



美と健康の「新しい」で、笑顔あふれる毎日をつくる。

Supplementary Briefing Material on Financial Results for the FYE Sept. 2024

November 12, 2024

Shinnihonseiyaku Co., Ltd.

Securities Code: 4931

Tokyo Stock Exchange Prime Market

Summary of Financial Results for the FYE Sept. 2024

FYE
Sept.
2023

Net sales **40,043 million yen** (Up 6.3% YoY)
Operating profit **4,176 million yen** (Up 11.3% YoY)

- Net sales recorded highest and both sales and profit achieved the plan.
- Cosmetics were **up 2.7%** with FOCUS growing more than planned. Healthcare was **up 35.0%** due to the strong performance of “Fun and Health”.
- Mail order and wholesale grew while overseas sales decreased.

FYE
Sept.
2025 Plan

Net sales **42,000 million yen** (Up 4.9% YoY)
Operating profit **4,500 million yen** (Up 7.7% YoY)

- **Increase of 4.9% in net sales** through the increased sales of PERFECT ONE and the growth of developing brands.
- **Profit increase and higher profitability** by improving investment efficiency and promoting cost structure reforms.

Medium-Term
Management
Plan
Growth Next
2027

- Four key activities under **company-wide strategy “Trend × VOC × Unique Value Strategy”** by targeting net sales of 52 billion yen, operating profit of 6 billion yen and operating profit margin of 11.5% for FYE Sept. 2027.
 - (1) Expand the targets of PERFECT ONE by capturing the middle-age generation.
 - (2) Maximize LTV by strengthening Data Base marketing.
 - (3) Expand the global growth strategy centered on the U.S.
 - (4) Accelerate business growth by expanding new products and services.

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APPENDIX

1. Summary of Financial Results for the FYE Sept. 2024

Summary of Financial Results

Cosmetics were up 2.7% from outperformance of FOCUS while domestic of PERFECT ONE posted at previous year's level.

Healthcare was up 35.0% from strong performance of "W no Kenko Aojiru" and planned growth of Wellness Food.

Operating profit surpassed the plan due to cost efficiencies after investment for growth into FYE Sept. 2025 with efficiency.

(Unit: Million yen)

Items	FYE Sept. 2023	FYE Sept. 2024		YoY comparison		Comparison against plan
		Plan	Results	Changes	Changes(%)	
Net sales	37,653	40,000	40,043	+2,389	+6.3%	+43
Cosmetics	33,390	34,367	34,288	+897	+2.7%	-79
Healthcare	4,262	5,632	5,755	+1,492	+35.0%	+123
Operating profit	3,754	4,000	4,176	+422	+11.3%	+176
Operating profit margin	10.0%	10.0%	10.4%	+0.5pt	—	+0.4pt
Ordinary profit	3,721	3,980	4,103	+381	+10.3%	+122
Profit (attributable to owners of parent)	2,394	2,580	2,795	+401	+16.7%	+215

Summary of Financial Results - Supplemental Data

Mail order **increased by the strong performance of each brand's domestic EC**. Wholesale significantly driven by FOCUS. Overseas decreased by review of business strategies in East Asia and ASEAN, while U.S consolidated accounting started from 4Q. Aggressive **marketing growth investment was carried out**, based on a higher efficiency of marketing investment. **Efficiency improvements in operational costs** progressed contributing to profit growth and cost structure ratio improved.

(Unit: Million yen)

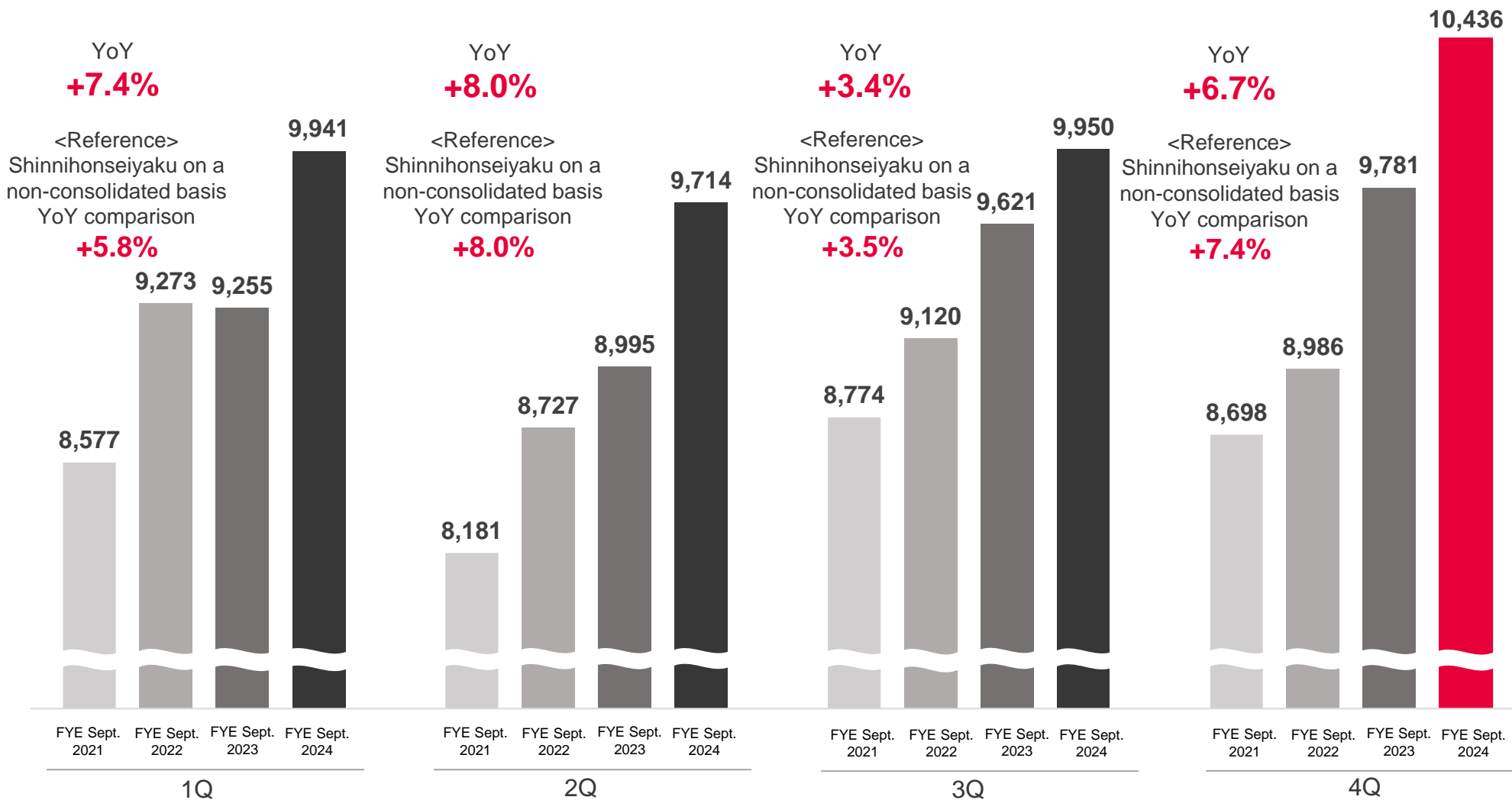
Items	FYE Sept. 2023	FYE Sept. 2024		YoY comparison		Comparison against plan
		Plan	Results	Changes	Changes(%)	
<Sales by channel>						
Mail order	34,151	36,394	36,361	+2,210	+6.5%	-33
Wholesale	2,917	3,689	3,759	+842	+28.9%	+69
Overseas	584	-84	-77	-662	—	+6
<Overseas and domestic EC sales*1>						
Overseas and domestic EC sales	6,376	8,140	8,337	+1,960	+30.7%	+196
<Marketing investment>						
Advertising expenses	10,602	11,465	11,274	+671	+6.3%	-191
Sales promotion expenses	4,901	4,943	5,269	+368	+7.5%	+326
<Operating expenses>						
FF cost*2	4,229	4,426	4,195	-33	-0.8%	-231
Call center costs	2,463	2,362	2,394	-68	-2.8%	+31

*1: Total of the domestic EC net sales in mail order sales and the EC net sales in overseas sales, among the net sales by channel * 2: FF cost = Order fulfillment cost

[Reference] Trends in Quarterly Net Sales*

Quarterly net sales exceeded 10,000 million yen, recorded the highest since listing.

(Unit: Million yen)



*: Results of the fiscal year ended September 2021 are based on the new revenue recognition standards.

