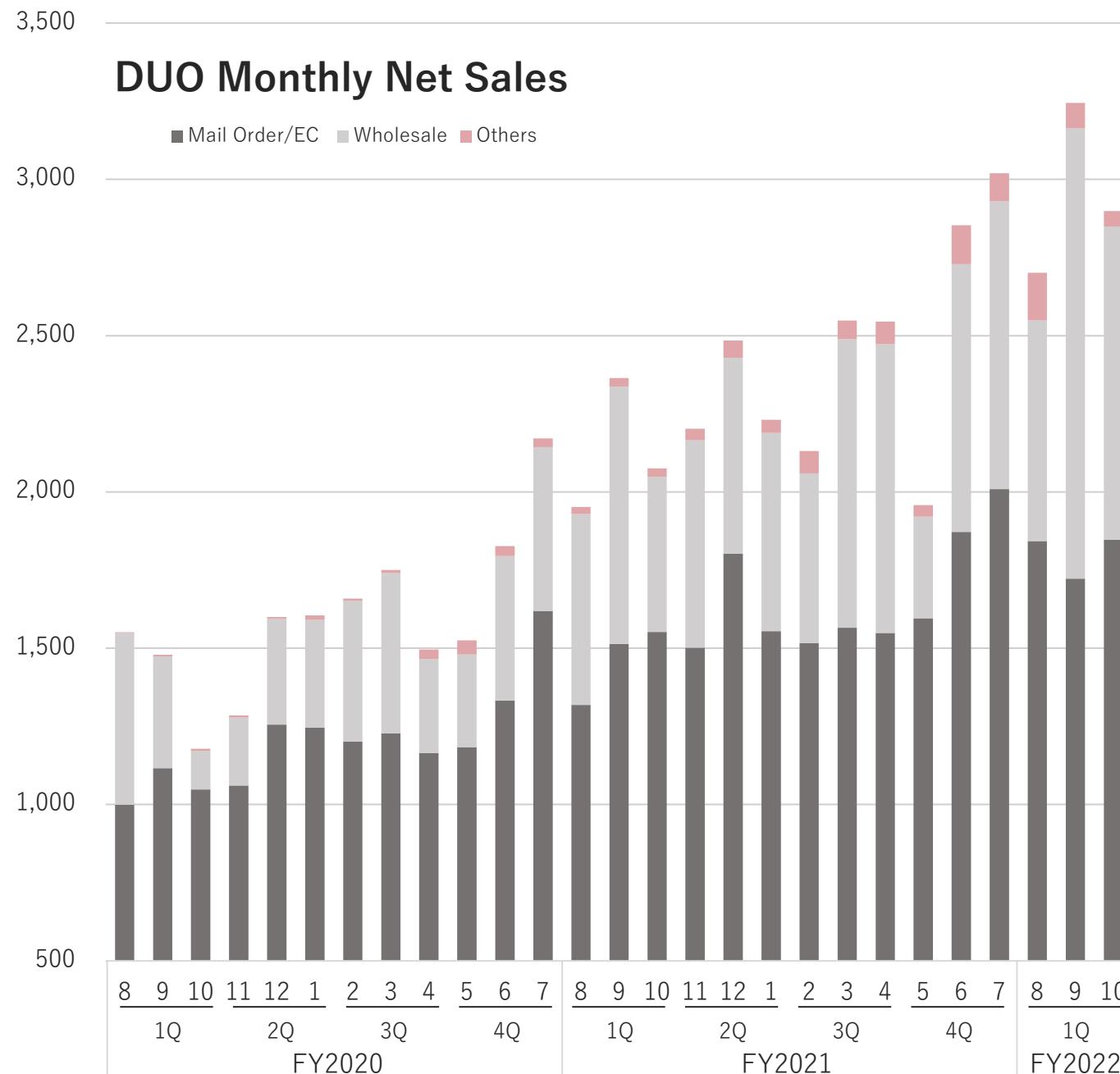
immuno

*1: SKU numbers refer to the number of regular products as of end of October 2021. Limited editions, different sizes not included. *2: Calculated based on FY2021 net sales.

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

Black Balm continues to make great strikes, driving sales of the entire brand. Due to TVCMs aired starting September, the face wash series is off to a steady start, continuing to grow significantly mainly through wholesale.

(Millions of Yen)



【Changes in fixtures before and after face wash TVCMs】

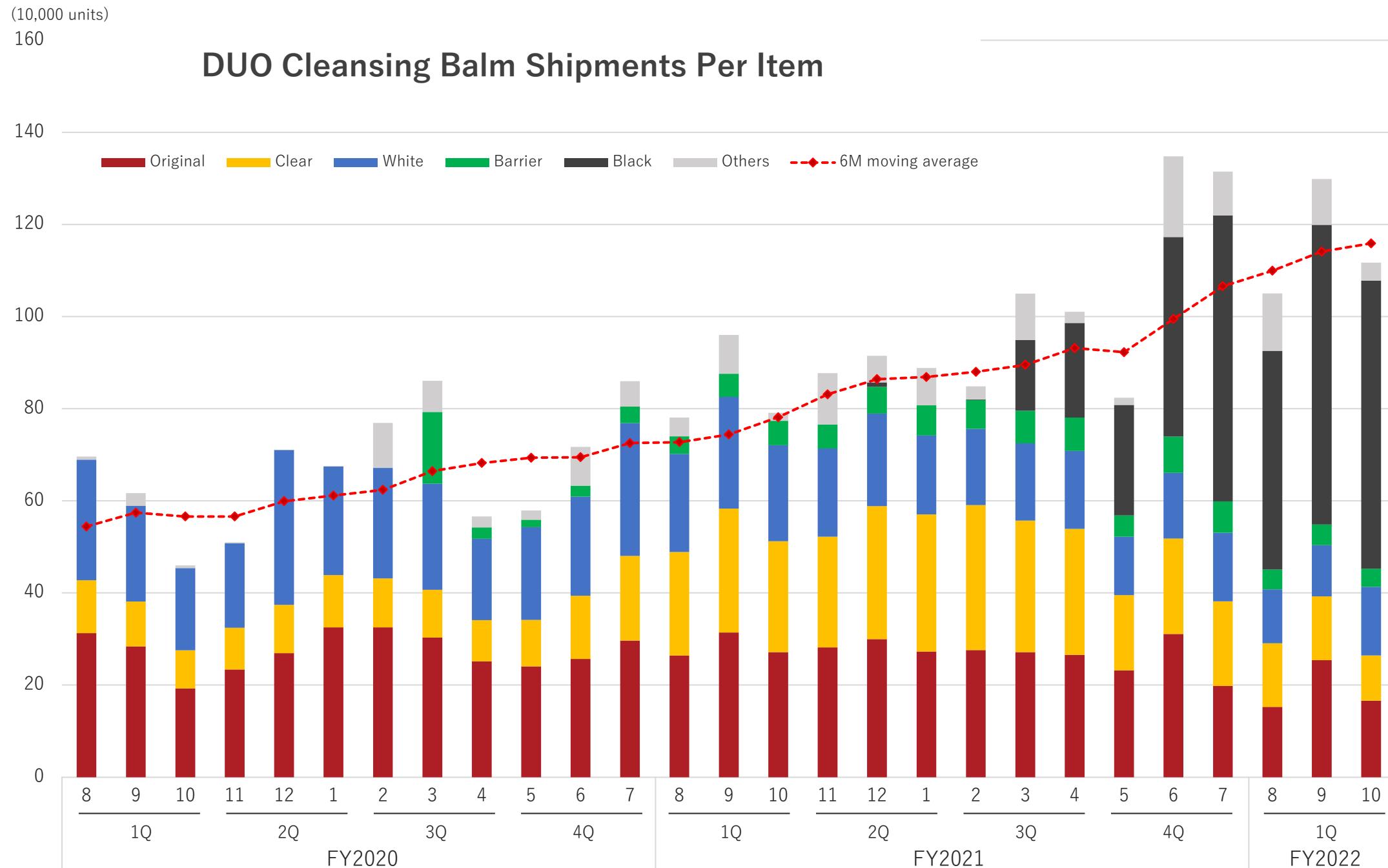


Fixture before broadcast: 5 SKUs



Fixture after broadcast: 10 SKUs

We have shipped more than 30 million units of the cleansing balm series. Black Balm is growing at an accelerated pace, and the overall number of shipments continues to increase.



Note: For accounting reasons, shipments for some transactions and the timing when the relevant sales was booked do not match up.

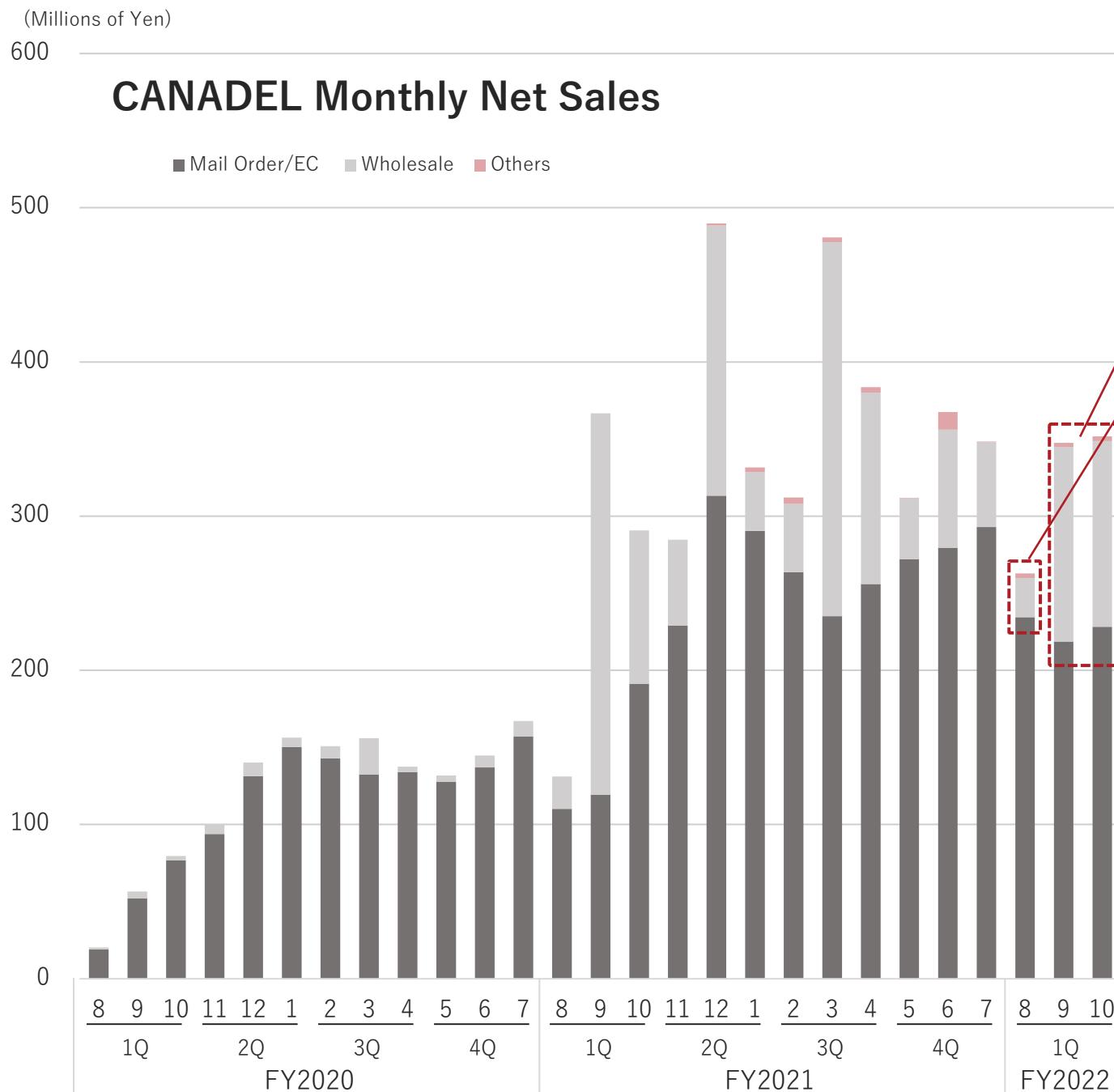
Three commercials including the face wash TVCMs we began airing from September have ranked No.1 in the TCVM likeability ranking in cosmetics category.



Three TVCMs for DUO have ranked **No.1** in the FY2021 October **TVCM likeability ranking*** cosmetics category.

*According to the CM Research Institute. Overview of survey: Conducted from September 20 to October 10, 2021, with five key broadcasting networks in Tokyo (total brands aired: 2,603) . Survey sample: 3,000 people in Tokyo and 6 prefectures in the Kanto region (1,500 for 4 days, + 1,500 for 19 days) .

In order to approach customers in their 20s to 40s, who were not considered main targets of the traditional all-in-one cosmetics, we have aired new TVCMs feature two actresses starting October. We are steadily implementing new initiatives to redefine all-in-one cosmetics.



