PREMIER ANTI-AGING





FY2025 3Q

Results Briefing Material

June 12, 2025

Premier Anti-Aging Co., Ltd.

TSE Growth Market 4934

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Copyright©2025 Premier Anti-Aging Co.,Ltd.

01 | Executive Summary

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Executive Summary

- **[FY2025 3Q Results]**
- Although Recovery Business sales exceeded our plan and grew steadily, the Anti-Aging Business saw a decline in sales, resulting in overall sales landing slightly below the plan
- With respect to operating profit, the advertising efficiency for new customer acquisition did not improve sufficiently, thus we controlled selling expenses, especially advertising expenses, and continued fixed cost reduction, resulting in operating profit significantly exceeding the plan

- **[FY2025 Full-Year Forecast]**
- Based on the third quarter performance and considering future business conditions, we have revised our full-year forecast
- Sales are expected to fall short of the initial plan
- Although we plan to invest in advertising and promotion for "DUO," "Lalaskin," and the Venex brand in the fourth quarter, we expect operating profit to exceed the initial plan

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02 | FY2025 3Q Consolidated Results

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Consolidated Statement of Income (year-on-year)

- ✓ Although sales from the Recovery Business exceeded projections and continued to grow steadily, sales from the Anti-Aging Business declined, resulting in overall sales falling slightly short of our plan
- ✓ Operating profit significantly exceeded the plan, mainly due to our efforts to control selling expenses, especially advertising and promotional expenses, in response to insufficient improvement in advertising efficiency for new customer acquisition, as well as the continued fixed cost reduction

Unit: Millions of Yen

	FY2024 1Q-3Q	FY2025 1Q-3Q	Increase/ (decrease)	Percentage change
Net sales	15,439	12,500	(2,939)	(19.0%)
Operating profit	3	1,266	1,263	39,198.4%
Operating profit margin（%）	0.0%	10.1%	—	10.1pts
Ordinary profit	44	1,214	1,170	2,659.4%
Profit (loss) attributable to owners of parent	(1,450)	762	2,213	—

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Consolidated Statement of Income (quarterly comparison)

- ✓ Third quarter sales down compared to second quarter
- ✓ As advertising efficiency for new customer acquisition did not improve as expected, we continued to rein in SG&A expenses especially advertising expenses, resulting in a positive operating profit

Unit: Millions of Yen

	FY2024 3Q	FY2024 4Q	FY2025 1Q	FY2025 2Q	FY2025 3Q	QoQ change	YoY change
Net Sales	4,789	4,920	4,230	4,297	3,971	(7.6%)	(17.1%)
Gross profit	3,867	3,744	3,422	3,354	3,063	(8.7%)	(20.8%)
SG&A Expenses	3,658	3,608	2,800	2,998	2,774	(7.5%)	(24.2%)
└ Advertising expenses	1,464	1,266	830	1,032	863	(16.4%)	(41.1%)
└ Outsourcing	853	873	692	653	595	(9.0%)	(30.3%)
└ Payroll and allowances	390	378	369	338	428	26.7%	9.9%
└ R&D	151	131	76	66	66	1.0%	(56.0%)
└ Others	798	956	830	908	820	(9.6%)	2.8%
Operating profit	208	135	622	355	289	(18.7%)	38.4%
Operating profit margin (%)	4.4%	2.8%	14.7%	8.3%	7.3%	(1.0pts)	2.9pts
Ordinary profit	243	117	625	344	243	(29.3%)	0.2%
Quarterly profit (loss) attributable to owners of parent	234	(32)	414	167	181	8.5%	(22.6%)

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Consolidated Balance Sheet (comparison with end of FY2024)

✓ The company's equity ratio increased to 64.6%, reflecting improved financial soundness

Unit: Millions of Yen

	FY2024 4Q	FY2025 3Q	Increase (decrease)	Percentage change
Total assets	11,002	10,682	(319)	(2.9%)
└ Current assets	8,882	8,641	(240)	(2.7%)
└ Inventories*	1,586	1,923	337	21.3%
└ Non-current assets	2,120	2,041	78	(3.7%)
└ Intangible assets	999	961	(37)	(3.7%)
Total liabilities	4,877	3,778	(1,099)	(22.5%)
└ Current liabilities	3,759	3,207	(551)	(14.7%)
└ Non-current liabilities	1,118	571	(547)	(48.9%)
Total net assets	6,124	6,903	779	12.7%
Total liabilities and net assets	11,002	10,682	(319)	(2.9%)
Equity ratio (%)	55.7%	64.6%	—	8.9pts