Summary of Financial Results

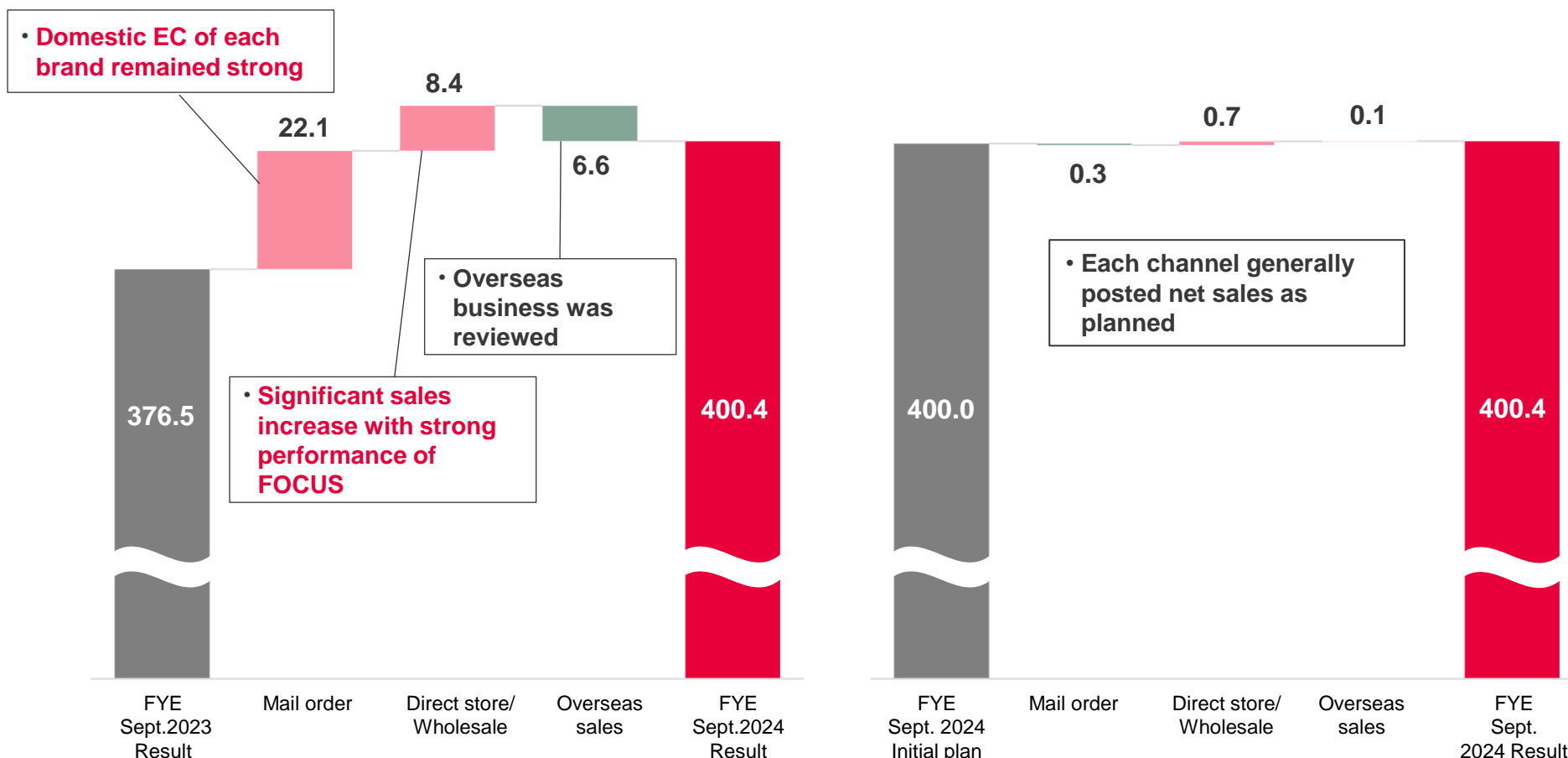
- Sales by Channel Change Factor Analysis

YoY; **Increased** by mail order performed well of domestic EC and wholesale driven by FOCUS
 Compared with the plan; Each channel generally was as planned.

(Unit: 100 million yen)

Comparison with the previous period

Comparison with the plan

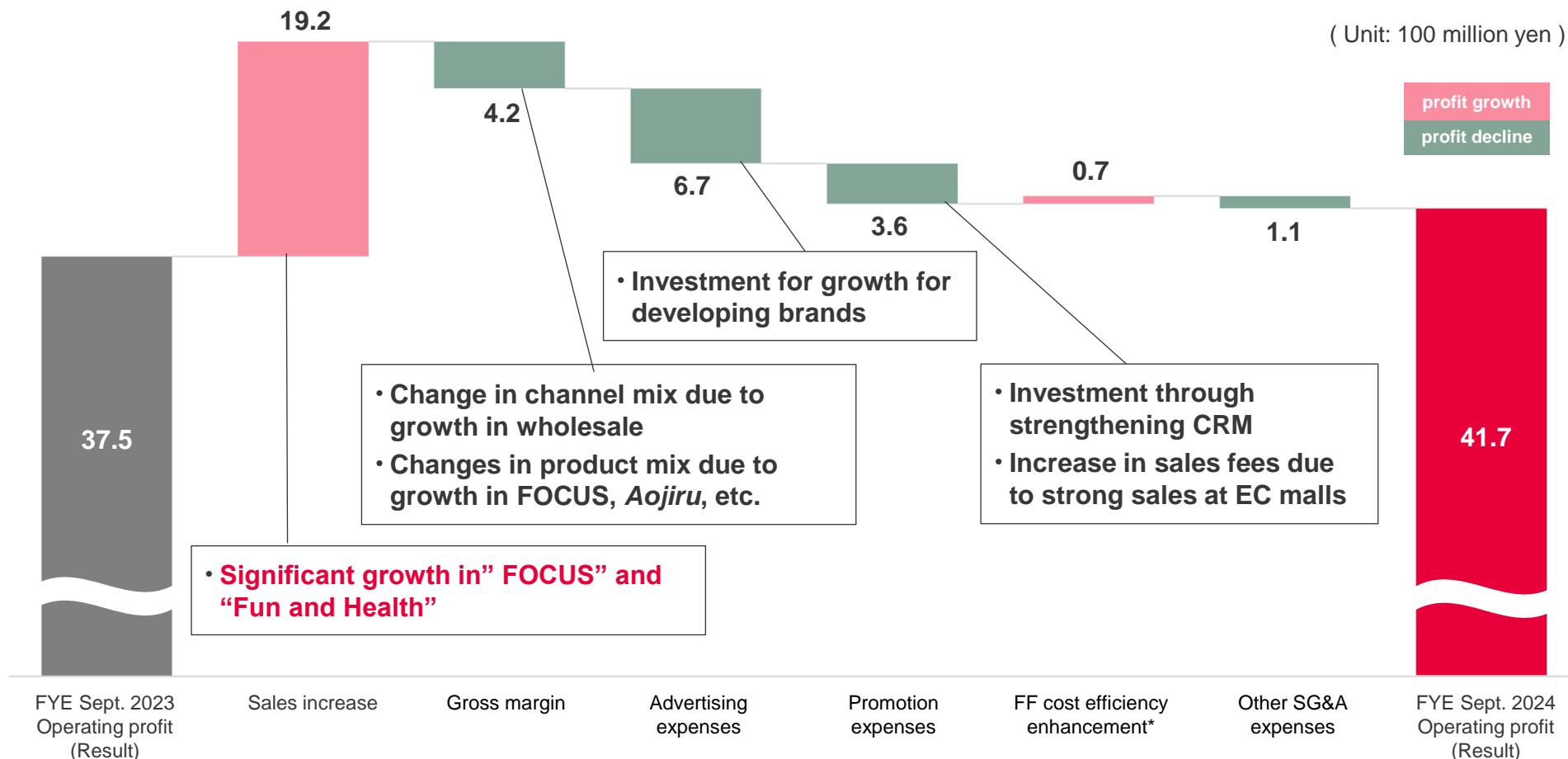


Summary of Financial Results

- Operating Profit Change Factor Analysis (YoY)

Sales-increasing effect led to the profit increase from significant growth of developing brands.

Operating profit was up 11.3%, while a **decline in gross margin** due to changes in mixes and **aggressive marketing investment** in developing brands were profit-decreasing factors.