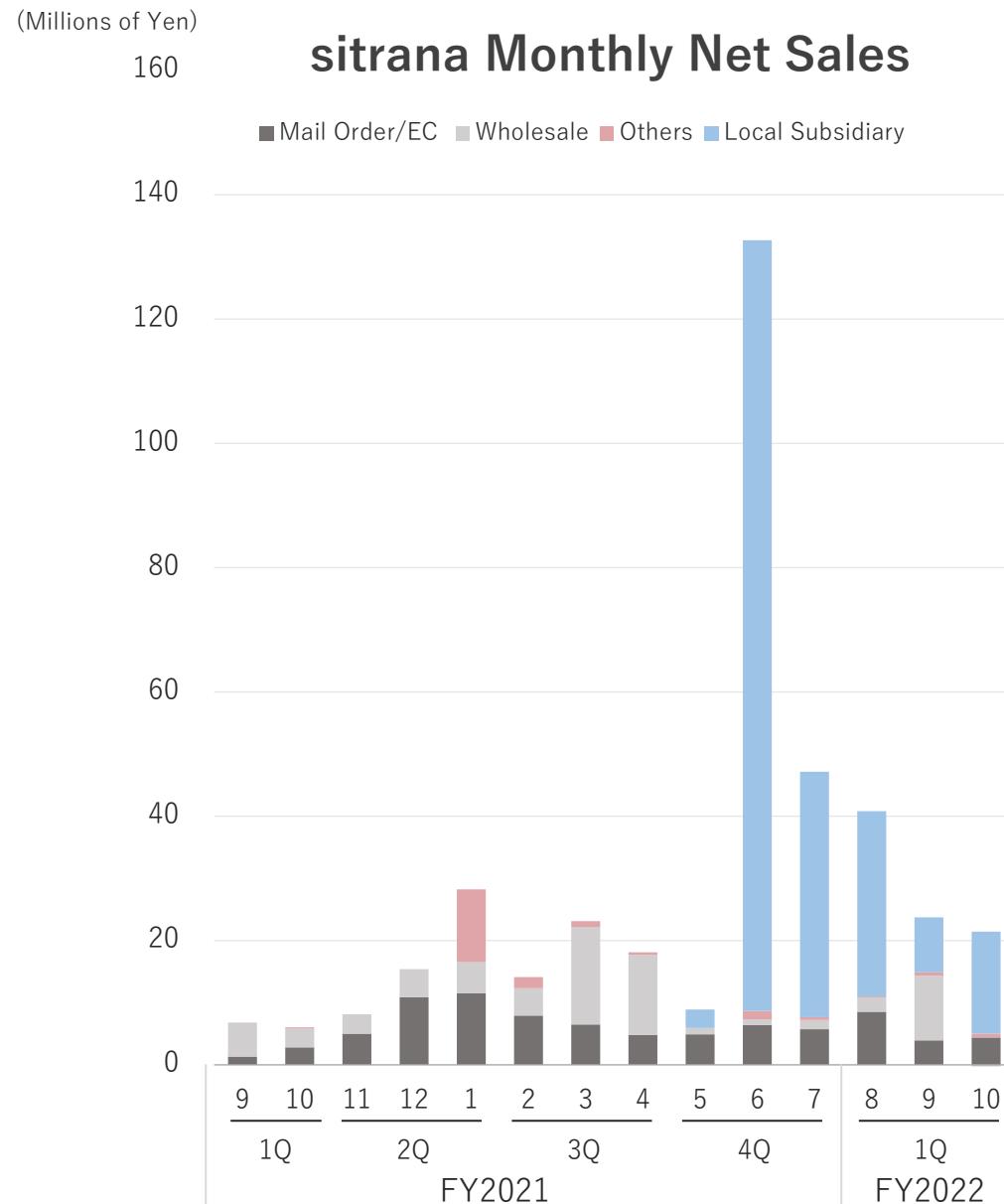
Increase in shipments of new products timed with the new TVCM broadcast

Temporary drop ahead of the new TVCM and new product launch

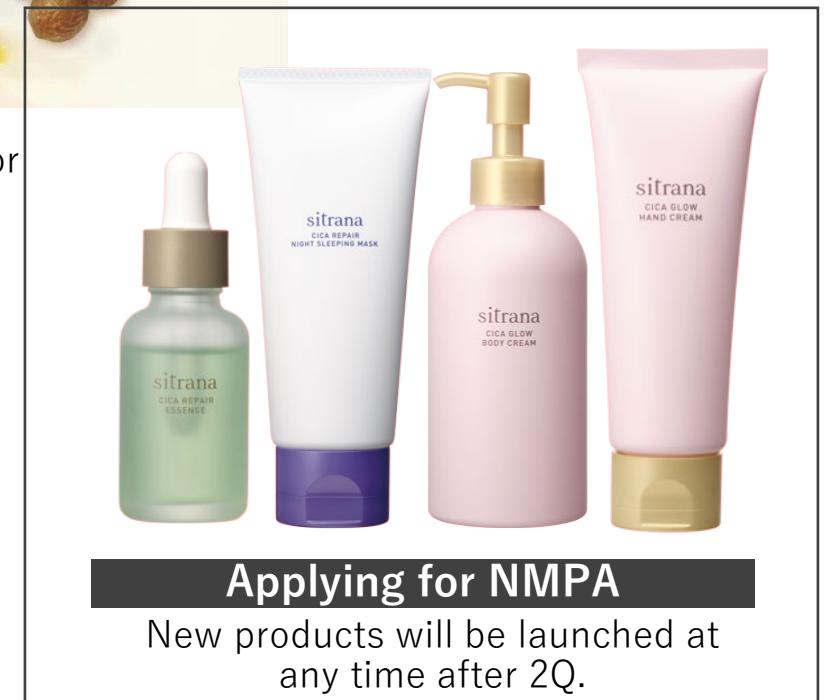


Photo from a health and miscellaneous goods section at Niigata Loft.

Chinese authorities tightened regulations regarding the use of celebrities, thus we temporarily halted the planned marketing initiatives and redeveloped our promotional strategy.

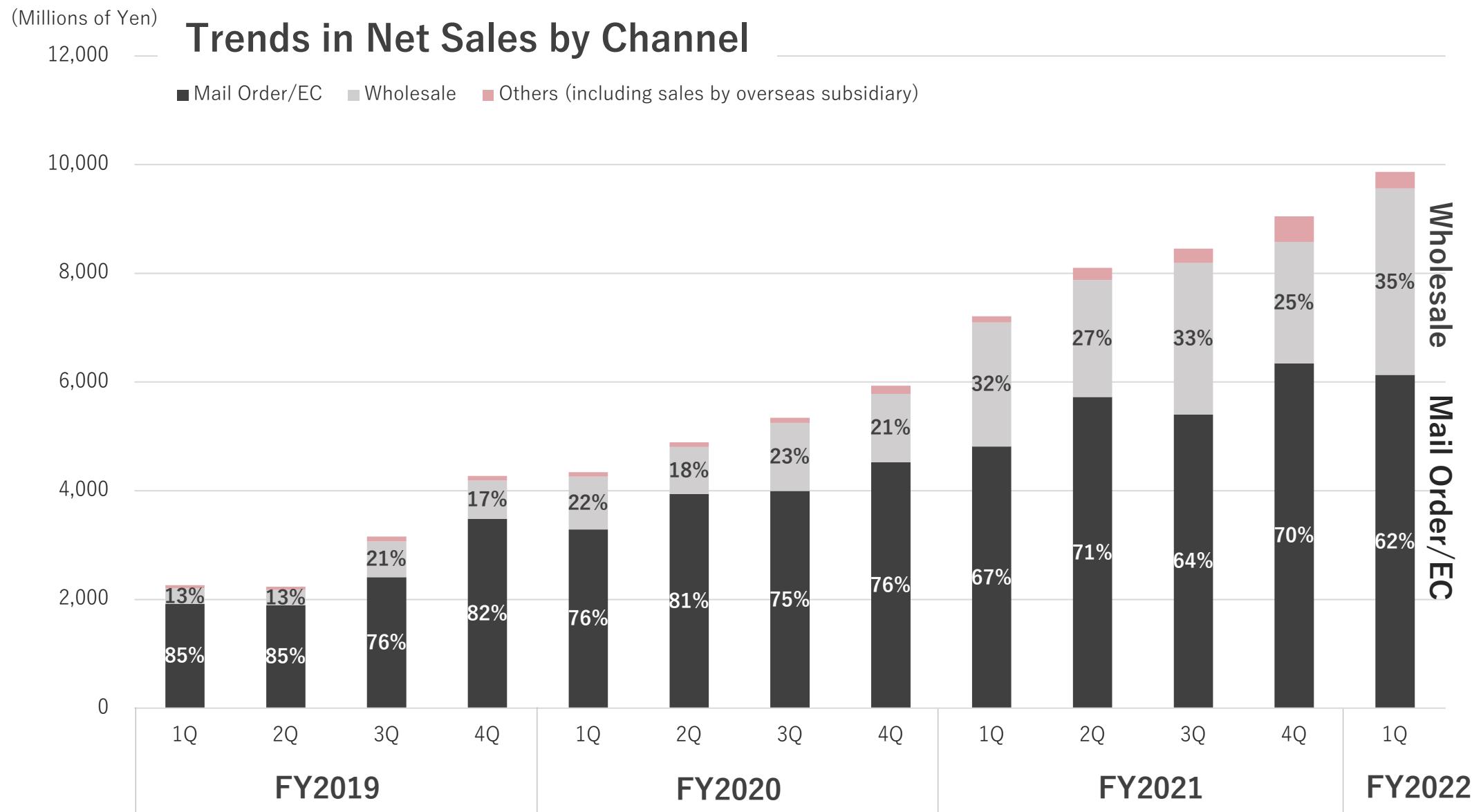


Obtained NMPA approval for sitrana Cica Repair Foam. Began sales in October.

