

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

May 9, 2022

Shinnihonseiyaku Co., Ltd.

Securities Code: 4931

Tokyo Stock Exchange Prime Market



Summary of Financial Results for the Second Quarter of the Fiscal Year Ending September 2022

Net sales

Net sales 18,001 million yen (up 7.4% year on year*)

- Achieved the highest first half net sales (record-high first half net sales even excluding consolidation effects).
- Also, with the quarterly net sales growth rate at 4.7% in Shinnihonseiyaku Co., Ltd. alone (Jan. to Mar.), growth has continued.
- Mail order drove the net sales increase due to steady progress in acquiring new customers and a rise in spending per repeat customer.

Expenses/ Profit

Operating profit 1,675 million yen (up 19.8% year on year)

- A record-high first half profit since the listing on a stock exchange, considerably pushed up by the effect of higher sales resulting from the growth of net sales.
- Continued aggressive marketing investment as in the case of 1Q while closely monitoring return on investment.
- Full-year profit plan stays unchanged in anticipation of an expanded investment in the second half although profit growth is outpacing the plan.

2Q Business Highlights

- With PERFECT ONE, we **successfully acquired new customers, continuing form 1Q**, through Cushion Foundation.
- With PERFECT ONE FOCUS, our sales scale has expanded due to an increasing number of stores handling the product and the strong performance of EC.
- With Fun and Health, our acquisition of new customers has expanded as marketing investment increased to push strong sales trend.
- Started a new business as a brand to be developed in the femcare area.

新日本製薬Shinnihonseiyaku Co., Ltd.

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1. Summary of Second Quarter Financial Results



Summary of Second Quarter Financial Results

Net sales achieved a record high for the first half, up 7.4% year on year and grew at a rate of 5.1% excluding consolidation effects.

All levels of profit significantly surpassed a year earlier due to the effect of higher sales, elevating the ordinary profit rate to 9.4%.

Items		<reference> First half of FY ended Sept. 2021</reference>	<reference> First half of FY ended Sept. 2021 (non-consolidated)</reference>	First half of FY ending Sept. 2022 (consolidated) (based on new revenue recognition standards)		Year-on-yea	Comparison	
		(non-consolidated) (based on the former standards)	(boood on now	Plan	Results	Changes	Changes(%)	against plan
Net Sal	es	16,575	16,759	18,233	18,001	+1,241	+7.4%	-232
	Cosmetics	15,503	15,675	16,763	16,417	+742	+4.7%	-345
	Healthcare	1,072	1,084	1,470	1,583	+499	+46.0%	+112
Operating profit		1,398	1,398	1,215	1,675	+277	+19.8%	+459
Ordinary profit		1,430	1,430	1,166	1,694	+263	+18.4%	+527
	Ordinary profit rate	8.6%	8.5%	6.4%	9.4%	0.9pt	_	3.0pt
Profit (attributable to owners of parent)		965	965	794	1,137	+171	+17.7%	+342



Summary of Second Quarter Financial Results - Supplemental Data

With continued strong acquisition of new customers, mail order drove the sales increase. Overseas, progress is slower than expected in China and ASEAN.

In costs, while marketing investment was expanded (up 270 million yen year on year), operating expenses were reduced.

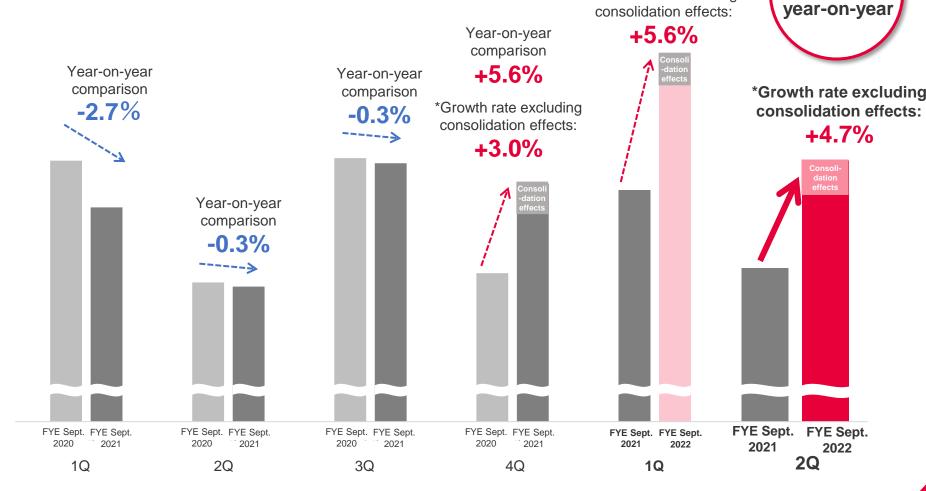
(Unit: Million yen)

