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Supplementary Briefing Material on Financial Results for the Third Quarter of the Fiscal Year Ending September 2022

August 9, 2022

Shinnihonseiyaku Co., Ltd.

**Securities Code: 4931** 

**Tokyo Stock Exchange Prime Market** 



#### Summary of Financial Results for the Third Quarter of the Fiscal Year **Ending September 2022**

#### **Net sales**

**Net sales** 27,121 million yen (up 6.2% year on year\*1)

- By channel, the acquisition of new customers in Mail order further gained speed, driving a net sales increase.
- Overseas, the negative impact of lockdowns in China on sales activities expanded.
- By brand, PERFECT ONE FOCUS increased 50%\*2 from 2Q, contributing to net sales growth.

#### Expenses/ **Profit**

#### **Operating profit** 2,769 million yen (up 15.4% year on year)

- **Continued aggressive marketing investment** as in the case of the first half while **closely** monitoring return on investment.
- In addition to costs that were not used up overseas, **lower operating expense contributed to** profit growth.
- Full-year profit is expected to greatly exceed the plan

#### **3Q Business Highlights**

- The acquisition of new customers by Cushion Foundation gained further momentum in 3Q.
- With PERFECT ONE FOCUS, both EC and stores performed well, growing at a pace that could significantly exceed the annual plan.
- With Fun and Health, the acquisition of new customers has expanded as a result of **increased** marketing investment.

<sup>\*1:</sup> This briefing material compares the period under review with the results of the fiscal year ended September 2021, to which the new revenue recognition standards were applied, and with the results after a revision due to finalizing the provisional accounting treatment related to the company combination with Flatcraft, Inc.

<sup>\*2:</sup> Comparison in net sales of PERFECT ONE FOCUS between 2Q and 3Q of the fiscal year ending September 2022



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**APPENDIX** 



# 1. Summary of Third Quarter Financial Results



# **Summary of Third Quarter Financial Results**

In cosmetics, a higher sales increase was driven by the sales expansion of Cushion Foundation and the steady growth of PERFECT ONE FOCUS.

In healthcare, Fun and Health's organic growth help boost a higher sales increase.

Due to the effect of higher sales, all levels of profit grew to considerably exceed those of a year earlier with the ordinary profit rate rising to the 10% level.

(Unit: Million yen)

Items		First nine months of FY ended Sept. 2021	First nine months of FY ended Sept. 2021	First nine months of FY ending Sept. 2022	Year-on-year comparison	
	items	(based on the former standards)	(based on new revenue recognition standards)	(based on new revenue recognition standards)	Changes	Change (%)
Net Sales		25,289	25,534	27,121	+1,587	+6.2%
	Cosmetics	23,686	23,931	24,646	+714	+3.0%
	Healthcare	1,602	1,602	2,474	+872	+54.4%
Оре	erating profit	2,400	2,400	2,769	+369	+15.4%
Ord	linary profit	2,419	2,419	2,759	+339	+14.0%
	Ordinary profit rate	9.6%	9.5%	10.2%	+0.7pt	_
Profit (attributable to owners of parent)		1,624	1,624	1,862	+237	+14.6%



### **Summary of Third Quarter Financial Results - Supplemental Data**

In mail order, the acquisition of new customers accelerated further, and in domestic EC sales, PERFECT ONE and PERFECT ONE FOCUS contributed in a higher sales increase.

In wholesale, the sales expansion of PERFECT ONE FOCUS contributed to a higher sales increase.

In overseas sales, the impact of COVID-19 infections on sales activities was greater than expected, becoming a factor in a sales decrease.

(Unit: Million yen)