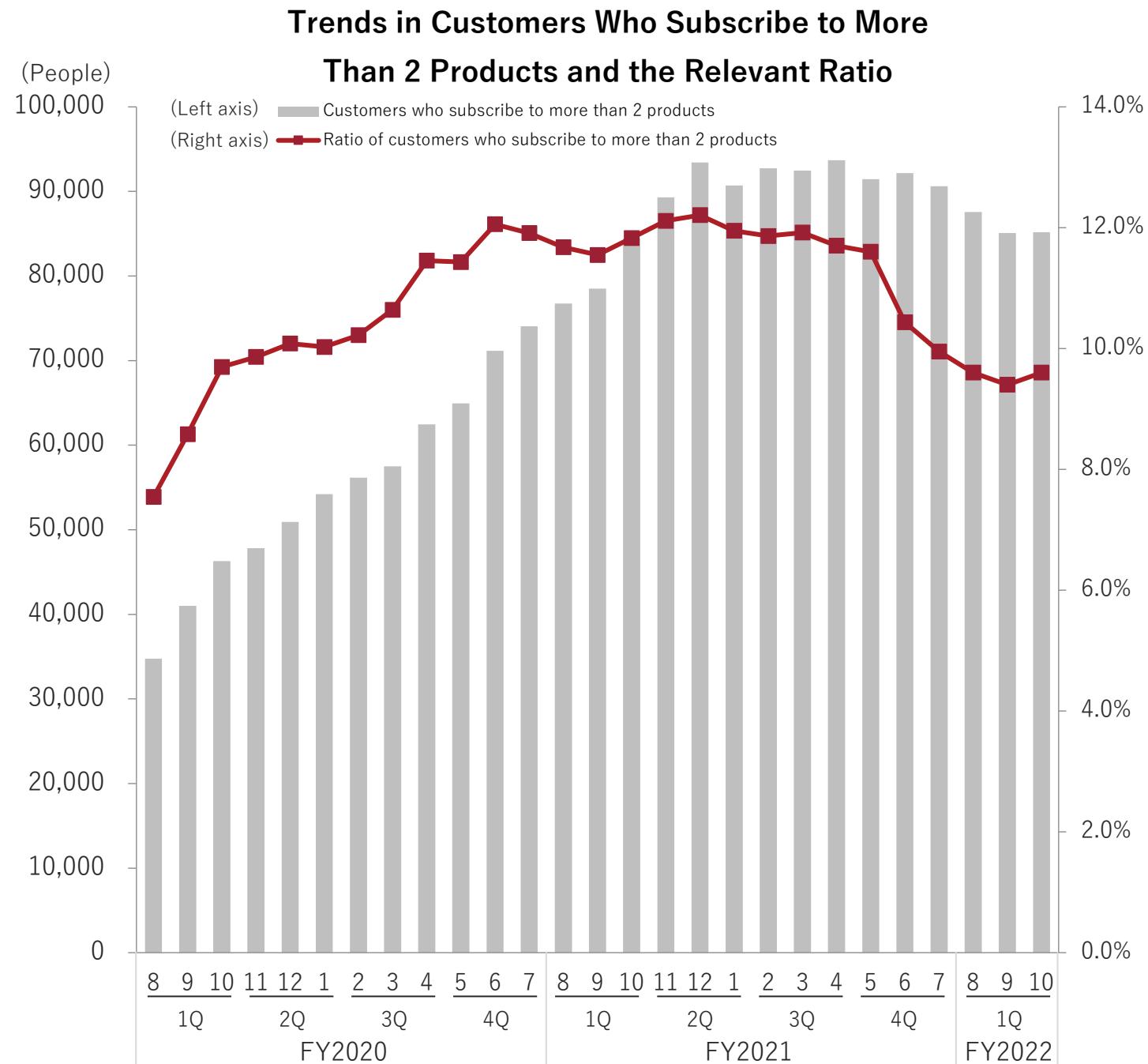


0 4 STATUS BY SALES CHANNEL

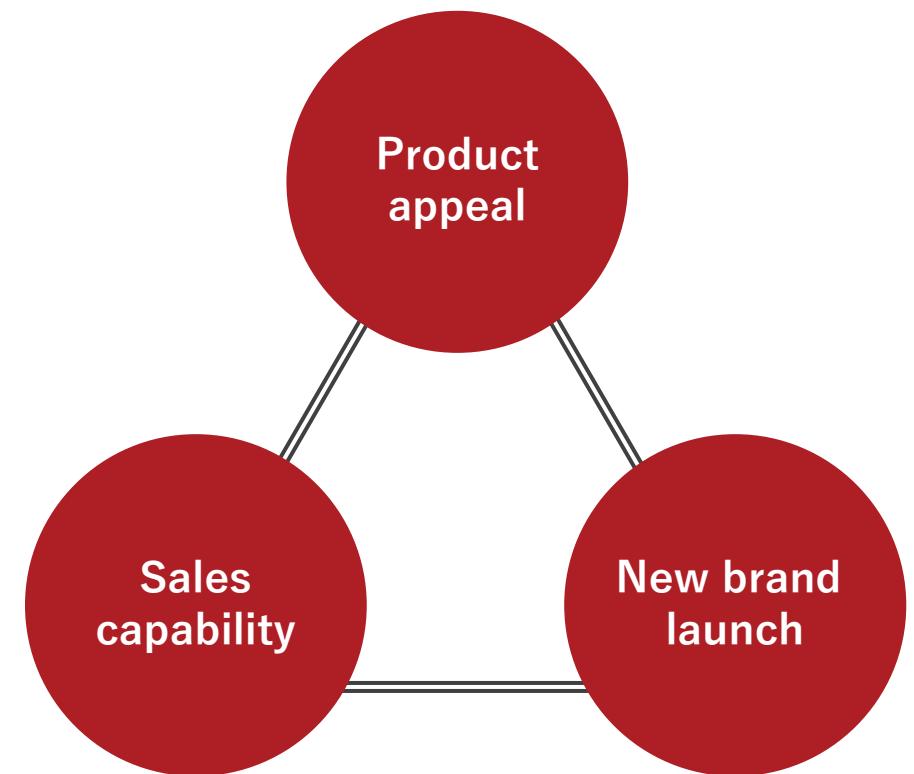
Due to advertising regulations, some of our activities were limited, however, with an improvement in channel mix, wholesale drove our overall performance, and we marked record high quarterly net sales. Our business has become more stable.



We saw a decrease in the number of customers who subscribe to more than two products since new customer acquisition slowed down. We are undertaking various initiatives to increase new customer acquisition.



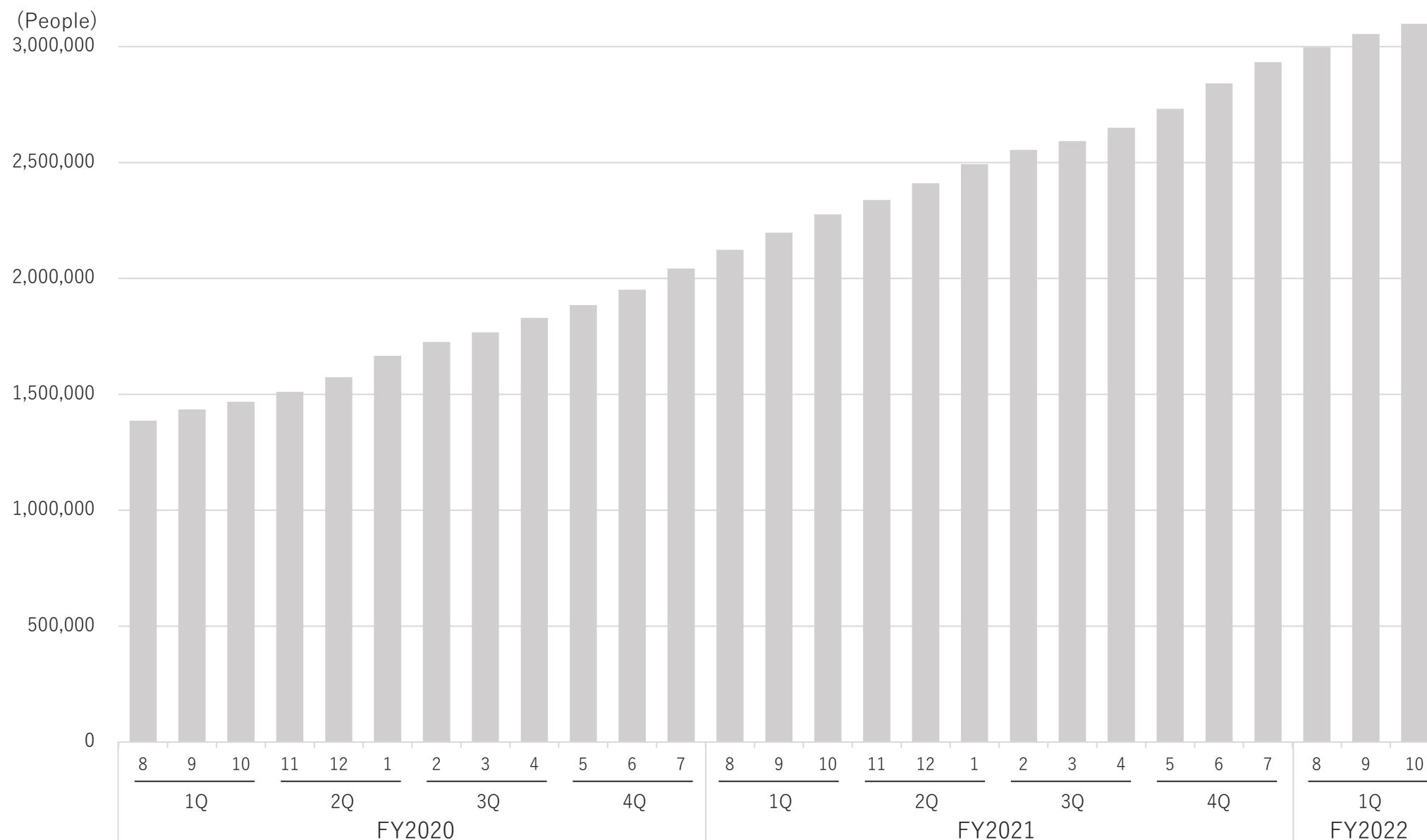
Areas we will strengthen to improve cross selling



* Customers who subscribe to more than two products refer to customers who have subscribed to products in more than two categories (balm and beauty essence, etc.)

The number of total members grew steadily and exceeded three million despite the limitations we experienced with respect to communication activities targeting potential customers as a result of changes in our placement rules in accordance with the Pharmaceutical and Medical Device Act and the Specified Commerce Transactions Act.

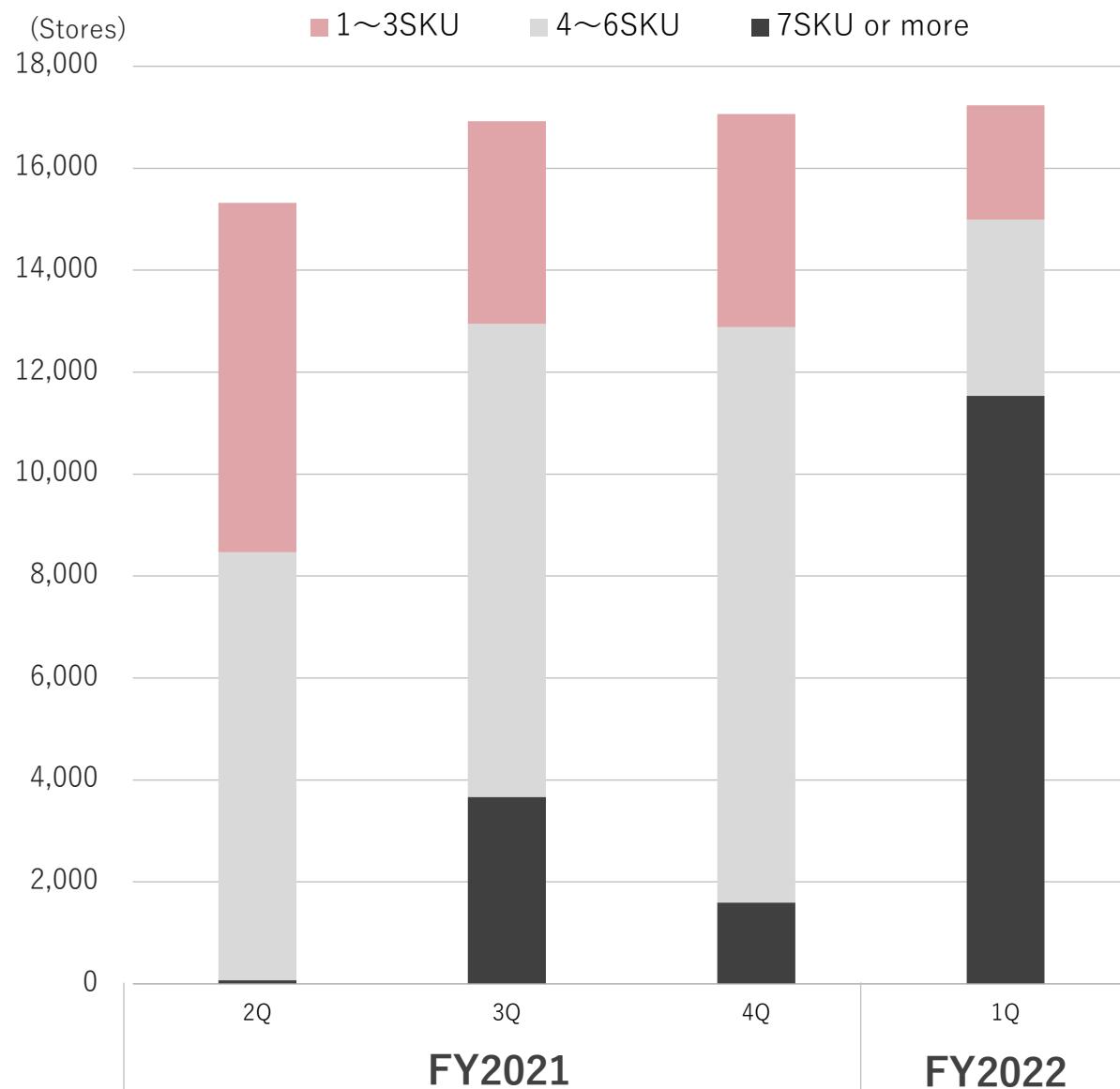
Total Number of Members



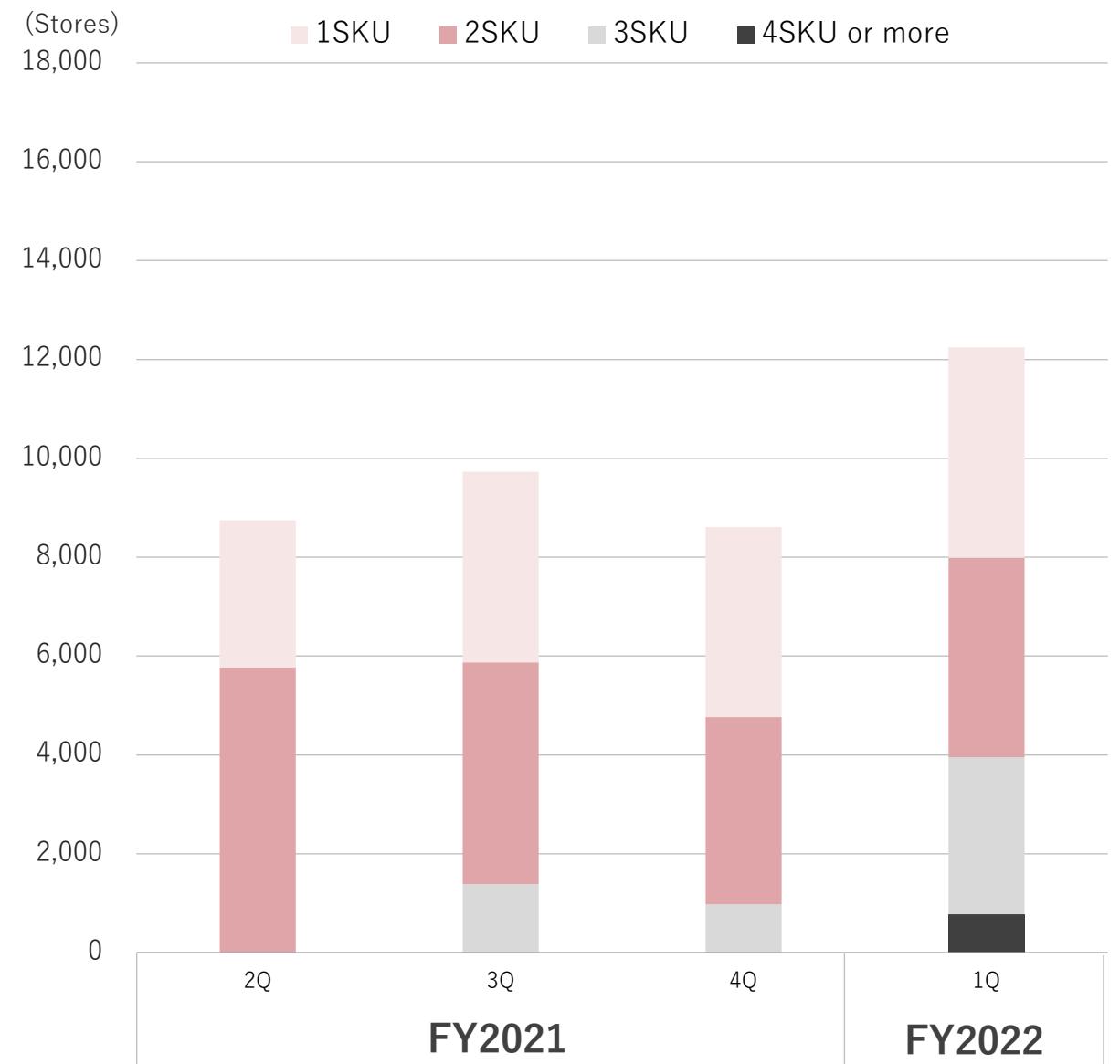
In order to deliver on this fiscal year's growth strategy - expanding store space - we launched face wash series for DUO and new pore care products for CANADEL. The number of items per store has grown solidly.