	<reference> First half of FY ended Sept.</reference>	<reference> First half of FY ended Sept.</reference>	(conso	nding Sept. 2022 idated) recognition standards)	Year-on-yea	Comparison	
Items	2021 (non-consolidated) (based on the former standards)	2021 (non-consolidated) (based on new revenue recognition standards)	Plan	Results	Changes	Changes(%)	against plan
<sales by="" channel=""></sales>							
Mail order	15,286	15,470	16,026	16,392	+921	+6.0%	+365
Direct store/Wholesale	855	855	1,610	1,221	+366	+42.8%	-389
Overseas	433	433	595	387	-46	-10.7%	-208
<overseas and="" domestic="" ec="" sales=""></overseas>							
Overseas and domestic EC sales	1,946	1,966	2,604	2,400	+434	+22.1%	-203
<marketing investment=""></marketing>				•			
Advertising expenses	5,270	5,270	5,347	4,991	-278	-5.3%	-356
Sales promotion expenses	1,795	1,795	2,528	2,346	+550	+30.7%	-181
<operating expenses=""></operating>							
FF cost*	1,961	2,145	2,052	2,108	-36	-1.7%	+55
Call center costs	1,268	1,268	1,417	1,245	-23	-1.8%	-172



[Reference] Trends in Quarterly Net Sales

Although progress overseas is slower than expected, a high level quarterly growth rate has been kept due to the continued robust performance of mail order.



Year-on-year comparison

+8.1%

*Growth rate excluding



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

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

(Unit: 100 million yen)

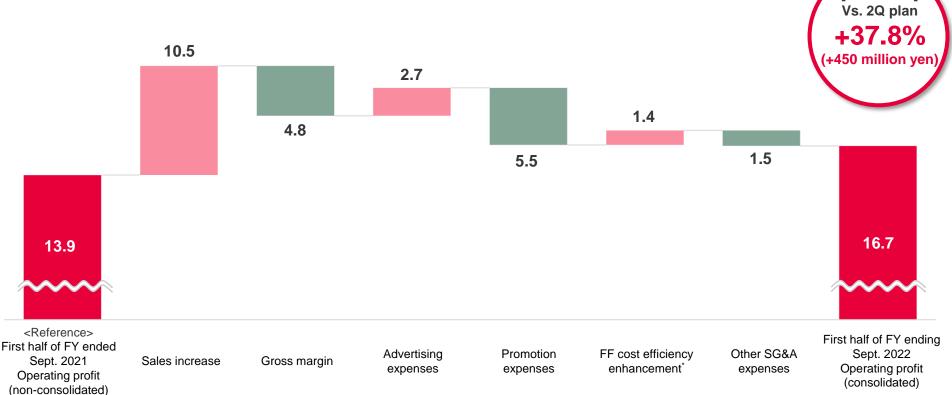
[Reference]

Factor in profit growth

Factor in profit decline

Steady progress in mail order channels significantly contributed to a higher sales effect of 1,050 million yen.

Although the increase in marketing investment is the factor that reduced profit by 270 million yen, profit exceeded the first half plan by 450 million yen.



^{*} Of FF cost, the efficiency improvement effect in shipping and delivery costs and agency fees (payment commissions)

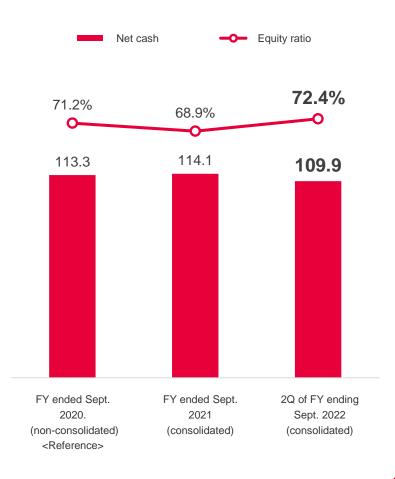


Status of Balance Sheet

(Unit: Million yen)