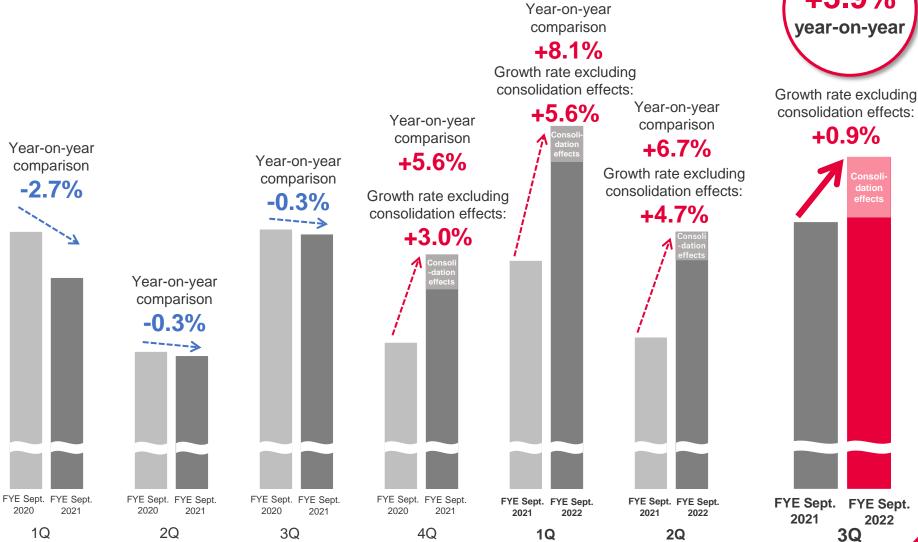
	First nine months of FY ended Sept. 2021	First nine months of FY ended Sept. 2021	First nine months of FY ending Sept. 2022	Year-on-year comparison		
Items	(based on the former standards)	(based on new revenue recognition standards)	(based on new revenue recognition standards)	Changes	Change (%)	
<sales by="" channel=""></sales>						
Mail order	23,291	23,553	24,779	+1,225	+5.2%	
Direct store/Wholesale	1,329	1,313	1,864	+551	+42.0%	
Overseas	667	667	477	-190	-28.5%	
<overseas and="" domestic="" ec="" sales=""></overseas>						
Overseas and domestic EC sales	2,989	3,016	3,576	+560	+18.6%	
<marketing investment=""></marketing>						
Advertising expenses	7,808	7,808	7,381	-427	-5.5%	
Sales promotion expenses	2,691	2,691	3,363	+672	+25.0%	
<operating expenses=""></operating>						
FF cost*	2,969	3,237	3,167	-70	-2.2%	
Call center costs	1,966	1,966	1,906	-60	-3.1%	

<sup>\*</sup> FF cost = Order fulfilment cost



# [Reference] Trends in Quarterly Net Sales

Although the overseas sales in 3Q became the factor in a 1.6% net sales decrease\*, the growth rate rose to keep increasing net sales thanks to the expansion and consolidation effects of mail order via Cushion Foundation and PERFECT ONE FOCUS.





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

Results for the first nine months of the fiscal year ended September 2021 are based on the new revenue recognition standards.

(Unit: 100 million yen) Steady progress in mail order channels significantly contributed to a sales increase effect of 1,340 million yen. Although a change in gross margin mainly due to a shift in the channel mix and an increase in sales Factor in profit growth promotion expense became factors in profit decline, a curb in advertising expenses from the enhancement of advertising investment efficiency helped increase profit. Factor in profit decline Consequently, profit made steady progress, ending up exceeding the 3Q plan by 360 million yen. [Reference] Vs. 3Q plan Enhancing efficiency in acquiring new customers 13.4 with Cushion Foundation (+360 million ven) 4.2 1.8 7.8 1.3 6.7 Shifts in the channel mix and product mix, etc. Strengthening of cross-selling and up-selling to subscribers 27.6 24.0 Fees associated with a sales expansion in external malls, etc.

Promotion

expenses

FF cost efficiency

enhancement\*

Other SG&A

expenses

Gross margin

Advertising

expenses

First nine months of

FY ended Sept. 2021

Operating profit

Sales increase

First nine months of

FY ending Sept. 2022

Operating profit

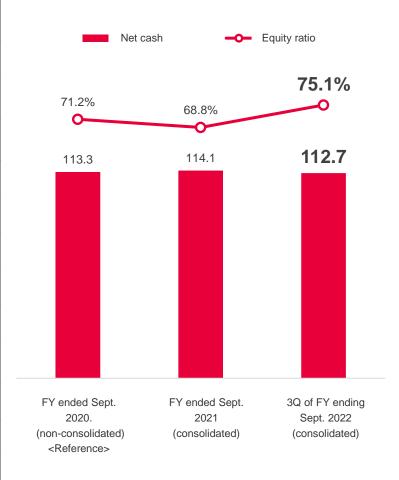
<sup>\*</sup> Of FF cost, the efficiency improvement effect in shipping and delivery costs and agency fees (payment commissions)



## **Status of Balance Sheet**

(Unit: Million yen)