Trends in Number of Stores* that Carry DUO and CANADEL and Changes in the Number of Items Shipped per Store

DUO



CANADEL



*Until the previous fiscal year, we counted the number of stores that carried these products within the relevant period. Above data represents the number of stores to which we shipped our products within each quarter.
 *Only regular products, limited editions excluded.

DUO and CANADEL TVCMs selected as excellent commercials. Won the BRAND OF THE YEAR 2021 “Commercials that Moved Consumers” award.

DUO

TVCMs for DUO, CANADEL won the

**BRAND OF THE YEAR 2021
“Commercials that Moved
Consumers”* award**

CANADEL

*Awarded to a commercial that was well received by viewers and contributed to performance. Chosen from among commercials of 6,737 brands from November 2020 to October 2021. The CM Research Institute conducts a monthly CM likeability survey based on responses by 3,000 respondents and announces the CM likeability No.1 brand, the “BRAND OF THE YEAR” as well as commercials that contributed to business performance, “Commercials that Moved Consumers” in December each year.

We have shared our ESG efforts on our corporate site. We undertook following activities in 1Q.

ESG activities we undertook in 1Q

Environment

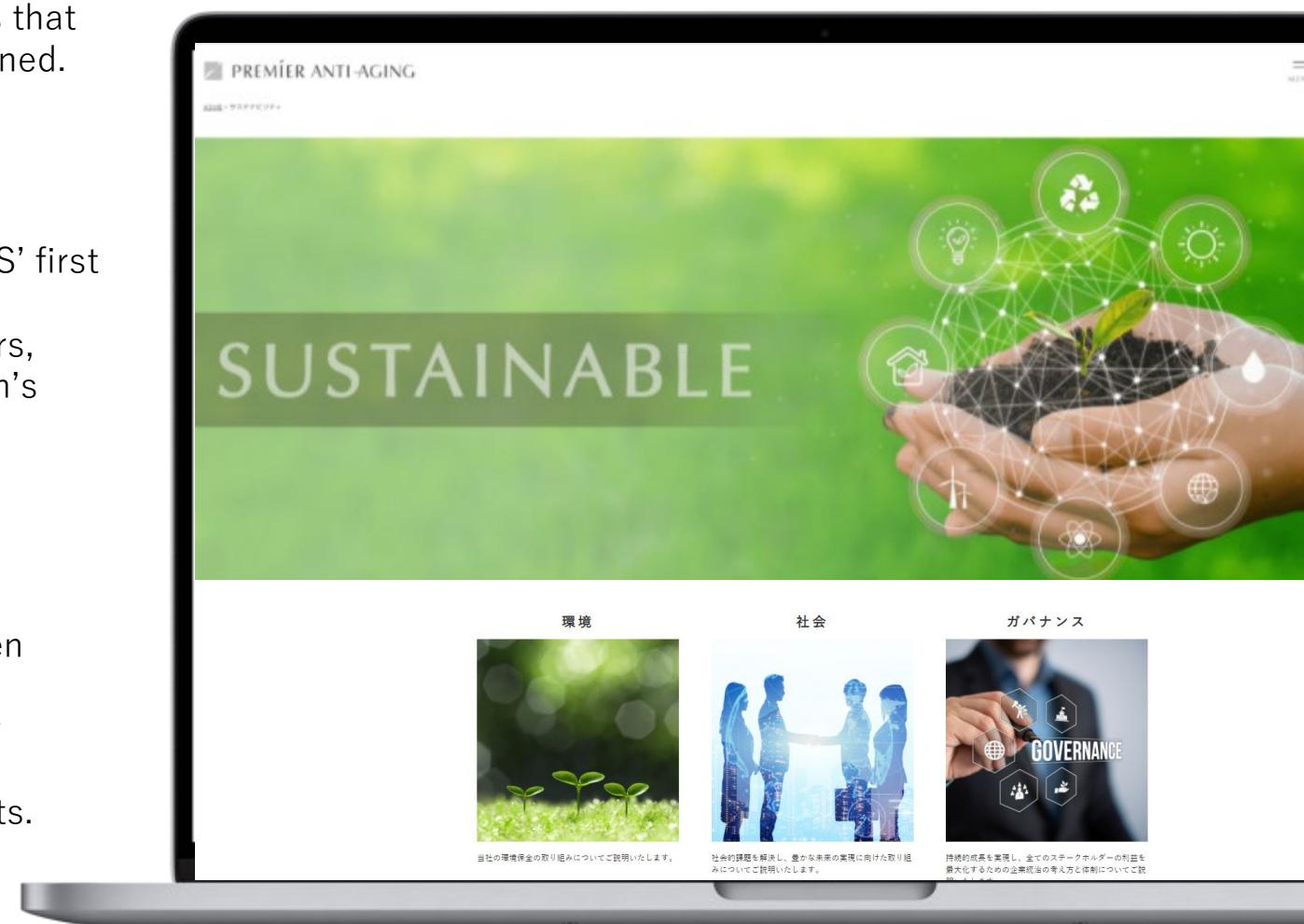
- Won the “2021 GP Environment Grand Prize” in recognition of our dedication to minimizing impact to the global environment.
- Began shipping containers made of green nano materials that can reduce CO2 emissions by approximately 60% when burned.

Social

- Promoted culture as the main sponsor of the artist, KAWS’ first large exhibition in Japan, “KAWS TOKYO FIRST”.
- For the first time, we obtained the highest number of stars, three stars for “Eruboshi” certification based on the Women’s Advancement Promotion Law.

Governance

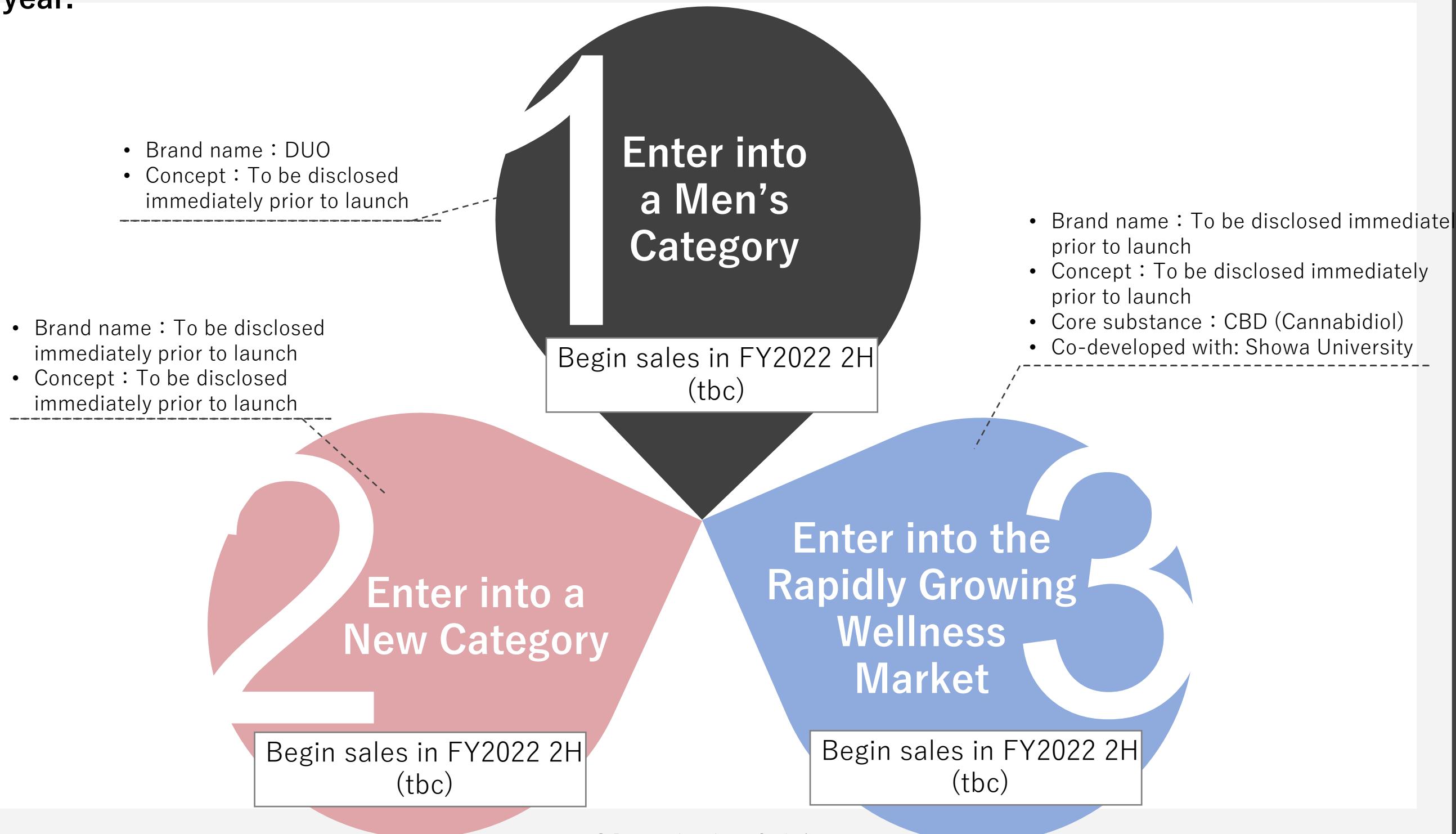
- Implemented the “Executive Officer System” to strengthen corporate governance.
- Established the “Nomination and Compensation Advisory Board” to strengthen corporate governance
- Launched a project to strengthen risk management efforts.



<https://www.p-antiaging.co.jp/sustainable/>

0 5 Initiatives for 2Q and Beyond

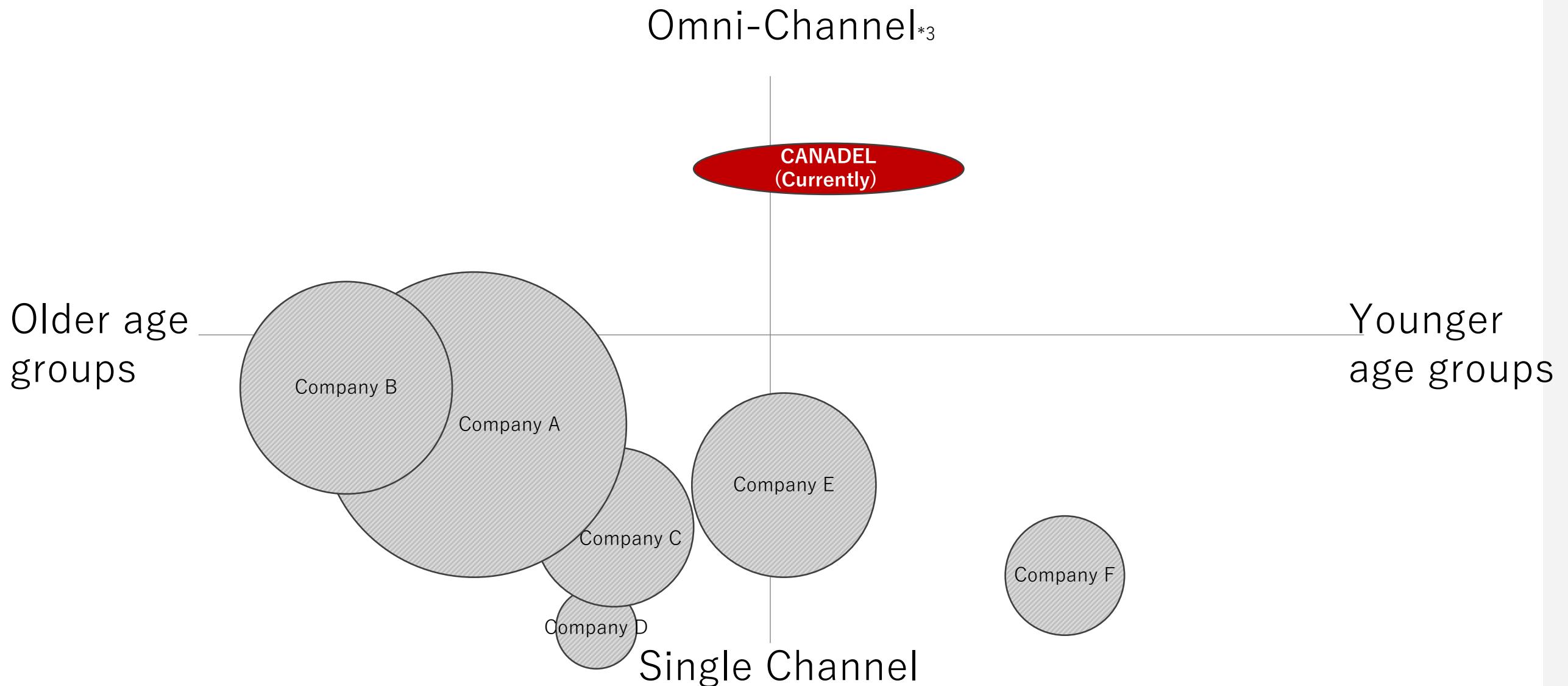
Drawing on our know-how and expertise on nurturing new brands, as proven by CANADEL (selling four billion yen in two years), we will launch three new pivotal categories this fiscal year.