	(Unit:	100	million	ven
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Items		End of FY ended Sept. 2020 (non-consolidated)	End of FY ended Sept. 2021 (consolidated)	2Q-end of FY ending Sept. 2022 (consolidated)	Changes from previous fiscal year-end
Current assets		16,211	18,528	18,096	-431
	Cash and deposits	12,271	13,652	13,037	-614
	Accounts receivable-trade	2,607	3,196	2,788	-407
	Inventories	1,193	1,404	1,941	+537
Non-current assets		3,744	4,669	4,700	+30
Total assets		19,956	23,197	22,796	-400
Liabilities		5,688	7,023	6,135	-887
	Trade payables	509	527	531	+3
	Interest-bearing debt	936	2,238	2,039	-199
Net assets		14,267	16,174	16,661	+487
	Treasury shares	-299	-852	-752	+99
Tota	I liabilities and net ets	19,956	23,197	22,796	-400



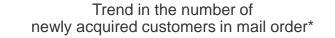


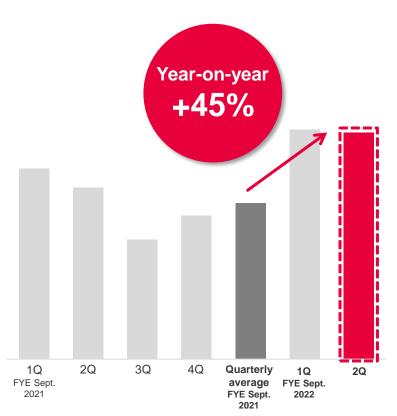
2. Second Quarter Business Highlights



PERFECT ONE

Acquisition of new customers has remained strong from 1Q, and the trend was sped up by the launch of a new product





Cushion Foundation has continued to drive the increase in acquisition of new customers from 1Q



New release of an item with a wrinkle improvement function in the cushion foundation market with a high growth rate

Aim to achieve the plan by speeding up acquisition of new customers through increased investment



PERFECT ONE

Spending per subscriber increased as the ratio of subscribers buying multiple products rose

The ratio of subscribers buying multiple products rose since the call center proposed simple steps for them to feel the actual effect in addition to raising accuracy in product proposals.

Trends in the ratio of subscribers buying multiple products*1 and spending per subscriber*2

Ratio of subscribers
buying multiple
products

Spending per
subscriber

Spending per subscriber increased about 200 yen from the
full-year average of FYE Sept. 2021

Highest spending per customer since IPO

2Q

FYE Sept.

2022

Proposing to use products in 3 steps (strengthen cross-selling)

Aim to further elevate spending per customer to expand sales



1Q

FYE Sept.

2022

Full-year

average in

FYE Sept.

2021

^{*1:} Number of subscribers buying multiple products / Number of subscribers

^{*2:} Mail order excluding EC



PERFECT ONE FOCUS

Sales scale has expanded due to more stores handling the product and the good performance of EC. New product put on market in April

From 1Q
2.5 times

a times in EC sales

1Q
FYE Sept.

2Q
FYE Sept.

2Q
FYE Sept.

2022



Scend of a popup event

Number of stores handling the product increased by 1,500 to 4,800*1

EC

The product became a topic in social media due to measures using campaigns and influencers (2Q EC sales exceeded the plan by 40%)



2022

On April 1, 2022, released "Sensitive Line" focused on "pores in sensitive skin"

All-in-One Gel and Cleansing Balm were put on market

Aim to expand users in their 20s and 30s by expanding into variety shops in addition to DS*2 and by stepping up promotion

^{*1:} Compared with the end of December 2021. Results as of the end of March 2022

^{*2:} Drugstores



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Fun and Health Investments were increased. Steady progress in acquiring new customers

Trend in the number of healthcare new customers*1



By increasing the investment amount in advertising mainly for W Green Drink, the number of newly acquired customers considerably outpaced the previous year, making great progress.

Aim to expand sales in the second half by doubling down on investments.

BODY AURA

Expansion of number of stores handling Body Aura mainly in major DS chains







(Left) Measure for linking with the app of DS (Right) Selling page on Amazon



Example of POS advertisements in drugstores

The number of stores handling the product has increased by 1,500 stores and **has reached 4,000***2.

Step up marketing measures for expanding sell-out.

Pilot sales in convenience stores have started. Aim to expand sales by cultivating sales channels.



Wellness Food New initiatives for growth





Booth in a trade show



Expansion of stores handling the products and sales channels

Develop new business partners through participation in Supermarket Trade Show 2022.