Items		End of FY ended Sept. 2020 (non-consolidated)	End of FY ended Sept. 2021 (consolidated)	3Q-end of FY ending Sept. 2022 (consolidated)	Changes from previous fiscal year-end
Curre	ent assets	16,211	18,528	18,329	-198
	Cash and deposits	12,271	13,652	13,213	-439
	Accounts receivable-trade	2,607	3,196	2,812	-383
	Inventories	1,193	1,404	1,962	+558
Non-	current assets	3,744	4,711	4,630	-80
Total	assets	19,956	23,240	22,960	-279
Liabi	lities	5,688	7,059	5,552	-1,507
	Trade payables	509	527	531	+3
	Interest-bearing debt	936	2,238	1,939	-298
Net a	assets	14,267	16,180	17,408	+1,228
	Treasury shares	-299	-852	-752	+99
Total	l liabilities and net ts	19,956	23,240	22,960	-279





# 2. Third Quarter Business Highlights



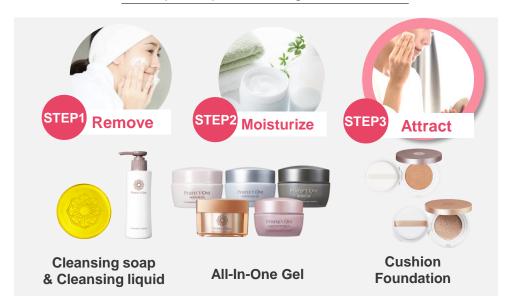
#### PERFECT ONE

### Acquisition of new customers via Cushion Foundation gained further momentum

In the middle of doubling down on **skincare proposals for the 3 steps of Remove, Moisturize and Attract** toward maximizing lifetime value (LTV).

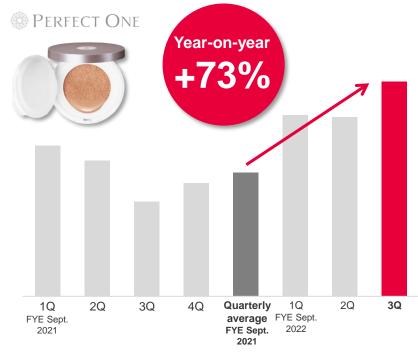
In mail order, the acquisition of new customers with Cushion Foundation gained further momentum in 3Q. The customer database, which is the core of database marketing, expanded its scale steadily.

Simple steps for feeling actual effect



As well as increasing entry to PERFECT ONE and promote product use in 3 steps to maximize LTV

Trend in the number of newly acquired customers in mail order\*



<sup>\*</sup> Mail order excluding EC (year-on-year growth rate is 54% when including EC)

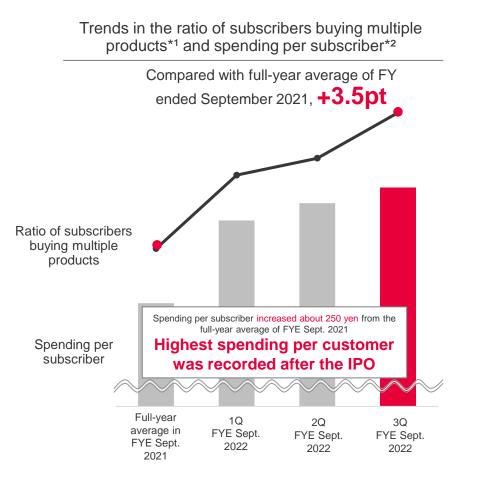


#### PERFECT ONE

# Spending of subscribers rose through promoting cross-selling and up-selling centered on 3 steps.

Under the strategy to maximize LTV, **both cross-selling and up-selling remained firm** as a result of **enhancing the accuracy of product proposals** centered on the 3-step strategy.

Spending per subscriber is recording new highs after the IPO.





Order closing rate of the call center has risen year after year.

Cross-selling with All-In-One Gel and up-selling to high-priced products progressed steadily.