Steadily carving out market share among the 20s-40s target group, a latent market with less competitors.

The brand positioning image we have observed for the all-in-one cosmetics*1

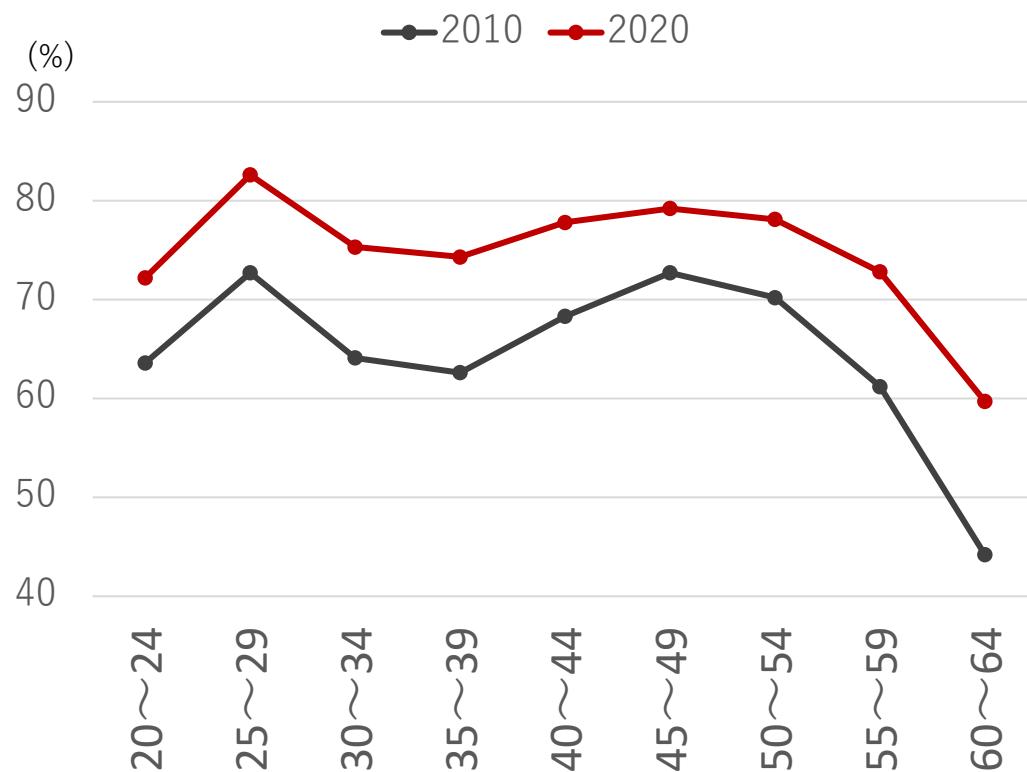
○ : Sales volume*2



*1 Clarified brand positions in the all-in-one market based on our research.
*2 Fuji Keizai "Cosmetic Marketing Handbook 2021 No.1".
*3 Mail order, infomercials, in-store sales, etc.

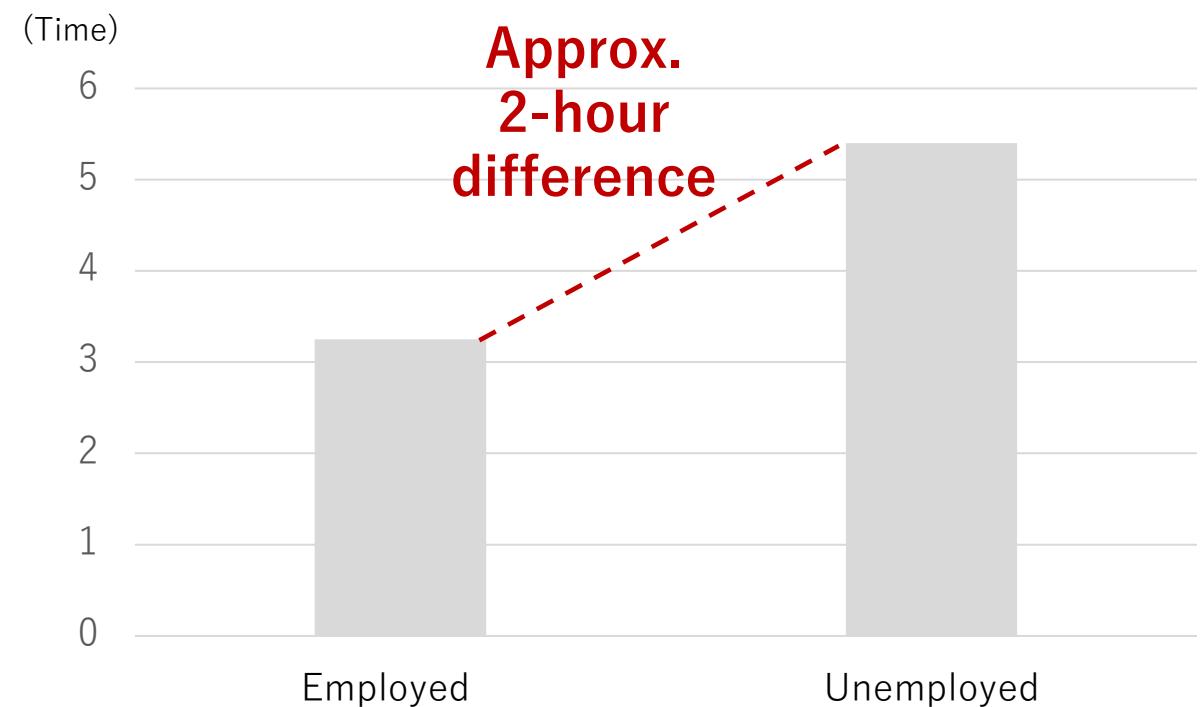
In general, women's employment rate is on the rise, and we surmise that the market potential for all-in-one cosmetics, which help shorten time required for skin care, is high even among the younger age groups.

Women's employment rate
2010 vs 2020 *1



Employment rate increasing even among the younger age group

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



Employed women have less free time

Demand growing among younger consumers for all-in-one cosmetics that help them save time

*1 Source: "Labor Force Survey" (Statistic Bureau, Ministry of Internal Affairs and Communications)

*2 Source: "2016 - Basic Survey on Social Life" (Statistic Bureau, Ministry of Internal Affairs and Communications)

We are making efforts to fundamentally disrupt the current image of all-in-one cosmetics and redefine recognition of the all-in-one category.

Image of current all-in-one cosmetics

Something seniors use

Don't know what's good about all-in-one products

Not effective enough

Something you use when you're busy

CANADEL's vision

Change awareness through our efforts

Branding

Very effective items

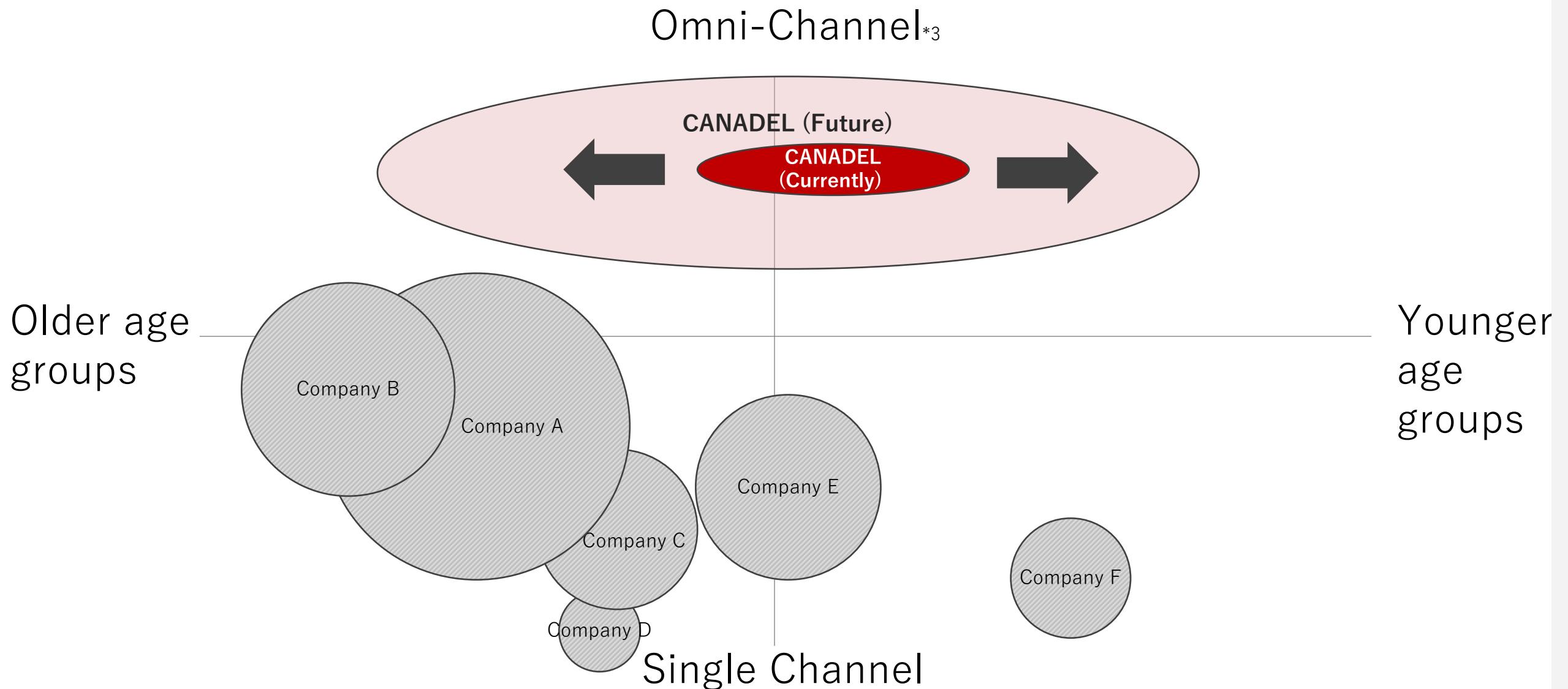
Highly convenient, helps save time

All-in-one cosmetics the younger audience will even accept

We will begin by addressing the beauty conscious younger audience, then expand to the bigger market, the older age group to become No.1 in the market.

The brand positioning image we have observed for the all-in-one cosmetics*1

○ : Sales volume*2



*1 Clarified brand positions in the all-in-one market based on our research.
 *2 Fuji Keizai "Cosmetic Marketing Handbook 2021 No.1".
 *3 Mail order, infomercials, in-store sales, etc.

Drawing on our D2C strengths, we will continue to make improvements to our products based on customers' feedback. We will also continuously update our products so that our customers will need them for a long time to come.

Package improvement
(Will be introduced from March shipments onwards)



Combined the lid based on customer feedback

Approx. 60% of feedback about CANADEL asked for package improvement

- I often drop the lid, or the inner lid sticks and is hard to open, so please improve the container.
- I would like to continue to use the product if the container changes and I can open it with one hand.
- The CANADEL containers are hard to use, especially on busy mornings.
- It's supposed to be a convenient all-in-one products, but the container is hard to use.

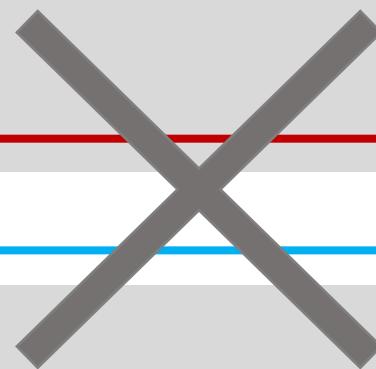
Examples of actual feedback received.