Ongoing expansion of sales channels

to major DS and variety shops



Expansion into EC malls

March: Participated in Rakuten Super Sale for the first time.

SNS marketing was set in motion.



Overseas Situation of China, Taiwan and ASEAN

2Q

first half sales were affected by a delay in the approval process for NMPA application in China.

ASEAN was influenced by the spread of COVID-19 infections.

Outlook for second half

An impact from lockdowns due to the spread of COVID-19 infections is expected to occur in China.

Aim to maximize sales by starting sales of PERFECT ONE in preparation for a period when lockdowns are lifted.



Postings in social media in China



Femcare

New Brand "COCOROOT" Launched

- Developed considering opinions of female employees suffering premenstrual syndrome (PMS)

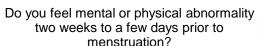
The femtech market*1 is expected to reach a global size of about 5 trillion yen*2 by 2025, attracting attention.

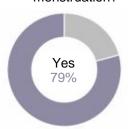
The amount of work lost due to female-specific health problems, such as PMS, reaches 491,100 million yen*3 in Japan and has manifested itself as a social issue.

Aim to become a brand that contributes to solving social issues through business activities.

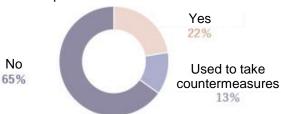
Whereas many women feel a mental or physical abnormality due to menstruation, over half of them*4 replied that they did not take any countermeasures.

Advance sales*5 started with "Makuake" to approach consumers who were sensitive to the latest trends from the launch.





Do you take any countermeasures against mental and physical abnormality two weeks to a few days prior to menstruation?





- *1: Including the femcare market
- *2: Quoted from CB INSIGHTS "The Femtech Market Map: 95+ Companies Shaping The Future Of Women's
 - Health & Wellness" (https://www.cbinsights.com/research/femtech-market-map/)
- *3: Work amount lost for a year from Ministry of Trade, Economy and Industry "Efforts related to women's health in health management"
- *4: Survey by Shinnihonseiyaku. Period: April 2021. Number of people surveyed: 500 women from age 28 to 45. Method: Online survey
- *5: From March 8, 2022 to March 27, 2022



3. Plan for the Fiscal Year Ending September 2022



Plan for the Fiscal Year Ending September 2022

Net sales are set to shoot past the full-year plan through realizing the growth of mail order

The full-year plan remains unchanged to be on the safe side concerning all types of profit on the assumption of expanding marketing investment for the second half

(Unit: Million yen)

Items		FY ended Sept. 2021 (based on the		FY ending (based on new rev	enue recognition	Year-on-year change in the full-year plan
		former standards)	revenue recognition standards)	Results in the first half	Full-year plan	(%)
Net sales		33,899	34,232	18,001	37,000	+8.1%
	Cosmetics	31,521	31,840	16,417	34,125	+7.2%
	Healthcare	2,378	2,392	1,583	2,874	+20.1%
Operating profit		3,424	3,424	1,675	3,095	-9.6%
Ordinary profit		3,414	3,414	1,694	3,020	-11.5%
	Ordinary profit rate	10.1%	10.0%	9.4%	8.2%	_
Profit (attributable to owners of parent)		2,317	2,317	1,137	2,067	-10.8%



Premises of Plan for the Fiscal Year Ending September 2022

The ratio of sales by channel has been changed in consideration of progress in direct store/wholesale and overseas for the first half

Net sales of mail order have been revised upward by doubling down on investment in Cushion Foundation and Fun and Health, in particular

Operating expenses made steady progress, but remain changed to be on the safe side despite the assumption of growth in net sales of mail order

(Unit: Million yen)

Items	FY ended Sept. 2021 (based on the	FY ended Sept. 2021 (based on new revenue	d on now revenue		Year-on-year change in the
items	former standards)	recognition standards)	Results in the first half	Full-year plan	full-year plan (%)
<sales by="" channel=""></sales>					
Mail order	30,930	31,272	16,392	33,221	+6.2%
Direct store/Wholesale	2,054	2,045	1,221	2,823	+38.1%
Overseas	914	914	387	954	+4.3%
<overseas and="" domestic="" ec<="" td=""><td>sales></td><td></td><td></td><td></td><td></td></overseas>	sales>				
Overseas and domestic EC sales	4,117	4,153	2,400	4,980	+19.9%
<marketing investment=""></marketing>					
Advertising expenses	9,908	9,908	4,991	10,169	+2.6%
Sales promotion expenses	3,853	3,853	2,346	5,066	+31.5%
<operating expenses=""></operating>					
FF cost	3,935	4,276	2,108	4,109	-3.9%
Call center costs	2,588	2,588	1,245	2,857	+10.4%



4. Initiatives for ESG



Environment/Environmental Initiative in Cosmetics

Environmental response of PERFECT ONE

- Eco-friendly bottles have expanded to reach about 70%*1 of all bottles shipped.
- "Perfect One Recycle Program" was launched on April 1.
- Recycle empty bottles into bottles for new products*2 with the cooperation of Beautycle, Co., Ltd.