<sup>\*1:</sup> Number of subscribers buying multiple products / Number of subscribers

<sup>\*2:</sup> Mail order excluding EC

<sup>\*3:</sup> Order closing rate with mail order subscribers excluding EC

<sup>\*4:</sup> Calculated by the number of closed sales contracts / the number of incoming calls up to 3Q



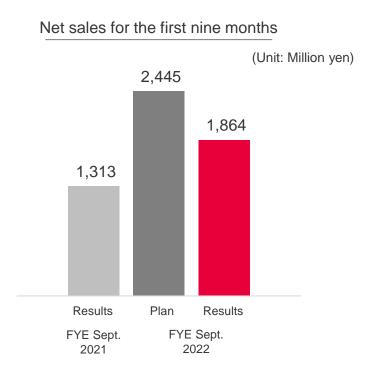
# Direct store/Wholesale and Overseas The gap with the plan broadened due to the spread of COVID-19 variants. We will rebuild the strategy

Direct store and wholesale **struggled as a whole** as **cultivation of new sales channels** for the PERFECT ONE brand centered on general merchandise stores and variety shops did not proceed as planned, **ending up falling short of the plan.**In overseas, the gap with the plan widened since **lockdowns started in China.** We aim to **restart growth from FY ending** 

#### **Direct store/Wholesale**

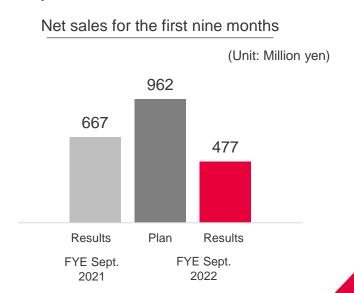
September 2023.

 As new sales channels were not cultivated sufficiently, wholesale as a whole struggled to grow and undershot the plan



#### **Overseas**

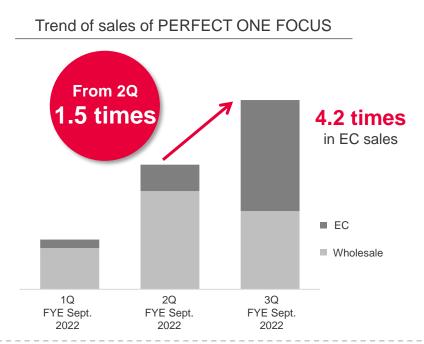
- Net sales were affected by lockdowns in China. Furthermore, the sales plan was also considerably delayed in Taiwan and ASEAN.
- Going forward, we will raise our global presence with an eye to cultivating more stable new markets while paying attention to country risks.





#### PERFECT ONE FOCUS

The product attractiveness was so highly evaluated that the product was sold out at EC malls. Its performance is expected to exceed the plan on a full-year basis.





As a gambit in social media marketing attracted attention, Cleansing Balm was sold out in some EC malls.



Perfect One Focus @perf... · 2022/06/09 · · ·

We are sorry that our products remain out of stock.

Smooth Cleansing Balm is so popular that it was sold out on Amazon\*, Rakuten, Q10 and others. There are small quantities available in our official online shops and @cosme, etc..

No. 1

Became No. 1 in the sales rankings of Cleansing Cream in Amazon\*1



The number of stores handling the product has increased by 3,500 to reach 8,300 stores\*2. Going forward, we aim to expand to more stores.

Product development

# Pursuit of functionality tailored to skin concerns

Our company's unique thorough merchandise tests

Earned the title of best cosmetics in the first half of the year in LDK the Beauty\*3, a cosmetics critique magazine that does not mince its words. With this, the product has become a quadruple crown winner.

- Smooth Cleansing Balm has won the best cosmetics title in the first half of 2022 in the cleansing category because the high level of its cleansing power and the comfort of its use were evaluated so highly.
- The product created a social media buzz, which strongly boosted sales.

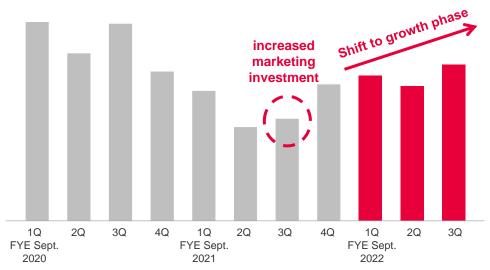


# Fun and Health Continued strong acquisition of new customers





Trend in Quarterly Net Sales of Fun and Health



The acquisition of new customers, mainly centered on *W no Kenko Aojiru* (Doubly Healthy Green Drink), remained so strong as to make a **1.7 times\* year-on-year** increase.

Fun and Health shifted to a growth phase and drove healthcare sales growth

#### Wellness Food Cultivation of sales channels progressed with stronger needs



As the need for MCT oil and linseed oil rose with health consciousness growing, sales channels were strongly cultivated.







A popular magazine carried an article about butter coffee to raise people's awareness of it.