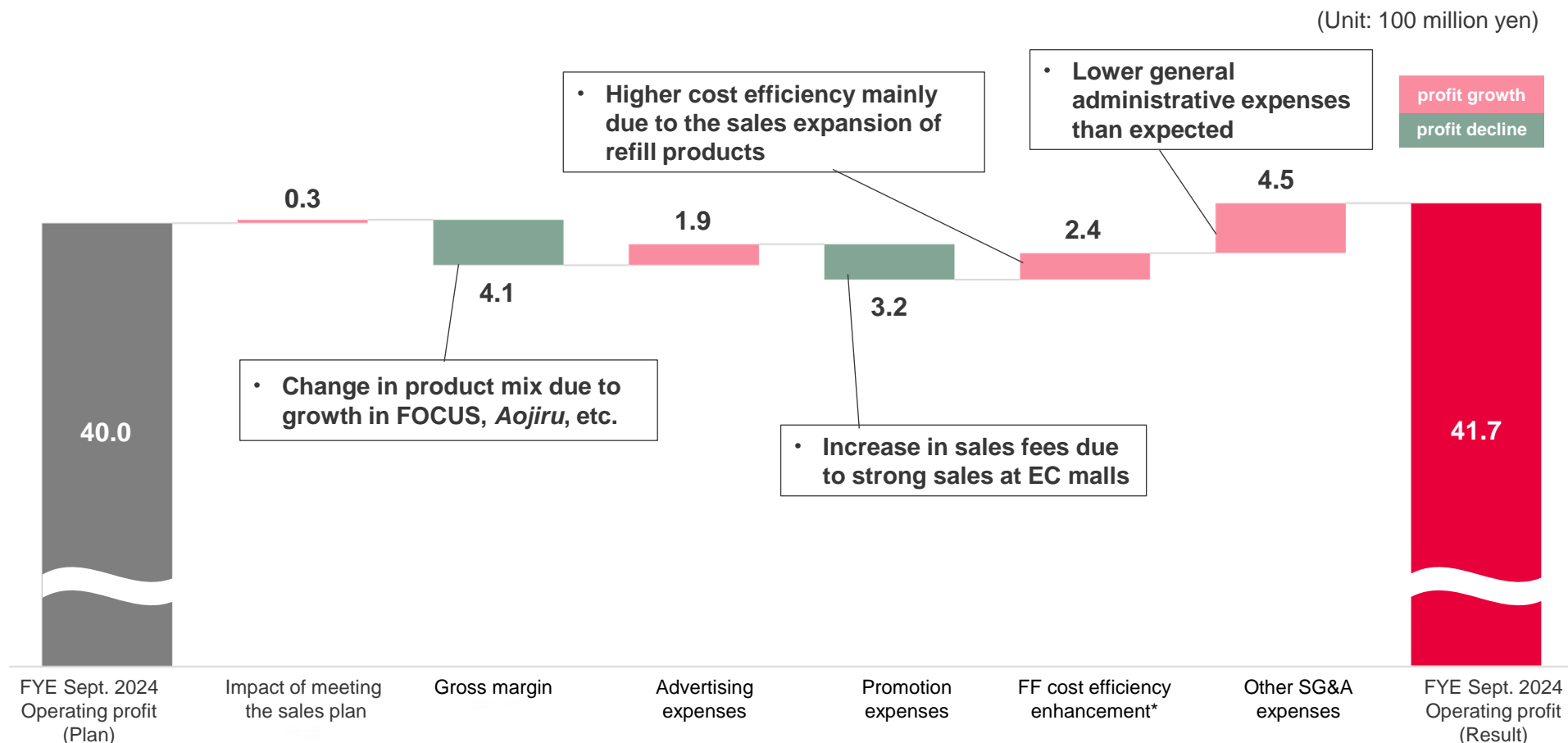
*:Of FF cost, Variance from the same period of the previous year in shipping and delivery costs and agency fees (payment commissions)

Summary of Financial Results

- Operating Profit Change Factor Analysis (Comparison against full-year plan)

Cost structure reform contributed to higher profits, including improvement in FF cost efficiency.

Operating profit **increased 170 million from the plan, while** decline in gross margin due to change in product mix and increase in sales promotion expenses were profit-decreasing factor.



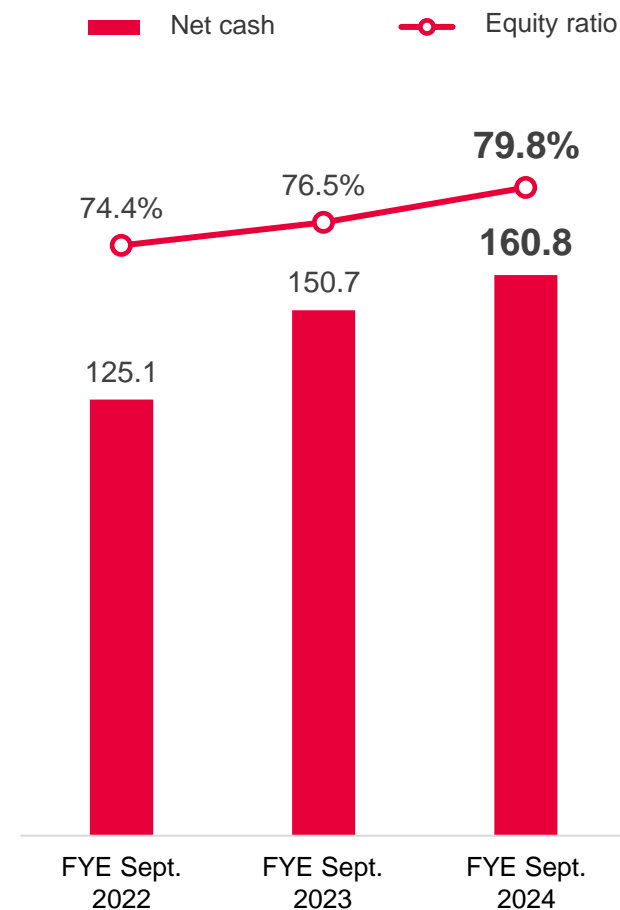
* Of FF cost, the efficiency improvement effect in shipping and delivery costs and agency fees (payment commissions)

Status of Balance Sheet

(Unit: Million yen)

Items	End of FYE Sept. 2022	End of FYE Sept. 2023	End of FYE Sept. 2024	Changes from previous fiscal year-end
Current assets	19,265	21,254	23,062	+1,808
Cash and deposits	14,351	15,518	16,341	+822
Accounts receivable-trade	2,862	3,171	4,291	+1,119
Inventories	1,735	2,092	2,028	-63
Non-current assets	4,592	4,247	4,160	-87
Total assets	23,857	25,501	27,222	+1,720
Liabilities	5,938	5,840	5,430	-410
Trade payables	553	946	548	-397
Interest-bearing debt	1,839	446	254	-192
Net assets	17,918	19,661	21,792	+2,131
Treasury shares	-735	-647	-529	+117
Total liabilities and net assets	23,857	25,501	27,222	+1,720

(Unit: 100 Million yen)

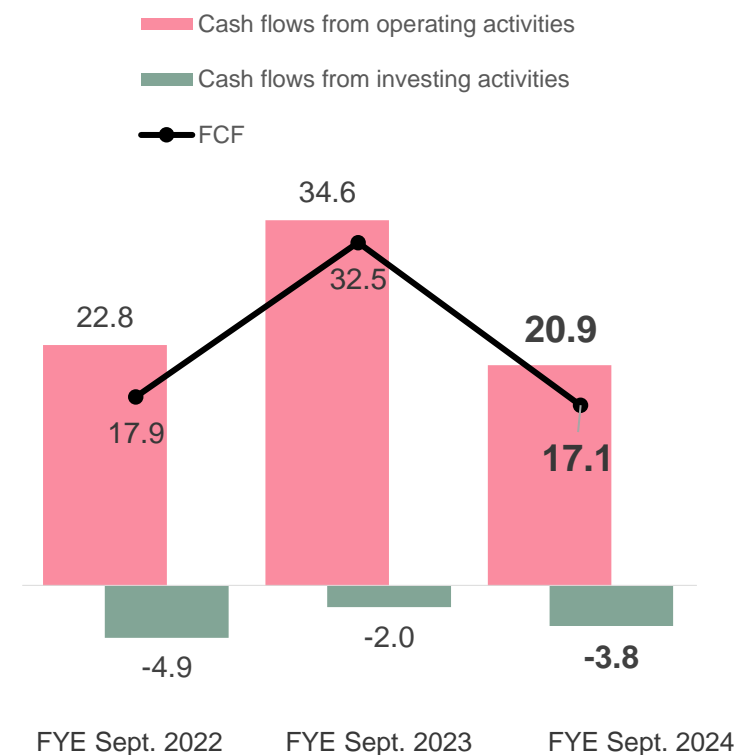


Status of Cash Flows

(Unit: Million yen)

