August 6, 2024

To whom it may concern:


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| Company name: | Shinnihonseiyaku Co., Ltd. |
| Representative name: | Takahiro Goto, President & Representative Director of the Board and Chief Executive Officer (Securities Code: 4931, TSE Prime) |
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# Revision of Dividend Forecast and Commemorative Shareholder Benefit in Commemoration of Receiving a GUINNESS WORLD RECORDS™ certificate

Shinnihonseiyaku Co., Ltd. (the Company), on August 6, 2024, made a Board of Directors resolution about paying a commemorative dividend and distributing a commemorative shareholder benefit. Accordingly, the year-end dividend forecast for the fiscal year ending September 30, 2024, which was announced on November 7, 2023, has been revised as follows.

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1. Reason for the revision of the dividend forecast

In the current fiscal year, PERFECT ONE All-in-One Gel series, the Company's main products, were certified by GUINNESS WORLD RECORDS as having the world's No. 1* sales share in the facial moisturising gel category. The Company has decided to pay a commemorative dividend and to gift a commemorative shareholder benefit to express gratitude to its shareholders and other stakeholders for their support.

* "Largest facial moisturising gel brand" (PERFECT ONE All-in-One Gel series, sales results from January to December 2022), according to TFCO Co., Ltd.

(1) Details of the revision of the dividend forecast (commemorative dividend)

The Company has decided to pay a commemorative dividend of 10.00 yen per share as the year-end dividend for the fiscal year ending September 30, 2024.

As a result, the year-end dividend per share will be 45.00 yen, including the ordinary dividend of 35.00 yen, for the fiscal year ending September 30, 2024. The year-end dividend will be proposed to the 36th Annual General Meeting of Shareholders to be held in December 2024, and will be officially determined after a resolution at the meeting.

| | Dividend per share | | |
|---|---|---|---|
| | 2nd quarter-end | Year-end | Total |
| Previous forecast (Announced on November 7, 2023) | - | 35.00 yen | 35.00 yen |
| Revised forecast | - | 45.00 yen (Ordinary dividend: 35.00 yen) (Commemorative dividend: 10.00 yen) | 45.00 yen (Ordinary dividend: 35.00 yen) (Commemorative dividend: 10.00 yen) |
| Actual dividends for the current fiscal year (Fiscal year ending September 30, 2024) | 0.00 yen | - | - |
| Actual dividends for the previous fiscal year (Fiscal year ended September 30, 2023) | 0.00 yen | 33.00 yen | 33.00 yen |

(2) Details of commemorative shareholder benefit

Shareholders who hold 100 shares (1 unit) or more, recorded in the Company's shareholders' register as of the record date of September 30, 2024, will be gifted "PERFECT ONE FOCUS Smooth Watery Gel Pure" from the Company's popular brand PERFECT ONE FOCUS, in addition to the regular shareholder benefit. This commemorative shareholder benefit will be offered only for this fiscal year.

(1) Product to be gifted

PERFECT ONE FOCUS Smooth Watery Gel Pure

(2) Timing of the gift

The Company plans to send out the gifts in the middle of December 2024.

[Current benefits]

| Number of shares held | Period held | Details of benefits | Equivalent value |
|---|---|---|---|
| 100 to less than 300 shares | Less than 6 months | PERFECT ONE Moisture Gel | 4,000 yen |
| | 6 months or longer | PERFECT ONE Whitening Gel<br>Asaichi Sukkiri! Aojiru Salad Plus (Green salad drink to refresh you in the morning!) | 8,500 yen |
| 300 shares or more | Less than 6 months | PERFECT ONE Moisture Gel<br>Asaichi Sukkiri! Aojiru Salad Plus (Green salad drink to refresh you in the morning!)<br>PERFECT ONE Treatment Shampoo<br>Shopping coupons for the Company's products (worth 5,000 yen) | 15,000 yen |
| | 6 months or longer | PERFECT ONE Wrinkle Stretch Gel<br>Asaichi Sukkiri! Aojiru Salad Plus (Green salad drink to refresh you in the morning!)<br>PERFECT ONE SP Night Cream (seasonal product)<br>Shopping coupons for the Company's products (worth 5,000 yen) | 30,000 yen |

[Benefits after the change] (The changed parts are underlined.)

| Number of shares held | Period held | Details of benefits | Equivalent value |
|---|---|---|---|
| 100 to less than 300 shares | Less than 6 months | PERFECT ONE Moisture Gel<br>**PERFECT ONE FOCUS Smooth Watery Gel Pure** | **7,000 yen** |
| | 6 months or longer | PERFECT ONE Whitening Gel<br>Asaichi Sukkiri! Aojiru Salad Plus (Green salad drink to refresh you in the morning!)<br>**PERFECT ONE FOCUS Smooth Watery Gel Pure** | **11,500 yen** |
| 300 shares or more | Less than 6 months | PERFECT ONE Moisture Gel<br>Asaichi Sukkiri! Aojiru Salad Plus (Green salad drink to refresh you in the morning!)<br>PERFECT ONE Treatment Shampoo<br>Shopping coupons for the Company's products (worth 5,000 yen)<br>**PERFECT ONE FOCUS Smooth Watery Gel Pure** | **18,000 yen** |
| | 6 months or longer | PERFECT ONE Wrinkle Stretch Gel<br>Asaichi Sukkiri! Aojiru Salad Plus (Green salad drink to refresh you in the morning!)<br>PERFECT ONE SP Night Cream (seasonal product)<br>Shopping coupons for the Company's products (worth 5,000 yen)<br>**PERFECT ONE FOCUS Smooth Watery Gel Pure** | **33,000 yen** |

(Reference) Description of the products to be gifted
PERFECT ONE FOCUS Smooth Watery Gel Pure




The watery gel prevents rough skin and cares for pores[*1].
The hypoallergenic formula gel is suitable for sensitive skin.
The gel contains 38 kinds of moisturizing ingredients including squalane and hyaluronic acid, as well as botanical ingredients carefully chosen from around the world that are effective for pore care[*1]. You can care for pores[*1] while regulating your skin barrier function[*2].
The all-in-one gel plays six roles: lotion, milky lotion, cream, beauty essence, facial pack and makeup base.

*1: Moisture the skin.
*2: Regulate the barrier function by moisturizing the skin.

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