# 3. Plan for the Fiscal Year Ending September 2022



# Plan for the Fiscal Year Ending September 2022

As for net sales, in cosmetics, we aim to have further growth of **Cushion Foundation** and **PERFECT ONE FOCUS**. In healthcare, the organic growth of **Fun and Health** will be the engine to overachieve the plan. With progress in each level of profit going well, we expect to achieve the full-year plan and end up delivering results similar to those of the previous year.

(Unit: Million yen)

Items		FY ended Sept. 2021 (based on the	FY ended Sept. 2021 (based on new revenue recognition standards)	FY ending (based on new revenue	Year-on-year change in the full-year plan	
		former standards)		Results in the first nine months	Full-year plan	(%)
Net sales		33,899	34,232	27,121	37,000	+8.1%
	Cosmetics	31,521	31,840	24,646	34,125	+7.2%
	Healthcare	2,378	2,392	2,474	2,874	+20.1%
Operating profit		3,424	3,424	2,769	3,095	-9.6%
Ordinary profit		3,414	3,415	2,759	3,020	-11.6%
	Ordinary profit rate	10.1%	10.0%	10.2%	8.2%	_
Profit (attributable to owners of parent)		2,317	2,323	1,862	2,067	-11.0%



# Premises of Plan for the Fiscal Year Ending September 2022

New customers will be acquired with Cushion Foundation in mail order, and EC expects an increase in sales due to PERFECT ONE FOCUS. While wholesale will struggle, PERFECT ONE FOCUS will perform strongly.

We will rebuild the growth strategy of overseas toward the next fiscal year.

In marketing investment, we will make investments strategically while ascertaining investment efficiency (ROI and LTV). (Unit: Million yen)

Items	FY ended Sept. 2021	FY ended Sept. 2021	FY ending (based on new revenue	Year-on-year change in the	
items	(based on the former standards)	(based on new revenue recognition standards)	Results in the first nine months	Full-year plan	full-year plan (%)
<sales by="" channel=""></sales>					
Mail order	30,930	31,272	24,779	33,221	+6.2%
Direct store/Wholesale	2,054	2,045	1,864	2,823	+38.1%
Overseas	914	914	477	954	+4.3%
<overseas and="" domestic="" ec="" sales=""></overseas>					
Overseas and domestic EC sales	4,117	4,153	3,576	4,980	+19.9%
<marketing investment=""></marketing>					
Advertising expenses	9,908	9,908	7,381	10,169	+2.6%
Sales promotion expenses	3,853	3,853	3,363	5,066	+31.5%
<operating expenses=""></operating>					
FF cost	3,935	4,276	3,167	4,109	-3.9%
Call center costs	2,588	2,588	1,906	2,857	+10.4%



# 4. Initiatives for Sustainability



# **Sustainability Initiatives**

We promote activities to realize a sustainable society, such as reducing plastic use and improving customer engagement.

In order to further strengthen and promote sustainability management, we established the Sustainability Committee in May and formulated the Basic Sustainability Policy in July.





Aggressive sales expansion for refill pouches of PERFECT ONE FOCUS\*

Enhancement of customer engagement



Employees working at the call center deliver "thank you letters" directly to customers

Promotion of women's participation and advancement



100% of female employees taking maternity and childcare leave

Promotion of DX



Renovation of EC platform
Introduction of Zero Trust Networks

## Contribution to the local community



Supporting local children's cafeterias to create new learning opportunities for children