^{*2:} Products where horizontal recycling apply are Moisture Gel and Whitening Gel only





* Design idea of box for collecting bottles

■ Participation in greencosme NOIN SDGs Beauty Event

- Exhibition event of socially responsible and eco-friendly cosmetics brands, organized by NOIN, Inc.
- Shinnihonseiyaku took part in the place to collect unnecessary cosmetics.



bottles for

new products

PERFECT ONE

Booth supporting the event

^{*1:} From All-in-One Gel series



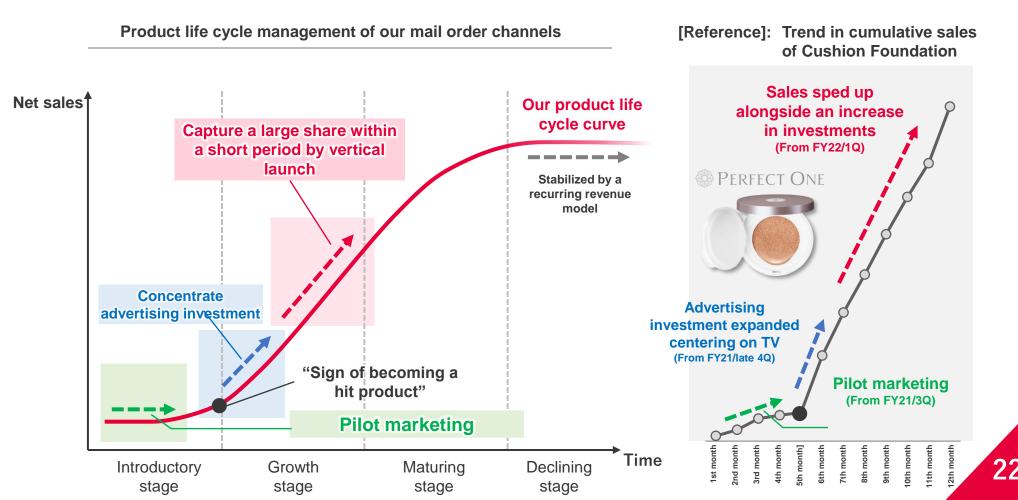
APPENDIX



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.

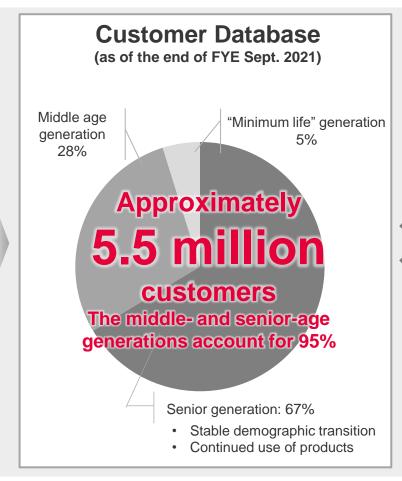
Implement strategies to maximize the asset value of the customer database, with a focus on the middleand senior-age generations.

Customer Base Development

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

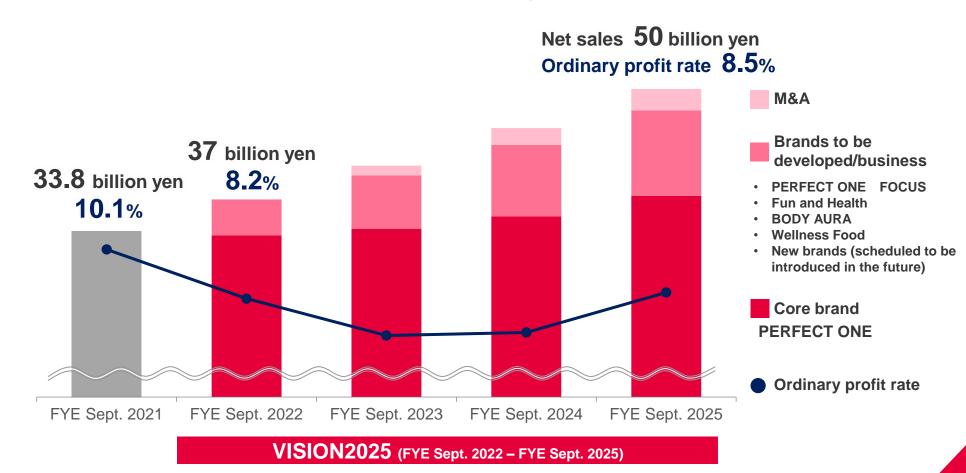
Activation of database by promoting repurchases by dormant customers