Drawing on our D2C strengths, we will promote cross selling by improving both product appeal and sales capability.

Product Appeal



Develop and enhance appealing product line-up



Strengthen ability to propose products that cater to customers' preferences

Sales Capability



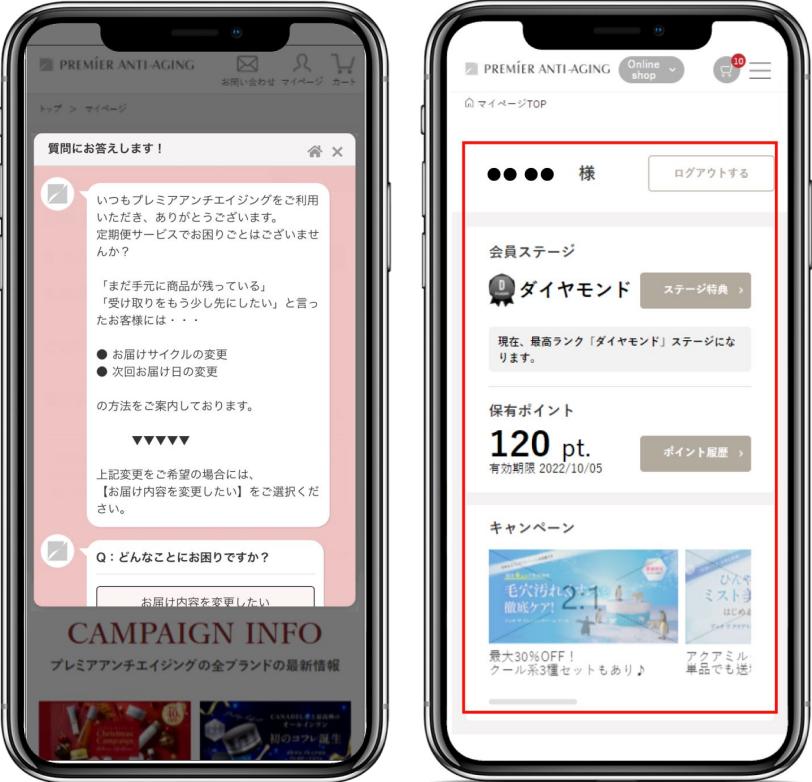
In addition to core products (cleansing balm, all-in-one) that can become No.1 within the relevant categories, we will add products to the line-up, so that we can make additional proposals that cater to our customers needs.



*Information such as names of products and release dates, etc. are information current at the time of the announcement. The details may change without prior notice. We thank you for your kind understanding.

We will integrate, use, and analyze our database of 3 million customers, so that we may propose a customer experience that caters to our customers' specific needs, issues.

Sales Capability

	2Q	3Q	4Q
Implementation schedule	<p>★ Begin interactive social media communication</p>	<p>★ My page renewal (personalization)</p> <p>★ Begin including brochures and samples (personalized to each member's needs) with orders</p> <p>★ Expand and enhance chatbot function</p>	<p>★ Create an app for the brands' EC sites</p> <p>★ Start member newsletters</p>
Image			

During our 14th fiscal year, we will continue to strengthen our CRM efforts and platform to increase cross-selling.

As we have nearly completed examination of the impact of new regulations applicable to ad placement, we will implement various initiatives, as highlighted below from 2Q onwards to accelerate customer acquisition, especially to strengthen acquisition of customers of non-balm products.

Acquire new customers for non-balm products



Strengthen Black Balm promotions



Retrial campaign



クレンジングブランド2年連続売上No.1*の感謝の気持ちを込めて。

変えてくださった皆さまに「もう一度デュオをお試しいただきたい。」そんな想いから、クレンジングバームを定期初回50%OFFでお試しいただける特別キャンペーンをご用意いたしました。ぜひ、この機会にもう一度DUOでお手入れをはじめませんか？皆さまのおかえりをお待ちしております。

Use creatives featuring talents for CANADEL



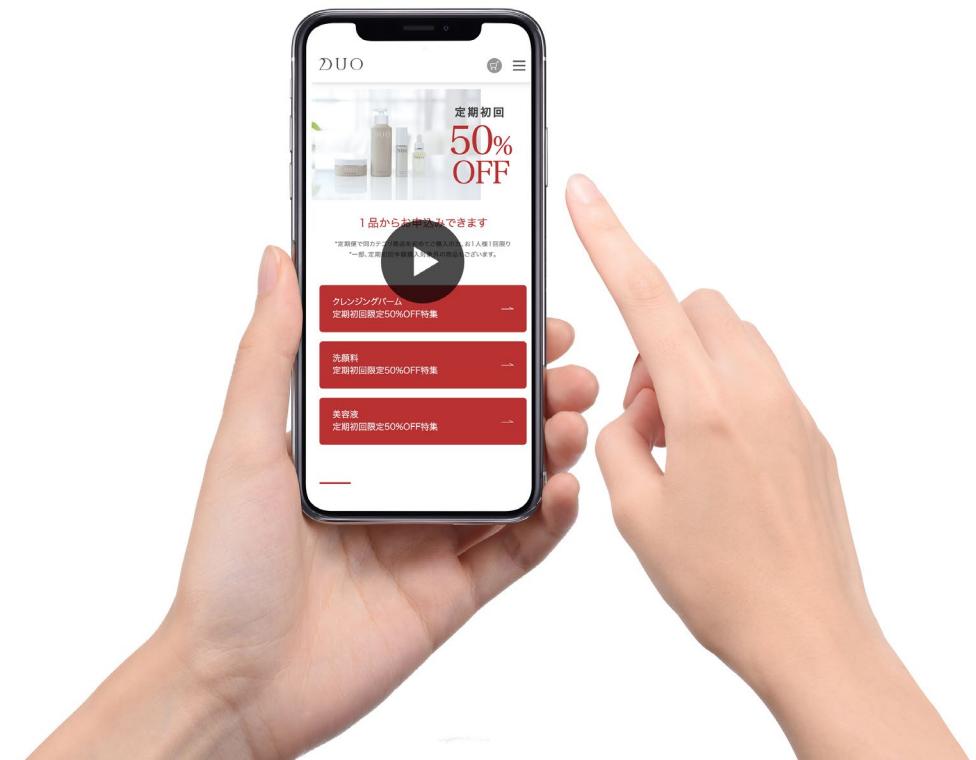
Restart Line push notifications



We will strengthen non-paid, organic traffic and CRO* (improve website) to promote customer acquisition that is not reliant on advertising.

We will renew the site to increase traffic by improving SEO ranking

We will analyze customer behavior using video and increase CVR by optimizing purchase journey.

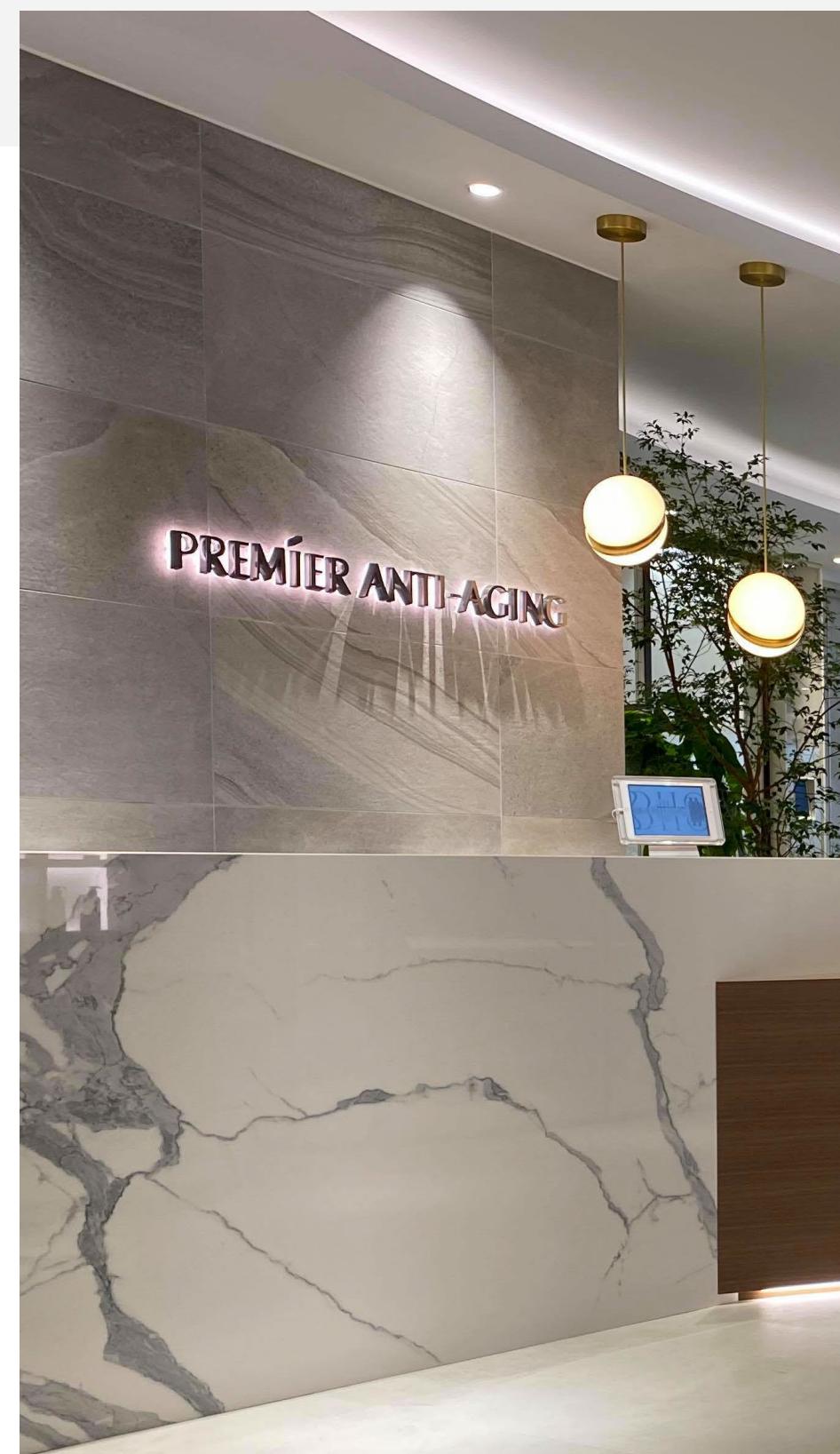


*Conversion rate optimization

0 6 A P P E N D I X

Company Profile

Name	Premier Anti-Aging Co., Ltd.
Established	December 2009
HQ	Toranomon Hills Mori Tower, Toranomon 1-23-1, Minato-ku, Tokyo
Board Members	<p>President and CEO Kiyoshi Matsuura</p> <p>Managing Executive Officer Koji Kawabata</p> <p>Managing Executive Officer Takahiro Toya</p> <p>Independent Outside Director Takuyuki Fukumoto</p> <p>Independent Outside Director Sakiko Sakai</p> <p>Audit & Supervisory Board Member Motoyasu Ishihara</p> <p>Audit & Supervisory Board Member Akira Ide</p> <p>Audit & Supervisory Board Member Yosuke Kondo</p> <p>Executive Officer Keigo Uemura</p>
Employees	171 (As of October 31, 2021)
Business Description	Planning, development, import/export, mail order/EC, wholesale, and retail business of cosmetics and health food products.
Group Companies	<p>Premier Wellness Science Co., Ltd.</p> <p>Premier Anti-Aging (Shanghai) Co., Ltd.</p>



Business Philosophy

Unleashing Time

Time is fleeting, and it passes equally,
whether you are young or old.

Hours become days, days become the future.

We want to be an integral part of people's time.

By offering an exceptionally “**unique value**”,
we want to enrich people's lives and change the future.

Let us unleash your future.

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

DUO

We have combined natural ingredients that are kind to the skin, body, and nature and advanced science based on dermatology to develop highly effective products. DUO is an aging care brand with “nourishing the skin from its foundation” as its concept. We currently have 26 SKUs*, mainly focusing on cleansing balm.

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



MORE Aug

2021 First Half MORE Best Cosme
Best Cosme for Office Ladies in their 20s
for Self Improvement
2021 First Half Treatment for Unstable Skin
No. 1



MAQUIA Sep

No.1 in the Face Wash Division
Best Cosmetics Chosen by
MAQUIA Readers in the fist half
of 2021

+24 awards



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

Nurturing as a second key brand. 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 Aug

Bright Skin and Spirit!
“Best Cosme” for Me Summer 2021
Useful Cosme Grand Prize, Care Shortening
Cosme Category



LIPS June 1

LIPS Best Cosme 2021 First Half
All-in-One Category No. 2



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

Cosmetics brand for sensitive skin with cica substance*1 in every product.

【Brand launched 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 Aug

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

+2 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 October 2021. Limited editions, different sizes not included.

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

【 Brand launched 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*2.