### Support for essential workers



Donation of Company products to people working at medical institutions



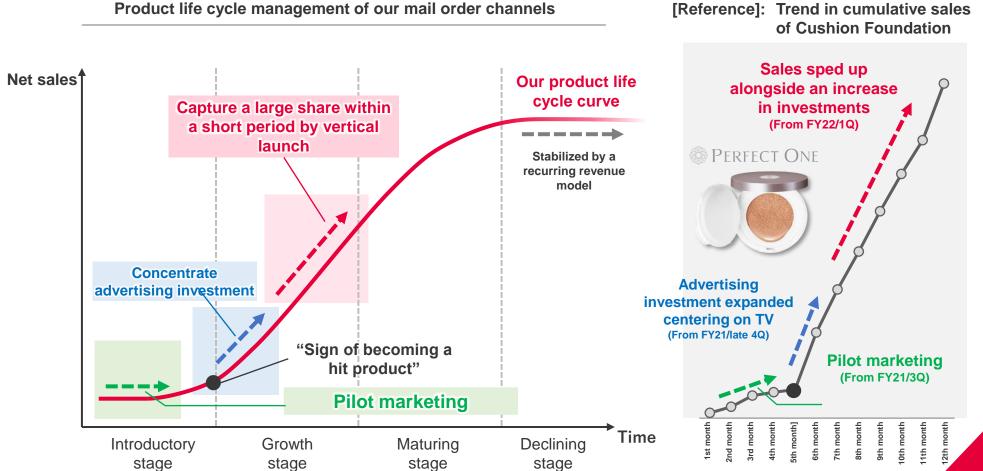
# **APPENDIX**



## Our Strength: "Selling Power" of Mail Order Channels

**Develop new products swiftly,** and during the introductory stage, **run the PDCA cycle of** pilot marketing at high speed.

Grab a dominant market share in one breath within a short period before competition intensifies by ramping up advertising investment once a sign of becoming a hit product appears.



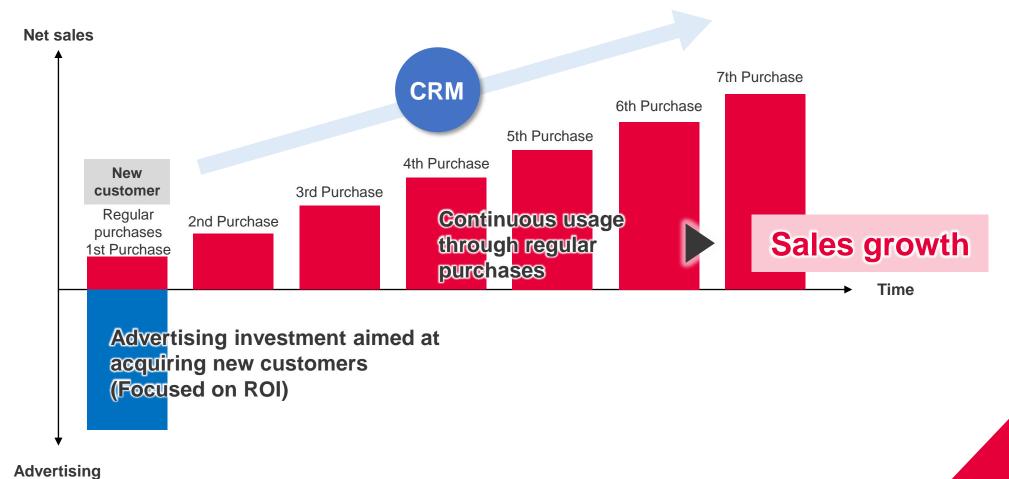


# **Our Strength: Recurring Revenue Model**

Investment

Recurring Revenue Model through periodic purchase of products

Build a foundation for sales growth based on the acquisition of new customers through prioritizing advertising investment.





# **Our Strength: Marketing Utilizing Customer Database**

**Utilize the database of approximately 5.5 million customers** accumulated through continued acquisition of new customers.

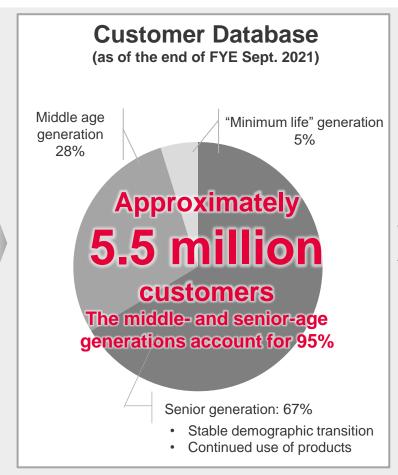
Implement strategies to maximize the asset value of the customer database, with a focus on the middleand senior-age generations.



Continued acquisition of new customers

Advertising Investment

New Product Development



#### Marketing

Health & Beauty **Propose comprehensive care** 

Promote **up-selling** to highperformance products Promote **cross-selling** of seasonally limited products, etc.

Increase purchase frequency through call center

suggestions

Activation of database by promoting repurchases by dormant customers

Create synergies with new businesses



# **Brand Strategy in the Beauty Care Field**

**Smooth Cleansing Balm** 

Provide beauty care tailored to diverse lifestyles of women that enables them to experience the effects through simple steps.