Create synergies with new businesses



Conceptual Graph of Medium- to Long-term Growth (Medium-Term Management Plan)

In the fiscal year ending September 2022, as the first year of VISION2025, the Medium-Term Management Plan, we will **prioritize investments in brands to be developed and development of new business to nurture business and enhance the growth potential**.





Brand Strategy in the Beauty Care Field

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









Growth phase

- Expansion of MD
- Expansion of distribution channels







Stable growth phase

- · Expansion of EC channels
- Expansion of MD

Femcare



Business launch phase

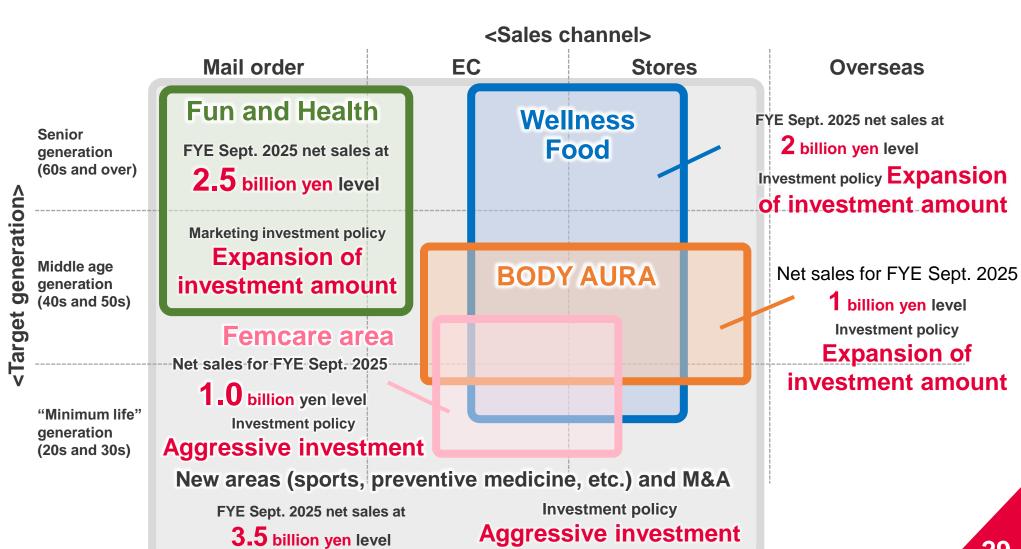
- Expansion of brand awareness
- Expansion of MD
- · Creation of a market



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					
Head office	1-4-7 Otemon, Chuo-ku, Fukuoka City, Fukuoka Prefecture					
Share capital	4,158 million yen [as of March 31, 2022]					
Executives	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 Planning, mail order, store sales and wholesale of cosmetics, health foods, and pharmaceuticals.					
Business profile						
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	22.79 billion yen [as of March 31, 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.

^{*1:} 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 & year		September 2018 (non-consolidated)	September 2019 (non-consolidated)	September 2020 (non-consolidated)	September 2021 (consolidated)	2Q of FY ending September 2022 (consolidated)
Net sales	Million yen	31,210	33,570	33,728	33,899	18,001
Ordinary profit	Million yen	2,491	2,822	3,283	3,414	1,694
Profit	Million yen	1,751	1,824	2,122	2,317	1,137
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	16,174	16,661
Total assets	Million yen	9,491	18,575	19,956	23,197	22,796
Equity ratio	%	43.6	68.7	71.2	68.9	72.4
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	13,037
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	747.07	_
Basic earnings per share	Yen	174.46	113.99	98.5	107.45	_
Dividend per share	Yen	35.00	17.50	30.00	32.5	_

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