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



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



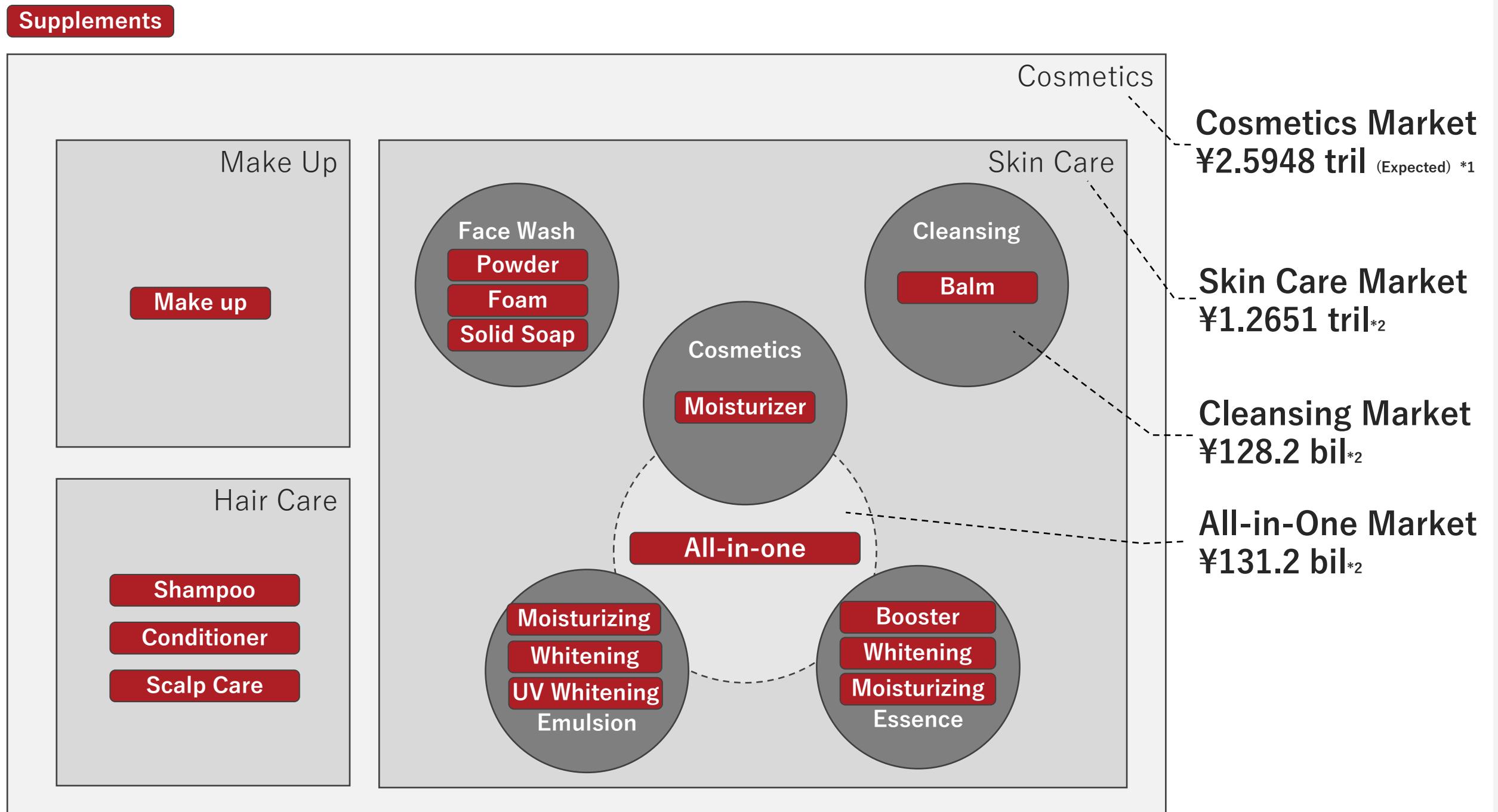
LEE Aug
 Bright Skin and Spirit!
 “Best Cosme” for Me Summer 2021
 Perfected Brightening Grand Prize

+4 awards

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



The domestic cleansing market including balms in 2020 was 128.2 billion yen.



Note: Gray=market, red=products we offer. Source: *1. Fuji Keizai "Cosmetics Marketing Handbook 2020 General Overview" *2. Fuji Keizai "Cosmetics Marketing Handbook 2021 No.1"

We are actively promoting eco-conscious initiatives.

DUO

CANADEL

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, but this year we won the Grand Prix!

The GP mark certifies that every activity from printing materials and manufacturing process undertaken by a printing company is eco-conscious.



DUO

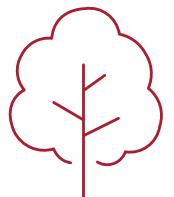
We have implemented green nano technologies to cleansing balm products and are currently testing stability so that we will be able to apply it to other products.

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



Immuno

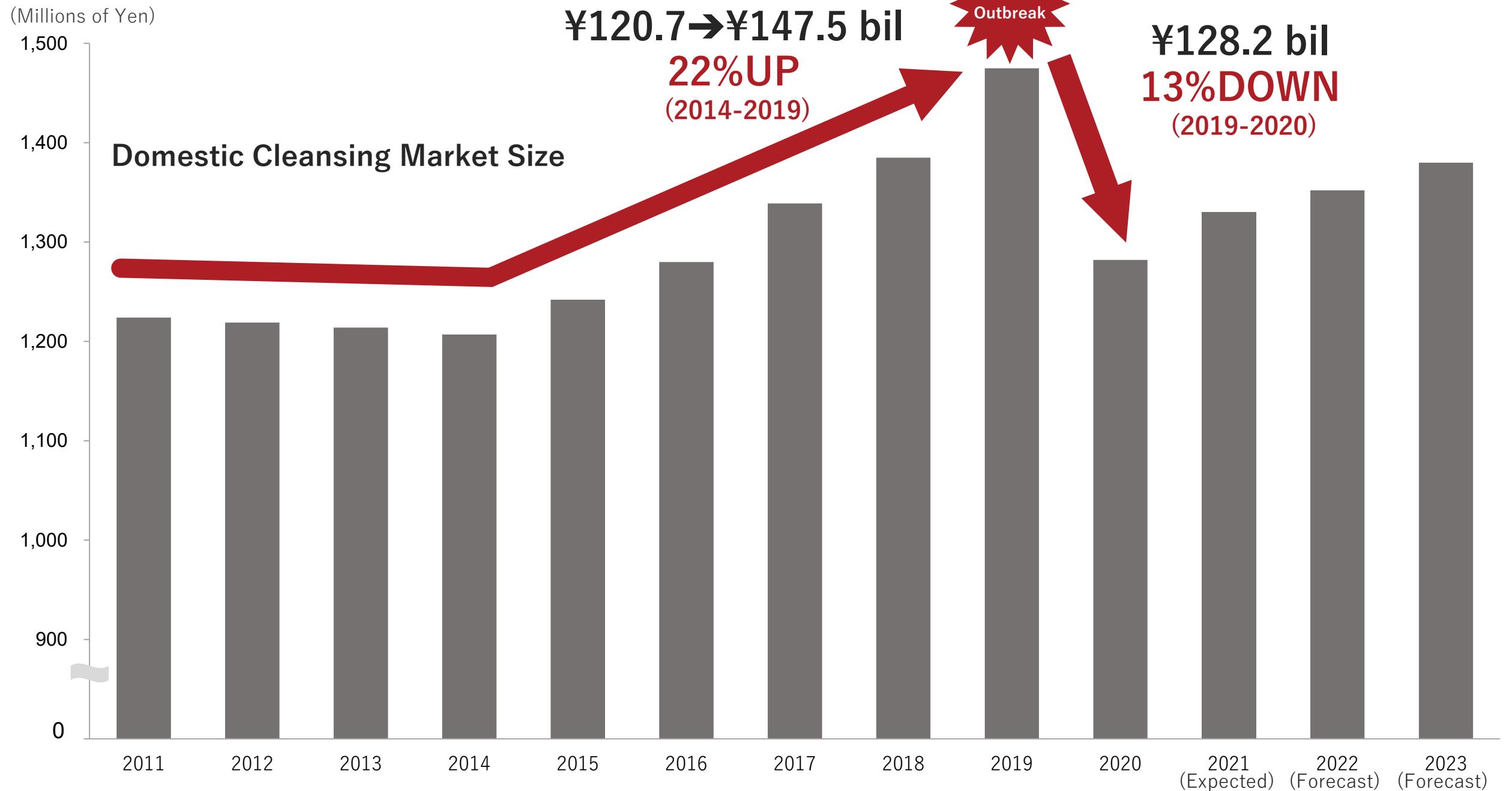
immuno's proactive sustainable initiatives



- 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.

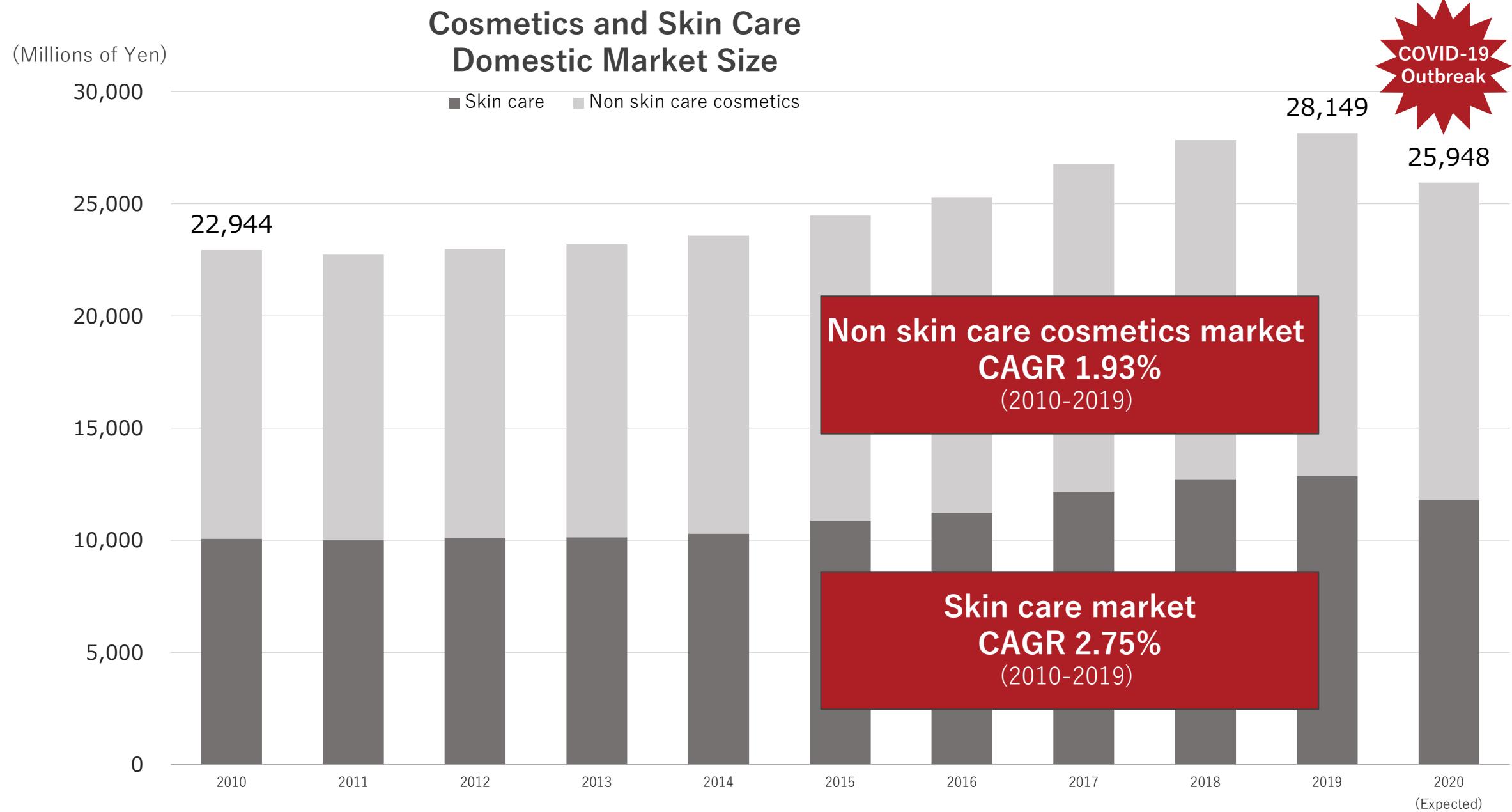


The domestic cleansing market expanded in 2014 as a result of inbound demand, however, due to the COVID-19 pandemic, the market has contracted.



Source: Fuji Keizai "Cosmetics Marketing Handbook 2021 No.1" *With respect to the Cosmetics Marketing Handbook, companies subject to the survey, definition of the relevant items, etc. has been reexamined, so for the "Cosmetics Marketing Handbook 2021", market sizes from 2011 onwards have been recalculated.

Until 2019 the domestic cosmetics market had continued to grow gradually, but post pandemic, it has significantly contracted.