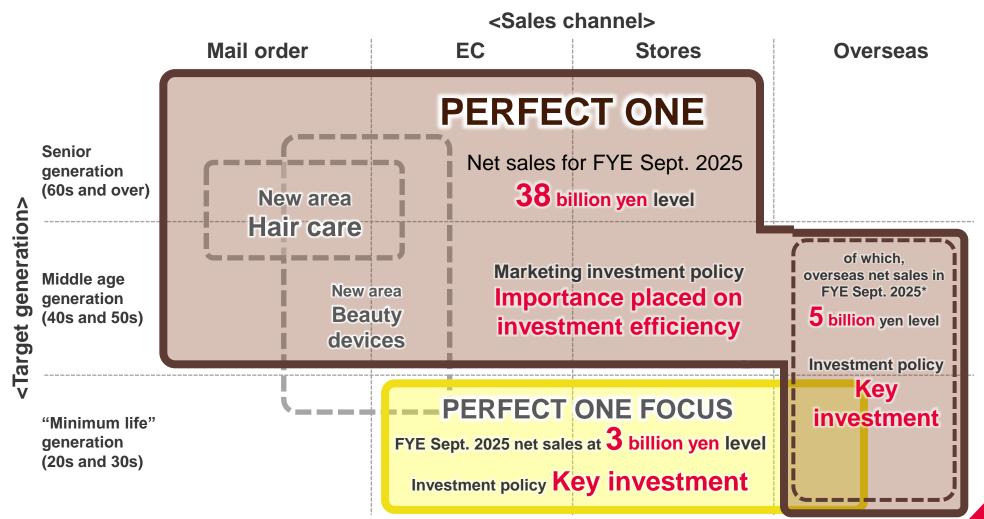




#### **Cosmetics - Business Portfolio**

Cosmetics net sales target: 40 billion yen level

(FY ending Sept. 2025)





## **Brand Strategy in the Healthcare Field**

Provide healthcare that supports the extension of healthy life expectancy in the era of a 100-year life span and enables people to experience evidence-based effects.



















#### Re-growth phase

- Acquisition of new customers
- Strengthening of cross-selling

BODY AURA







#### **Growth** phase

- Expansion of MD
- Expansion of distribution channels







#### Stable growth phase

- · Expansion of EC channels
- Expansion of MD

Femcare



#### **Business launch phase**

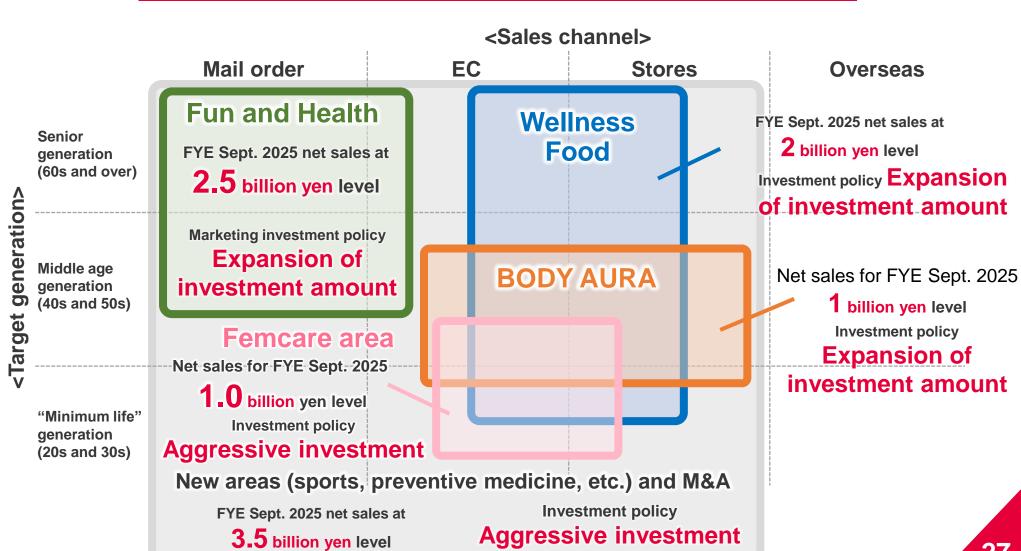
- Expansion of brand awareness
- Expansion of MD
- · Creation of a market



#### **Healthcare - Business Portfolio**

Healthcare net sales target: 10 billion yen level

(FY ending Sept. 2025)