Items	FYE Sept. 2022	FYE Sept. 2023	FYE Sept. 2024	Changes from previous fiscal year-end
Cash flows from operating activities	2,287	3,468	2,097	-1,370
Cash flows from investing activities	-496	-208	-382	-173
Purchase of property, plant and equipment	-41	-102	-167	-64
Purchase of intangible assets	-337	-104	-265	-161
Purchase of investment securities	-141	-14	-13	+1
FCF	1,791	3,259	1,715	-1,544
Cash flows from financing activities	-1,093	-2,101	-902	+1,199
Income and Repayments of long-term borrowings	-398	-1,393	-192	+1,200
Purchase of treasury shares	0	—	—	—
Dividends paid	-695	-708	-709	-1

(Unit: 100 Million yen)



2. Business highlights for FYE Sept. 2024

FYE Sept. 2024 net sales
30.2 billion yen

FYE Sept. 2025 Plan
30.8 billion yen(+1.9%)

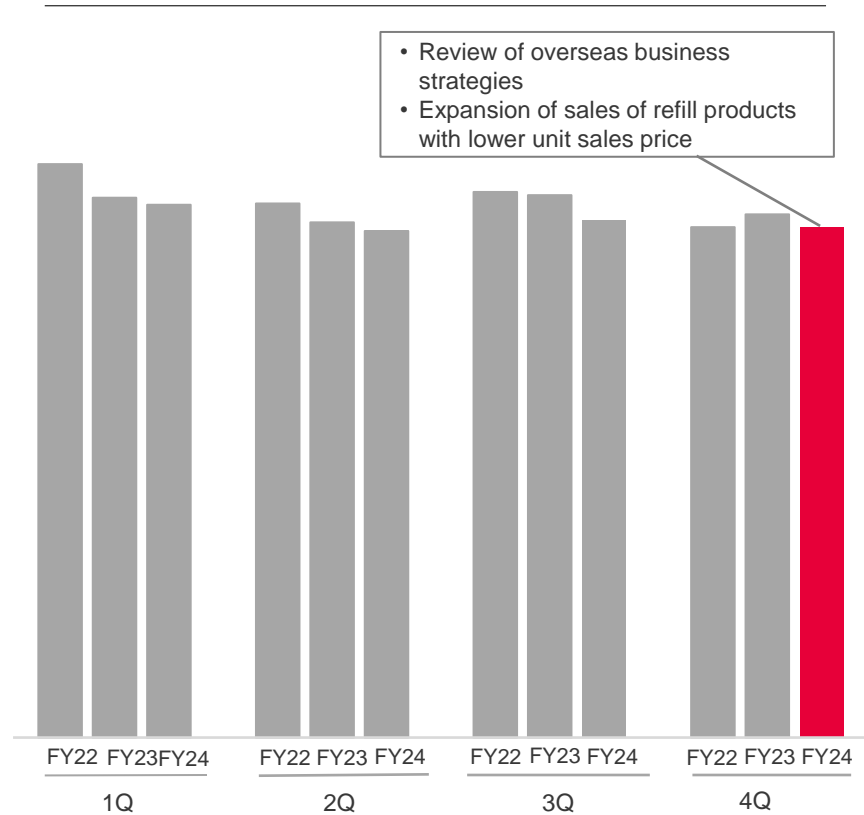
PERFECT ONE

Domestic net sales posted at previous year' level.
Brand net sales decreased due to the impact from overseas.

Domestic 4Q net sales posted at previous year's level due to rises in the ratio of subscribers who buy multiple items and spending per subscriber, resulting from 3-step proposals, the strengthening of CRM and a sales increase in seasonal products, etc. based on the strategy focused on LTV.


Capturing middle-age generation for expanding portfolios is challenges continued in the next FYE.

PERFECT ONE Quarterly Net Sales




Strengthen CRM by seasonal products and fan meetings


Summer-limited products



SP Cool Lotion




SP Cool Clear Pack



Refresh Treatment Shampoo

Net sales **almost tripled from the previous year.**

Sales target was achieved **in a short period of time.**



10th anniversary for SP Night Cream Fan meeting was held

Capturing middle-age generation for expanding portfolios is challenges

Expand customer bases by highlighting simple skin care.



Wholesale

Steady expansion of stores focusing on net sales per store

Wholesale channel strategy by target

Target	Store	Strategy
Middle age generation Inbound	Drug stores	Raise net sales per store Drug stores End of Sept. 2024 920 stores → End of Sept. 2025 2,000 stores
Inbound	Duty-free shops Consumer electronics retailers Drugstores in urban areas	Expansion into duty-free shops Capture inbound demand
Senior generation	General merchandise stores (GMS)	Increase spending per customer and net sales per store by creating sales counters suitable to promote the 3-STEP proposal
"Millennial" generation	Variety shop	

- Sales promotion initiatives that leverage our database and analytical capabilities
- Contribute to expand brand recognition on a global scale by capturing inbound demand



New Chitose Airport Duty Free Shop

Overseas sales

Drive the effort to raise brand recognition in the U.S.



Implement strategies through TV infomercials and other means that will leverage our strengths.



PERFECT ONE FOCUS

Roll out on Amazon and in-house EC.



- Continue PR measures and pilot sales, aimed at expanding recognition.
- Seek signs of hit by expanding recognition through tie-ups with influencers and repeating PDCA of pilot sales.

FYE Sept. 2024 net sales
3.99 billion yen

FYE Sept. 2025 plan
4.6 billion yen(+14.0%)

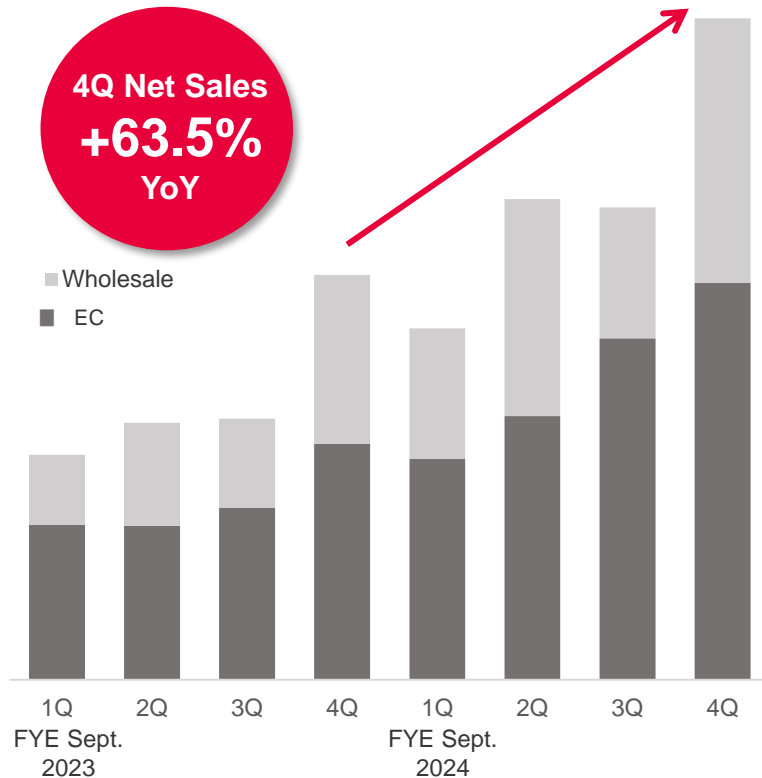
PERFECT ONE FOCUS

Up 63.5% in 4Q, up 71.3% for full year thanks to continued strong performance

Accelerated growth thanks to strong sales of cleansing balm “Deep Black.”

Further expand the brand scale by launching collaboration products and increase new product lineups.

Trend of FOCUS quarterly net sales



Sold again limited quantities of “Smooth Cleansing Balm VC7,” which sold out* immediately the day it was put on sale.

Wholesale

- Net Sales per store rose by strengthened promotion.
- Started rolling out products at variety shops from July, driving further expansion of sales channels.

EC

- Recorded highest net sales at Qoo10’s mega discount, continuing from 3Q.
- The number of subscribers increased on Amazon and in-house EC by acquiring fans of the product.