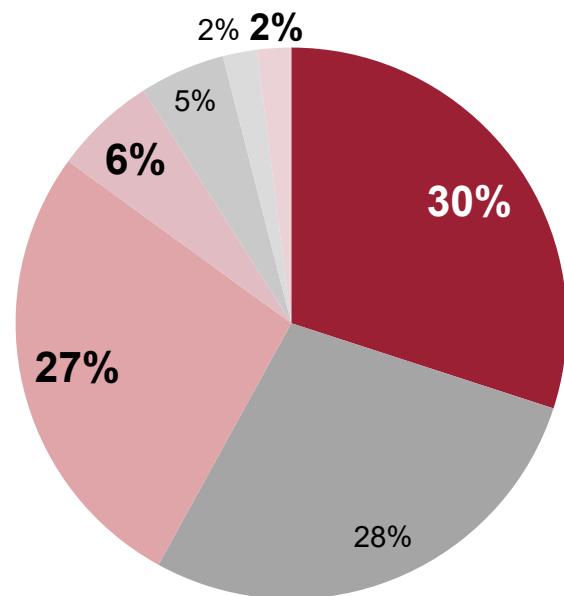


Source: *1. Fuji Keizai "Cosmetics Marketing Handbook 2020 General Overview"

EC in the skin care market has experienced a tailwind since people have been spending more time at home during the COVID-19 pandemic.

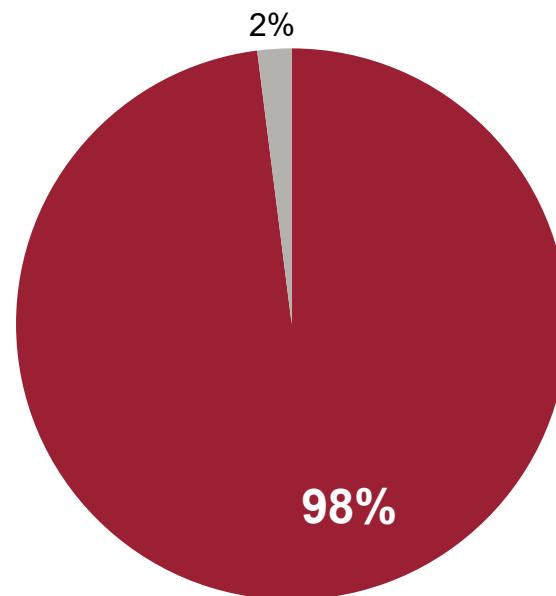
Increase in Propensity to Shop Online

Where did you buy cosmetics during the “self-quarantine” period?



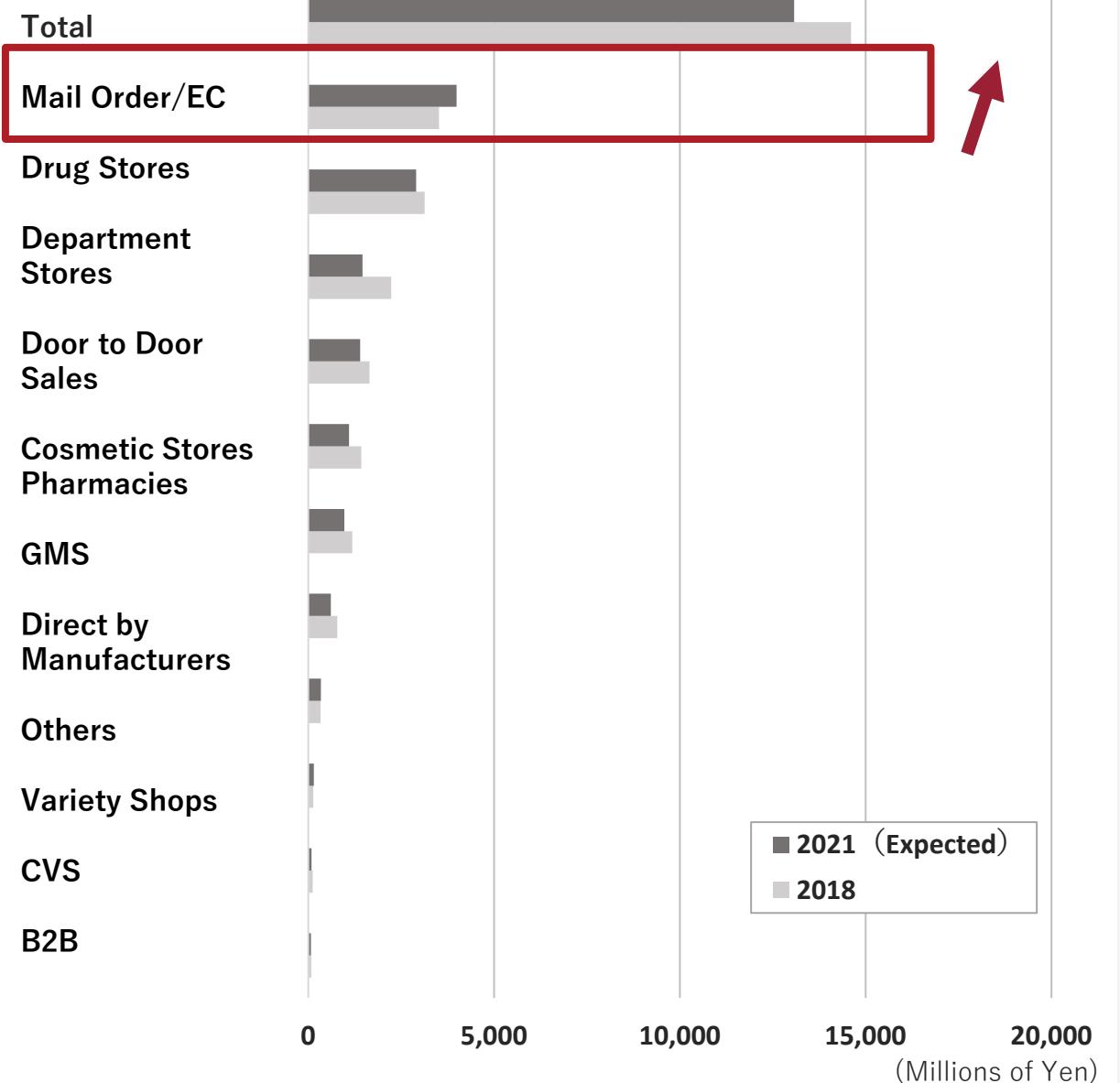
- Cosmetic EC
- Drug Stores
- General EC
- Brands' EC Sites
- Other
- Variety Shops
- Department Store EC

Will you continue to buy cosmetics online even when you are free to go out?



- Will continue to shop online
- Only want to shop offline

Cosmetic Sales in Japan by Channel



Source: Cosmetics EC platform, NOIN, “Awareness research on purchasing cosmetics before and after self quarantine”
 *1. Participants: Users registered on cosmetics EC platform, NOIN. 2. Method: Survey within app. 3. Region: Nationwide.
 4. Period: May 28 – June 3, 2020. 5. Responses: 2,350

Source: Fuji Keizai “Cosmetics Marketing Handbook 2021 No.1”

We have created an organization that specializes in the core operations. This has realized excellent productivity and mobility.

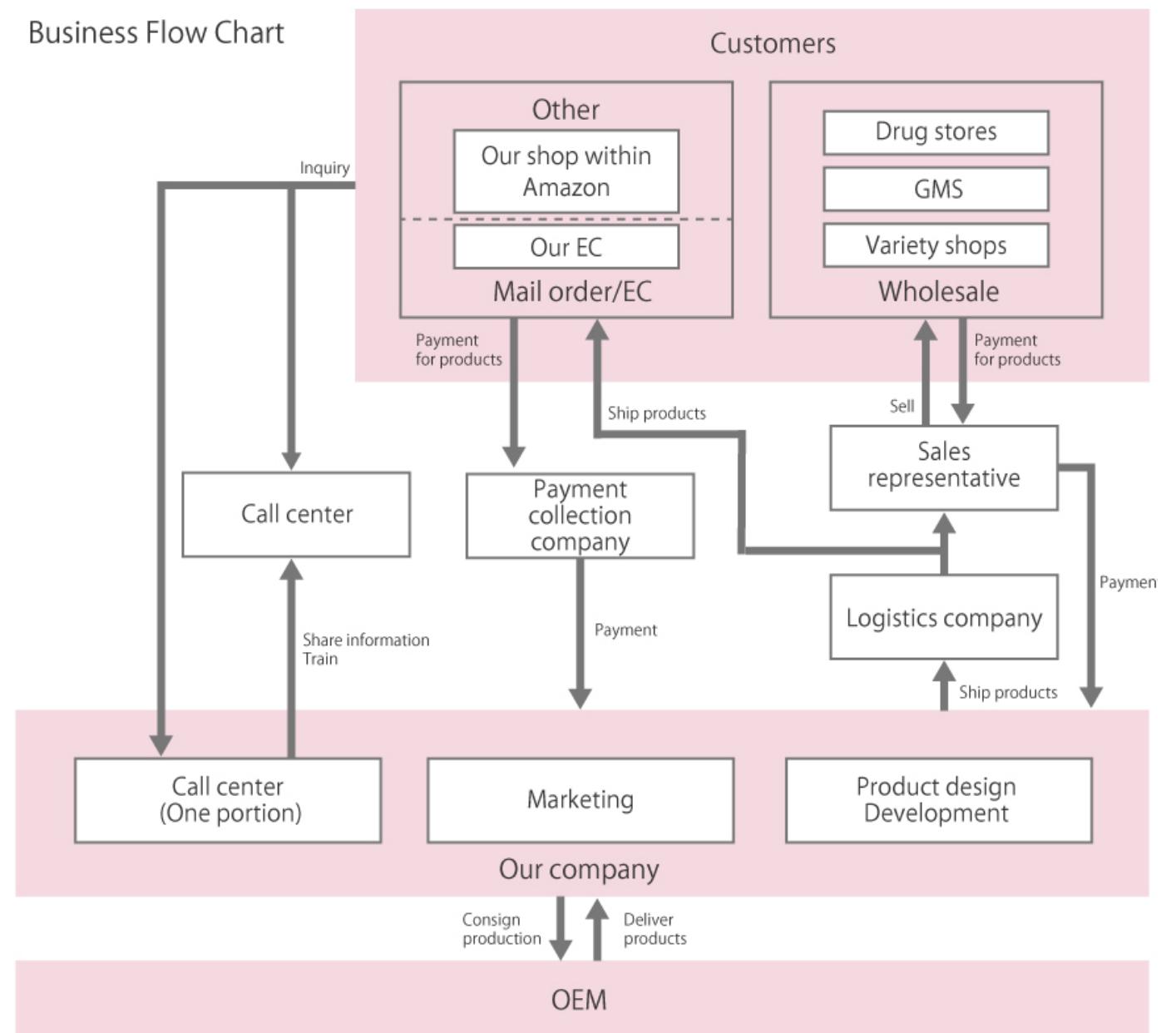
1 . Fabless Management

We select the optimal OEM for each product from among the nationwide network of OEM manufacturers we have built. By outsourcing production, we can maintain a flexible production system that can adapt to environmental changes.

2 . Net Sales Per Employee

We will focus on core operations such as product development and marketing and outsource logistics, manufacturing, and most of the call center operations, etc. By doing so, the fixed asset ratio can be kept low, and the net sales per employee higher than that of competitors.

Business Flow Chart



(Note) Other international sales has little impact on the overall business performance, so we have omitted the relevant operations from this chart.

History

- 2009**
 - Dec : The company was Company established (Toranomom , Minato-ku)
- 2010**
 - Feb : Began sales of cosmetic products. Launch of DUO: Began selling The Cleansing Balm through mail order service
 - Nov : 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**
 - Oct : Signed agency contracts with cosmetics wholesalers and began selling the products to retail shops mainly including variety stores
- 2012**
 - Jul : Relocated the head office to Keyakizaka Terrace, Roppongi, Minato-ku, Tokyo
- 2016**
 - May : Cumulative sales of the balm series exceeded 1 million units
- 2018**
 - Sept : Started airing TV commercials (KinKi Kids)
- 2019**
 - Apr : Launch of a sister brand CANADEL
 - Oct : Cumulative sales of the balm series exceeded 10 million units
- 2020**
 - Mar : Relocated the head office to Toranomom Hills, Toranomom, Minato-ku, Tokyo
 - Sept : Launch the new brand, "sitrana".
 - Sept : Started airing the first round of TV commercials (Ms. Ryoko Yonekura)
 - Oct : Launched the new brand, "immuno".
 - Oct : Became listed on the Tokyo Stock Exchange Mothers.
- 2021**
 - Dec : Established Premier Wellness Science Co., Ltd.
 - Feb : Established Premier Anti-Aging (Shanghai) Co., Ltd.
 - Sep : Cumulative sales of the balm series exceeded 30 million units

- ✓ The document and information provided as part of our results announcement include forward-looking statements, which reflect our current expectations and assumptions about forecasts and risks. Our actual results may materially differ from those described in the forecast due to unknown risks and uncertainties.
- ✓ These risks and uncertainties include domestic and international economic conditions such as general industry and market conditions, interest, and currency exchange rate fluctuations.
- ✓ Cosmetics mail order/EC market trends may prove to be a major risk factor that impacts our growth and execution of business plans, but through active promotions and application of our understanding of customers' potential needs to product planning, we will do our utmost to mitigate such risks and hone our competitive edge. For other types of risks, please refer to the "Business Risks, etc." as highlighted in our Securities Report.
- ✓ The company does not undertake any obligation to revise or update these forward-looking statements to reflect new information or future events.



PREMIER ANTI-AGING