# **Company Overview**

Company Name	Shinnihonseiyaku Co., Ltd.					
Representative	Takahiro Goto, President & Representative Director of the Board and Chief Executive Officer					
Established	March 1992	March 1992				
Head office	1-4-7 Otemon, Chuo-ku, Fukuoka City, Fukuoka Prefectui	1-4-7 Otemon, Chuo-ku, Fukuoka City, Fukuoka Prefecture				
Share capital	4,158 million yen [as of June 30, 2022]					
Executives	Takahiro Goto, President & Representative Director of the Board and Chief Executive Officer Mitsuyoshi Fukuhara, Senior Executive Director of the Board and Chief Operating Officer Seiichiro Hatori, Director of the Board Kazuhiro Tagami, Director of the Board Masayuki Kakio, Outside Director Haruki Murakami, Outside Director Kazuyo Yunoki, Outside Director	Keiichi Zenmyo, Outside Audit & Supervisory Board Member (full-time) Takashi Tanabe, Outside Audit & Supervisory Board Member Yuji Nakanishi, Outside Audit & Supervisory Board Member				
Business profile	Planning, mail order, store sales and wholesale of cosmetics, health foods, and pharmaceuticals.					
Bases	Fukuoka (head office), Tokyo Office, eight direct stores, Yoshizuka Office and Logistics Center					
Group companies	Flatcraft, Inc.					
Net sales	33.89 billion yen [FY ended September 2021]					
Total assets	22.96 billion yen [as of June 30, 2022]					

#### **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 Fosters Beauty and Good Health Through Database Marketing** 



## **History**

Date	Overview
March 1992	Founded Shinnihonliving Co., Ltd. (currently Shinnihonseiyaku Co., Ltd.) as a company that planned and sold daily essentials in 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 Shinnihonliving 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	Started sales of cosmetics brand "RAffINE series."
May 2006	Relocated the head office to Akasaka, Chuo-ku, Fukuoka City, Fukuoka Prefecture.
Мау	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	Started 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	Started sales overseas by mail order (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 achieved the number one*2 sales in the Japanese all-in-one skincare 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 awards 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.
December 2020	Changed listing market to the First Section of the Tokyo Stock Exchange.
June 2021	Acquired shares of Flatcraft, Inc. and made it a consolidated subsidiary.

<sup>\*1:</sup> The institute was integrated 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 month & yea	r	September 2018 (non-consolidated)	September 2019 (non-consolidated)	September 2020 (non-consolidated)	September 2021 (consolidated)*	3Q of FY ending September 2022 (consolidated)
Net sales	Million yen	31,210	33,570	33,728	33,899	27,121
Ordinary profit	Million yen	2,491	2,822	3,283	3,415	2,759
Profit	Million yen	1,751	1,824	2,122	2,323	1,862
Share capital	Million yen	250	3,826	3,826	4,158	4,158
Total number of shares issued	Shares	1,009,630	21,611,300	21,611,300	21,855,200	21,855,200
Net assets	Million yen	4,191	12,758	14,267	16,180	17,408
Total assets	Million yen	9,491	18,575	19,956	23,240	22,960
Equity ratio	%	43.6	68.7	71.2	68.8	75.1
Return on equity	%	51.8	21.6	15.7	14.5	_
Dividend payout ratio	%	20.1	15.4	30.5	30.2	_
Cash flows from operating activities	Million yen	1,415	1,992	2,920	2,071	_
Cash flows from investing activities	Million yen	-420	-943	-367	-1,359	_
Cash flows from financing activities	Million yen	-419	6,567	-851	672	_
Cash and cash equivalents at the end of the period	Million yen	2,954	10,576	12,271	13,652	13,213
Number of employees (excluding temporary employees and including seconded employees)	People	361	354	330	309	-
Net assets per share	Yen	409.58	590.37	662.97	747.34	_
Basic earnings per share	Yen	174.46	113.99	98.5	107.7	_
Dividend per share	Yen	35.00	17.50	30.00	32.5	_

Prior-year ordinary profit is retroactively adjusted for changes in accounting policies
\*Results used are ones after revision as a result of finalizing provisional accounting treatment related to the business combination with Flatcraft, Inc.

#### Disclaimer concerning the proper use of forecasts of business results

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

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For inquiries, please use the inquiry form on the Shinnihonseiyaku website.

We will reply to you as soon as we can. https://corporate.shinnihonseiyaku.co.jp/contact/