* 12,000 units for Qoo10 sold out immediately the same day it went on sale (September 2023).

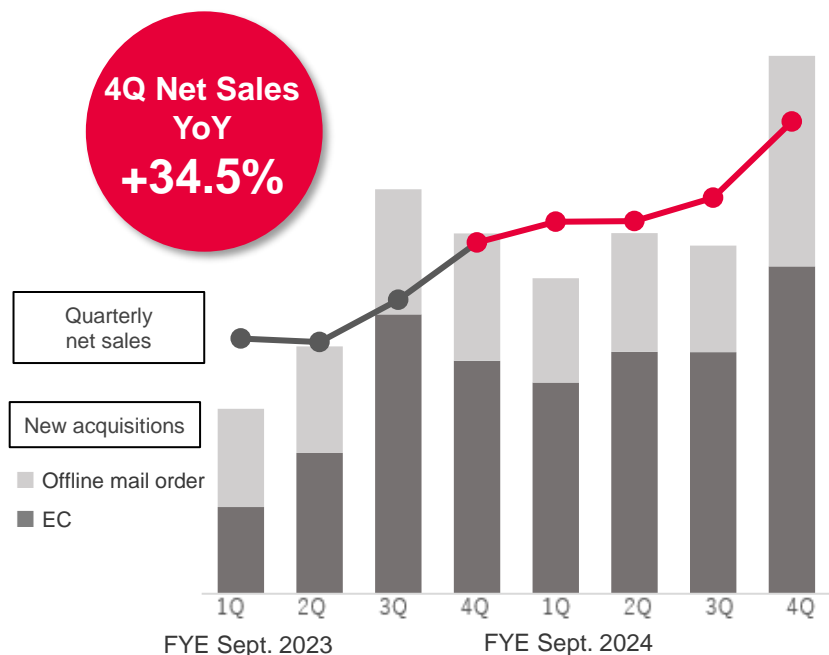
Fun and Health Up 40.0% thanks to continued strong performance of “W no Kenko Aojiru”

FYE Sept. 2024 net sales
4.66 billion yen

FYE Sept. 2025 Plan
5.2 billion yen(+12.5%)

Fun and Health

Trends in quarterly net sales and the number of new customer



- “Slimore Coffee” enters a phase of increased marketing investment.
- Increased new customers for Aojiru by 10.3% YoY and subscribers steadily. The strong trend is expected into the next year.

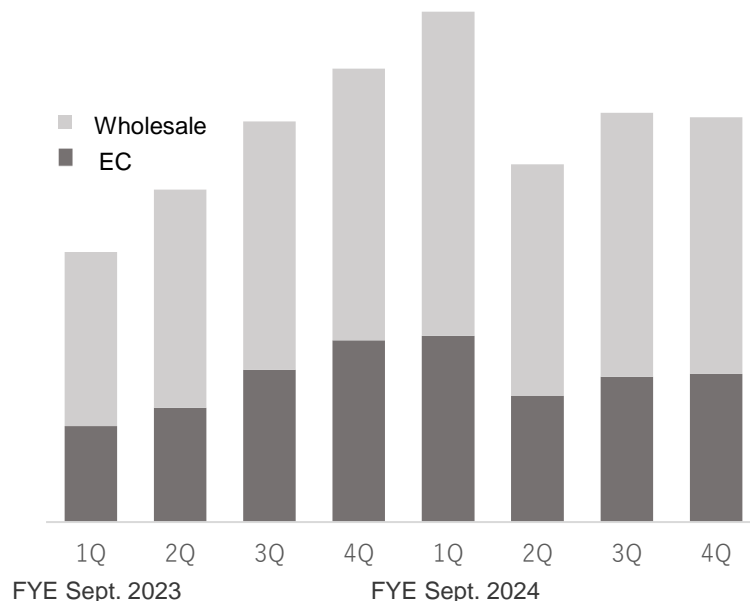


Wellness Food Steady growth through channel expansion

FYE Sept. 2024 net sales
1.09 billion yen

FYE Sept. 2025 Plan
1.3 billion yen(+19.1%)

Wellness Food quarterly net sales



- Expanded sales channels by starting sales of MCT Oil at drug stores
- Broaden the roll-out of PB brand products. Build strong relationships with business partners.



3. Plan for the FYE Sept. 2025

Plan for the FYE Sept. 2025

Cosmetics **plans increase of 3.2%** through increased domestic sales of “PERFECT ONE” and “FOCUS”.

Healthcare **plans increase of 14.7%**, due to steady growth in “Fun and Health” and “Wellness Food”.

Increase operating profit and profitability by driving cost structure reforms after aggressive investment.

(Unit: Million yen)

Items	FYE Sept. 2024 Results	FYE Sept. 2025 Plan			YoY change in the full-year plan	YoY change in the full-year plan (%)
		First half	Second Half	Full-year		
Net sales	40,043	20,350	21,650	42,000	+1,956	+4.9%
Cosmetics	34,288	17,280	18,220	35,500	+1,211	+3.5%
Healthcare	5,755	3,070	3,430	6,500	+744	+12.9%
Operating profit	4,176	2,110	2,390	4,500	+323	+7.7%
Operating profit margin	10.4%	10.4%	11.0%	10.7%	+0.3pt	—
Ordinary profit	4,103	2,120	2,400	4,520	+416	+10.2%
Profit (attributable to owners of parent)	2,795	1,460	1,640	3,100	+304	+10.9%

Premises of Plan for the FYE Sept. 2025

Mail order **plans increase of 1.9%** through growth of “PERFECT ONE” and sales in domestic EC.

Wholesale **plans increase of 28.7%**, centered on “PERFECT ONE” and “FOCUS”.

Overseas **plans to reach 100 million yen from U.S.** The ratio of overseas and domestic EC to **22.2% (up 1.3pt YoY)**.

Drive structural reform through improvement of costs efficiency, while Costs plans increase along with net sales

(Unit: Million yen)

Items	FYE Sept. 2024 Results	FYE Sept. 2025 Plan			YoY change in the full-year plan	YoY change in the full-year plan (%)
		First half	Second Half	Full-year		

<Sales by channel>

Mail order	36,361	18,150	18,910	37,060	+698	+1.9%
Wholesale	3,759	2,260	2,580	4,840	+1,080	+28.7%
Overseas	-77	-60	160	100	+177	—

<Overseas and domestic EC sales>

Overseas and domestic EC sales	8,337	4,270	5,040	9,310	+972	+11.7%
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<Marketing investment>

Advertising expenses	11,274	5,390	5,610	11,000	-274	-2.4%
Sales promotion expenses	5,269	2,850	2,800	5,650	+380	+7.2%

<Operating expenses>

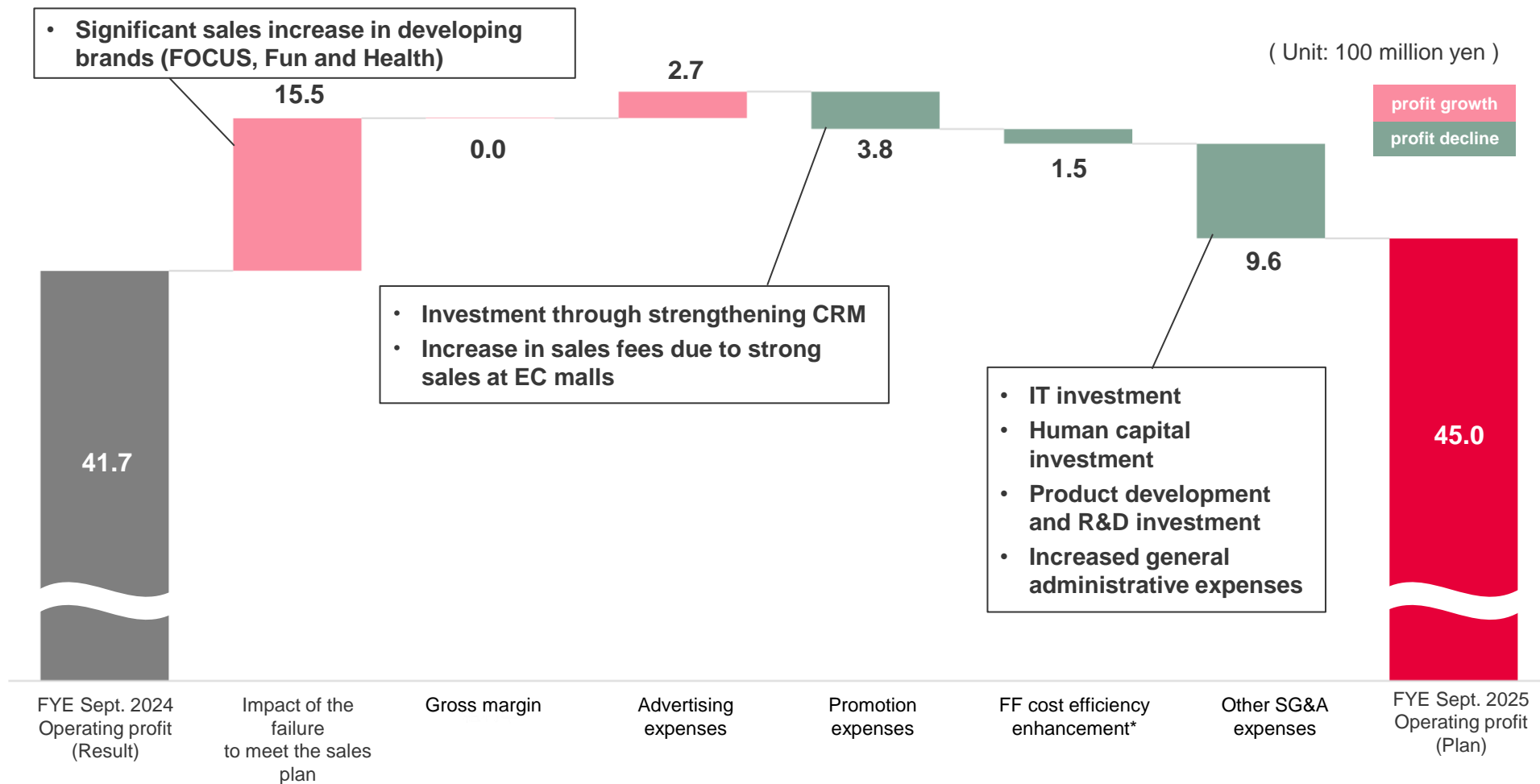
FF cost	4,195	2,130	2,270	4,400	+204	+4.9%
Call center costs	2,394	1,230	1,260	2,490	+95	+4.0%

Plan for the Fiscal Year Ending September 2025

- Operating Profit Change Factor Analysis

Plan a sales increase effect of 1,550 million yen through the increased domestic sales of PERFECT ONE and the continued double-digit growth of developing brands.

Profit increase is expected although costs increase and investment for growth may decrease profit.



*:Of FF cost, Variance from the same period of the previous year in shipping and delivery costs and agency fees (payment commissions)

Dividend Policy

Changed the dividend policy to improve capital efficiency and strengthening shareholder return.

For FYE Sept. 2025, we forecast a dividend of 52 yen per share, an increase of 7 yen per share, due to the increase profit plan and a higher dividend payout ratio.

<Before change>

We distribute profit sustainably and stably in line with financial results after securing the internal reserves necessary for making investment for future business expansion and keeping financial stability.

<After change> Dividend policy

We distribute profits continuously and stably in line with financial results, based on a consolidated dividend payout ratio of 35% or more, after securing the internal reserves necessary for aggressive investment for future business expansion.

(Yen/share)	FYE Sept. 2022 Results	FYE Sept. 2023 Results	FYE Sept. 2024 Scheduled	FYE Sept. 2025 Forecast
Profit per share ^{*1}	109.91	111.37	129.69	146.72
Dividend per share	33.00	33.00	45.00	52.00
Dividend payout ratio ^{*2}	30.0%	29.6%	34.7%	35.4%

*1 : Calculated by dividing the profit attributable to the parent company shareholder by the average number of shares during the period

*2 : Calculated by dividing dividend per share by basic earnings per share

APPENDIX

Position of the Company's Products in Each Market

All-in-one market

Share of domestic sales

NO.1^{*1}

All-in-one market
2023 (Actual)

Market size 133.7 billion yen ^{*2}



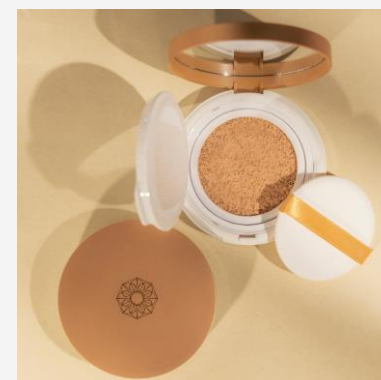
Cushion foundation market

Share of domestic sales

NO.2^{*3}

Cushion foundation market
2023 (Actual)

Market size 32.5 billion yen ^{*2}



Cleansing balm market

Share of domestic sales

NO.2^{*4}

Cleansing balm market
2023 (Actual)

Market size 23.8 billion yen ^{*2}



Aojiru market of food with functional claims

Share of Aojiru market of food with functional claims

NO.1^{*5}

Green charge market
2023 (Actual)

Market size 9.8 billion yen ^{*5}



*1: Including PERFECT ONE FOCUS series: Fuji Keizai "Cosmetics Marketing Handbook 2024" (Moisture and all-in-one sections / 2023 results of manufacturer, brand share)

*2: Fuji Keizai "Cosmetics Marketing Handbook 2024" (All-in-one sections, Cushion foundation section, Cleansing balm section)

*3: Fuji Keizai "Cosmetics Marketing Handbook 2024" (Cushion foundation section / 2023 results of manufacturer, brand)

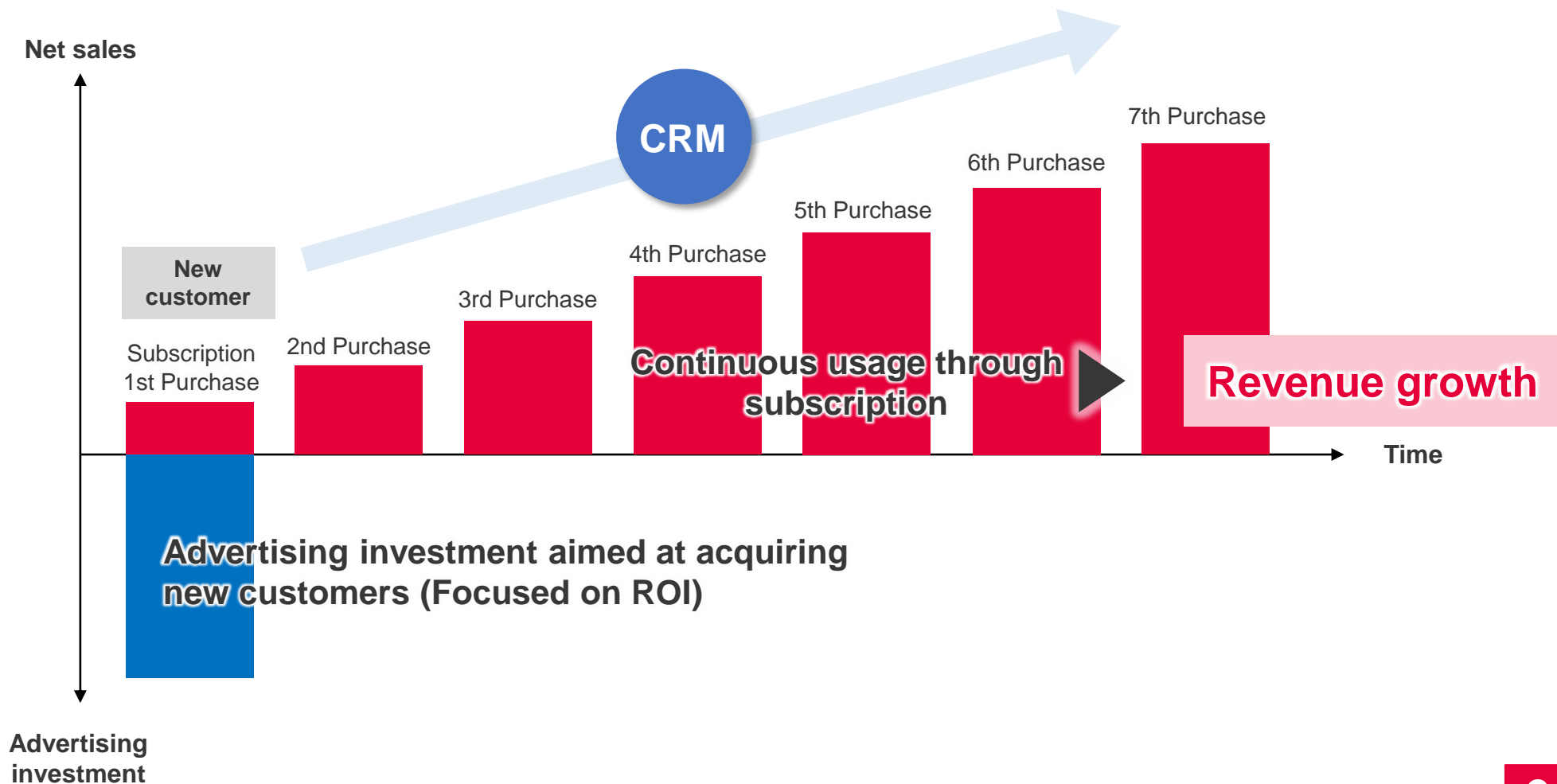
*4: Fuji Keizai "Cosmetics Marketing Handbook 2024" (Cleansing balm section / 2023 results of manufacturer, brand)

*5: Research by TPC Marketing Research (Shipment from manufacturer in 2023)

Our Strength: Recurring Revenue Model

Recurring Revenue Model through subscription for products

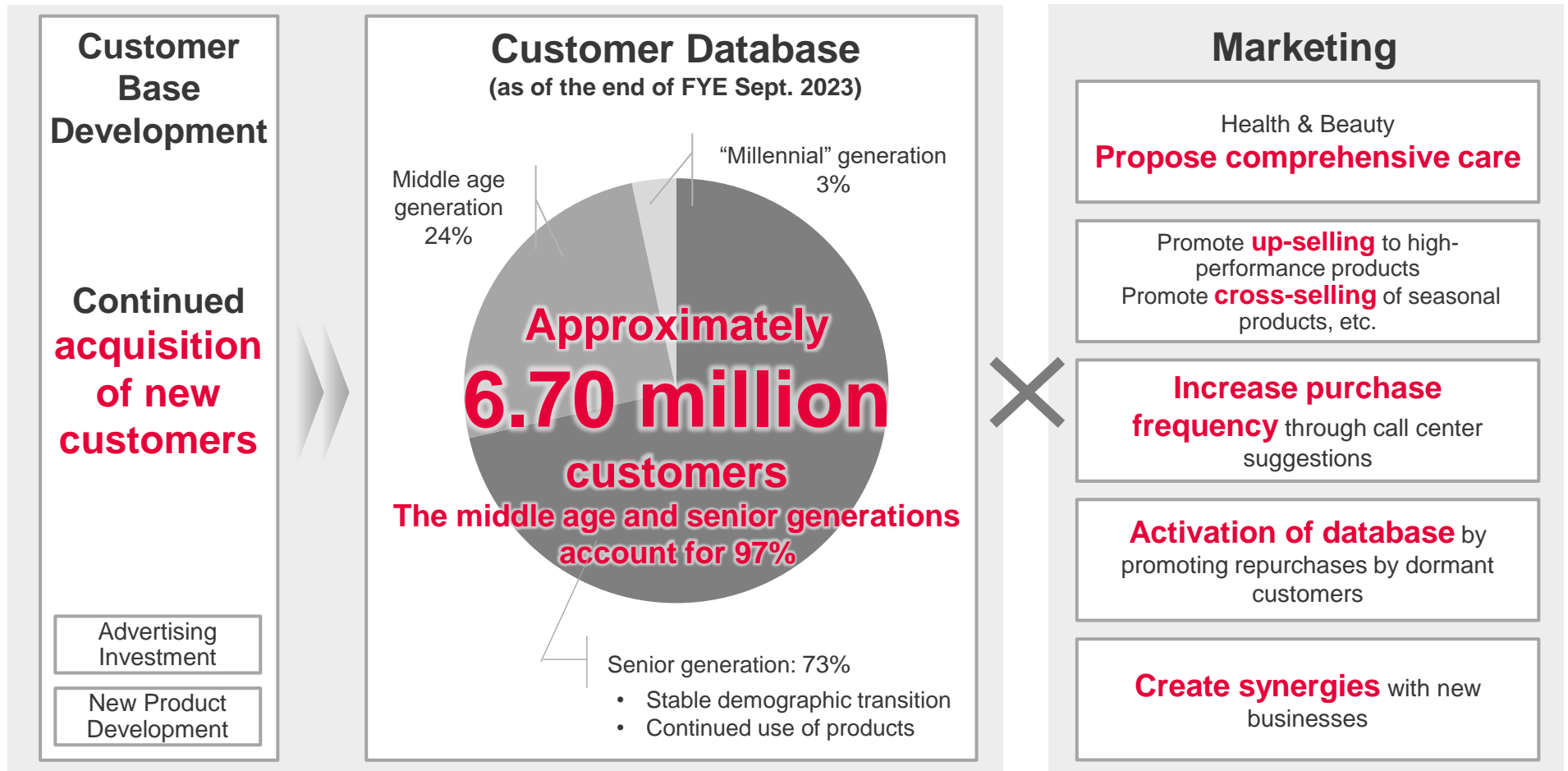
Build a foundation for sales growth based on the acquisition of new customers through prioritizing advertising investment.



Our Strength: Marketing Utilizing Customer Database

Utilize the database of approximately 6.70 million customers accumulated through continued acquisition of new customers.

Implement strategies to **maximize the asset value of the customer database**, with a focus on middle age and senior generations.

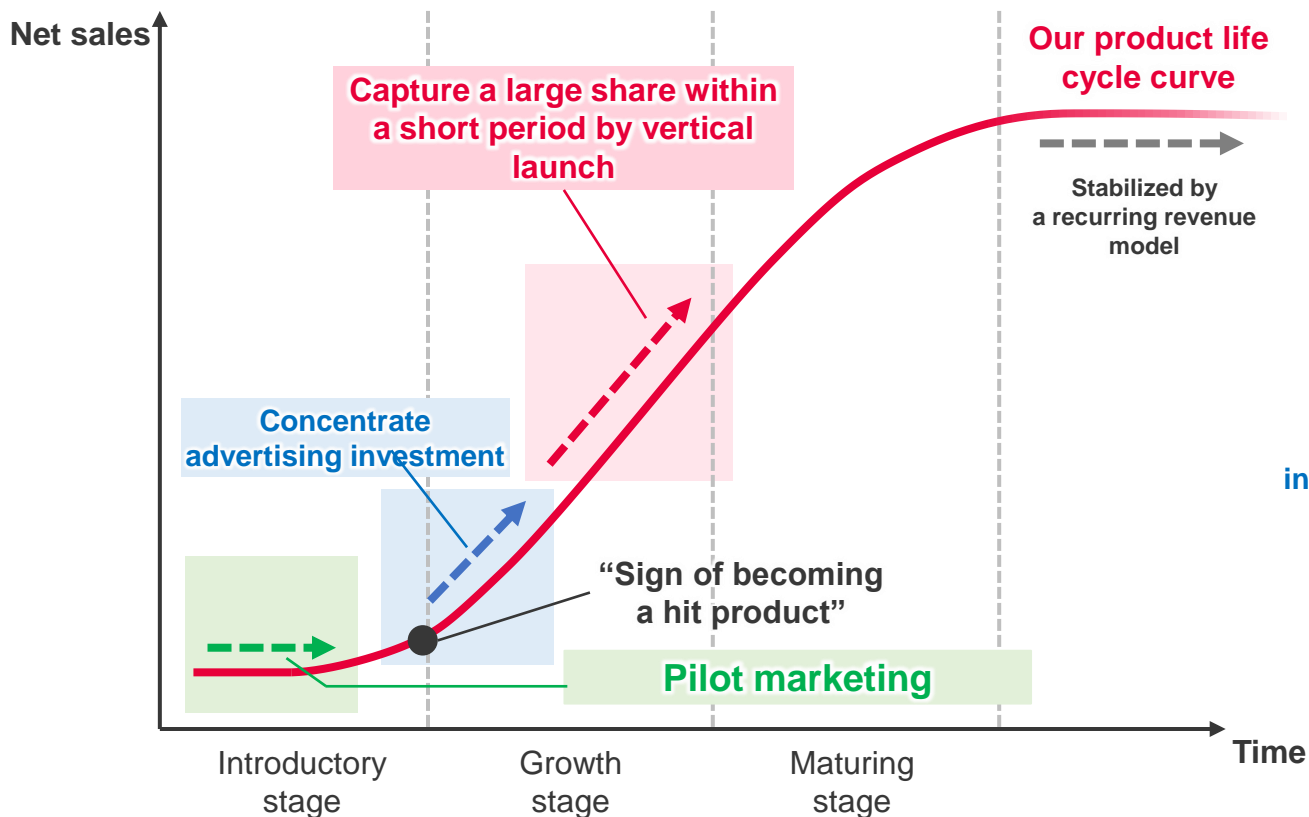


Our Strength: “Selling Power” of Mail Order Channels

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

Capture a large market share in one breath within a short period before competition intensifies by **concentrating advertising investment once a sign of becoming a hit product appears.**

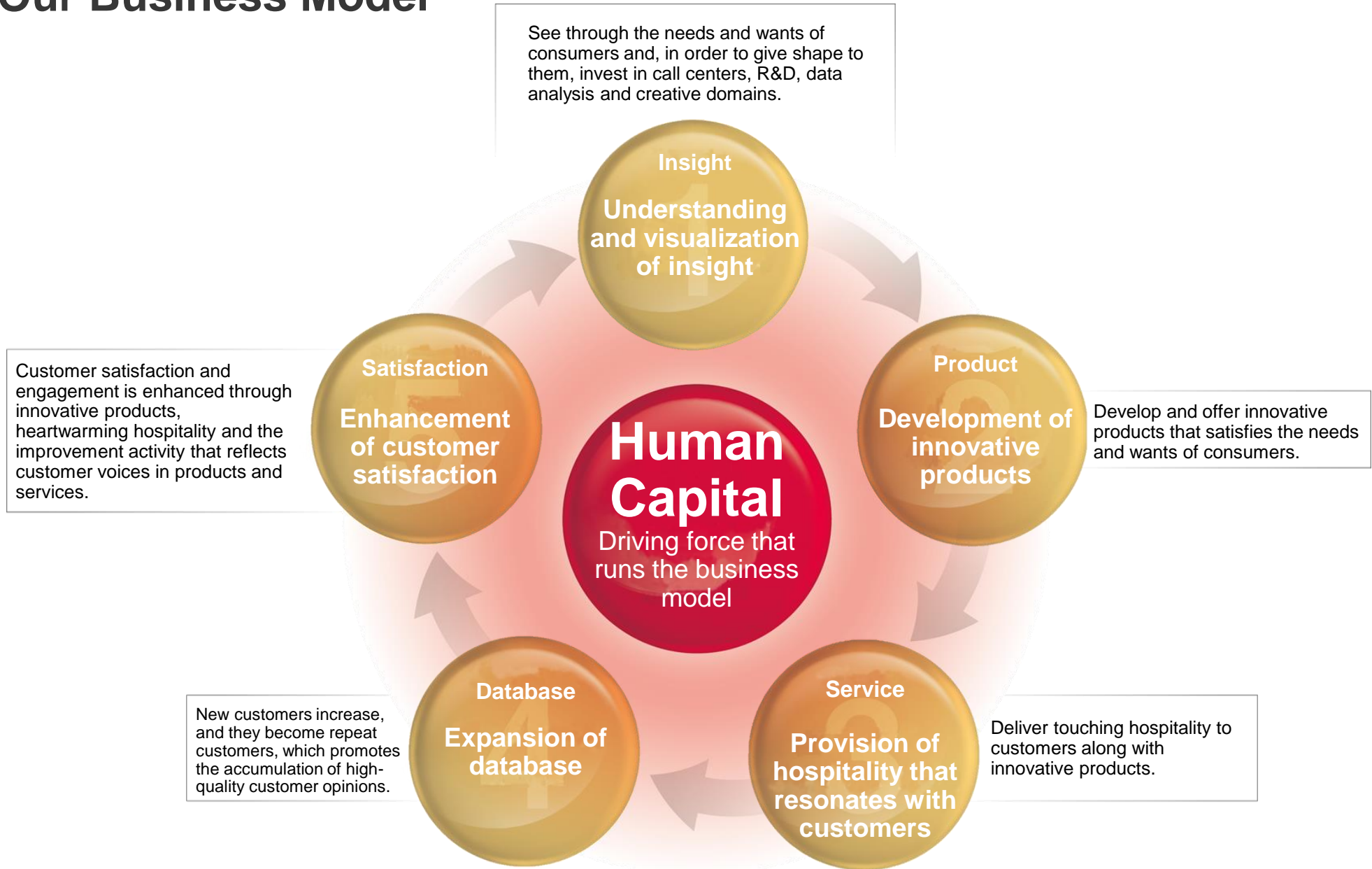
Product life cycle management of our mail order channels



[Reference]: Trend in cumulative sales of Cushion Foundation



Our Business Model



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 September 30, 2024]	
Executives	<p>Takahiro Goto, President & Representative Director of the Board and Chief Executive Officer</p> <p>Mitsuyoshi Fukuhara, Senior Managing Director of the Board and Chief Operating Officer</p> <p>Haruki Murakami, Outside Director</p> <p>Kazuyo Yunoki, Outside Director</p> <p>Sachiyo Yasuda, Outside Director</p>	<p>Keiichi Zenmyo, Outside Director (Audit and Supervisory Committee Member (full-time))</p> <p>Takashi Tanabe, Outside Director (Audit and Supervisory Committee Member)</p> <p>Yuji Nakanishi, Outside Director (Audit and Supervisory Committee Member)</p>
Business profile	Planning, mail order, and wholesale of cosmetics, health foods, and pharmaceuticals.	
Bases	Fukuoka (head office), Tokyo Office, Yoshizuka Office, Logistics Center, Itoshima Call Center	
Group companies	Flatcraft, Inc., PERFECT ONE US Co., Ltd.	
Net sales	40.04 billion yen [FYE Sept. 2024]	
Total assets	27.22 billion yen [as of September 30, 2024]	

PURPOSE

Beyond innovation, for a beautiful smile!

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

VALUE

creating inspiration

CREDO

We will:

Place importance on greetings, smiles, and altruism.

Thoroughly implement listening, empathy, and gratitude.

Act in a challenge, change, and growth-oriented manner.

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.
	May Launched RAffINE Perfect One.
October	Established Iwakuni-Hongo Research Institute as the base for cultivation and research of medical plants.*1
November	Started sales of pharmaceuticals by mail order.
March 2010	Opened its first direct store in Fukuoka PARCO shopping mall.
	July Opened a Tokyo sales office in Uchisaiwaicho, Chiyoda-ku, Tokyo (currently Tokyo Office).
April 2012	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).
	March PERFECT ONE All-in-One Gel series took the No.1 spot*2 in domestic sales* in the all-in-one market.
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.
April 2022	Moved from the First Section of the Tokyo Stock Exchange to Prime Market.
July 2023	Established PERFECT ONE US Co., Ltd. in the United States.
April 2024	Opened Itoshima Call Center in Itoshima City, Fukuoka Prefecture.

*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 2020 (non-consolidated)	September 2021 (consolidated)*	September 2022 (consolidated)	September 2023 (consolidated)	September 2024 (consolidated)
Net sales	Million yen	33,728	33,899	36,107	37,653	40,043
Ordinary profit	Million yen	3,283	3,415	3,487	3,721	4,103
Profit	Million yen	2,122	2,323	2,357	2,394	2,795
Share capital	Million yen	3,826	4,158	4,158	4,158	4,158
Total number of shares issued	Shares	21,611,300	21,855,200	21,855,200	21,855,200	21,855,200
Net assets	Million yen	14,267	16,180	17,918	19,661	21,792
Total assets	Million yen	19,956	23,240	23,857	25,501	27,222
Equity ratio	%	71.2	68.8	74.4	76.5	79.8
Return on equity	%	15.7	14.5	14.0	12.9	13.6
Dividend payout ratio	%	30.5	30.2	30.0	29.6	34.7
Cash flows from operating activities	Million yen	2,920	2,071	2,287	3,468	2,097
Cash flows from investing activities	Million yen	-367	-1,359	-496	-208	-382
Cash flows from financing activities	Million yen	-851	672	-1,093	-2,101	-902
Cash and cash equivalents at the end of the period	Million yen	12,271	13,652	14,351	15,518	16,341
Number of employees (excluding temporary employees and including seconded employees)	People	330	309	302	307	316
Net assets per share	Yen	662.97	747.34	826.51	906.72	1,006.66
Basic earnings per share	Yen	98.50	107.72	109.91	111.37	129.69
Dividend per share	Yen	30.00	32.50	33.00	33.00	45.00

*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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We will reply to you as soon as we can.

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