*Inventories = Products + Raw Materials and Supplies

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03 | Status by Segment (Anti-Aging Business)

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Statement of Income

- ✓ Both mail order/EC and wholesale sales fell below the levels of the same period last year
- ✓ Due to insufficient improvement in customer acquisition efficiency in mail-order/EC sales, we continued to rein in selling expenses, particularly advertising expenses, continued fixed cost reduction and implemented appropriate cost management. As a result, operating profit significantly exceeded the plan

Unit: Millions of Yen

	FY2024 1Q-3Q	FY2025 1Q-3Q	Increase (decrease)	Percentage change
Net sales	14,102	10,257	(3,844)	(27.3%)
└ Mail order/EC	10,180	7,249	(2,930)	(28.8%)
└ Wholesale	2,915	2,206	(709)	(24.3%)
└ Others	1,006	801	(204)	(20.4%)
Operating profit (loss)	(166)	1,099	1,265	—
Operating profit margin (%)	(1.2%)	10.7%	—	11.9pts

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Anti-Aging Business (DUO)

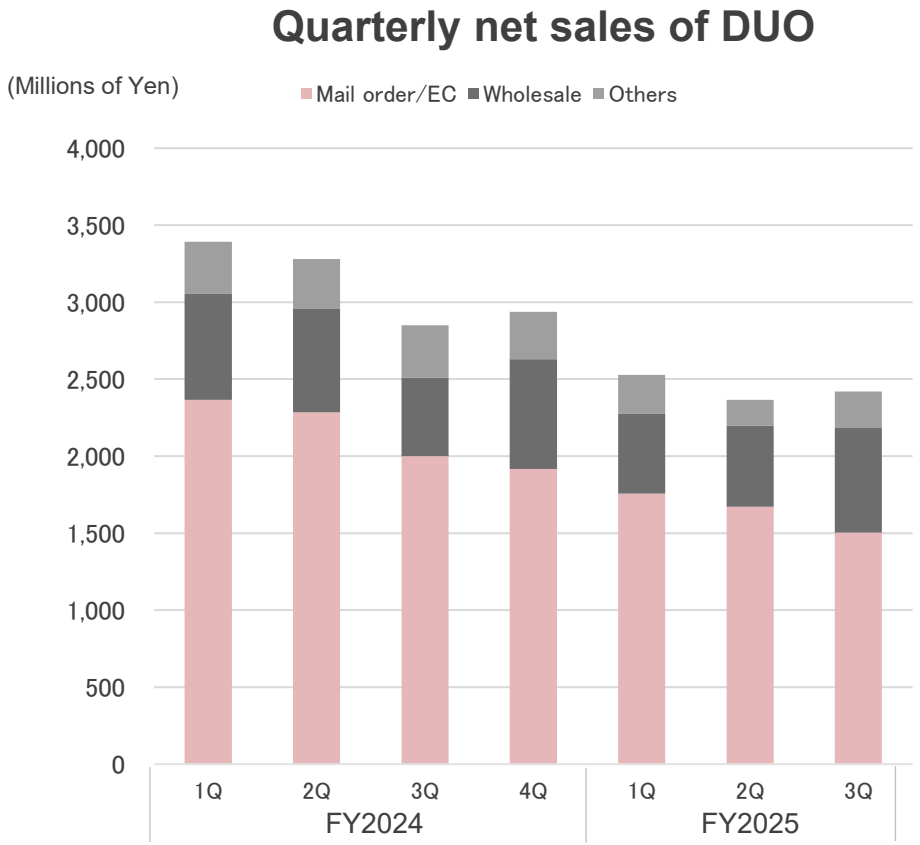
- ✓ We have renewed and relaunched all five products in the "DUO The Cleansing Balm” series, with sales trending steadily
- ✓ We are promoting DUO’s functional value through various channels to stimulate further demand

Topics

- ✓ Following the launch of Black Repair in January 2025, we released three additional variants -The Cleansing Balm, White, and Barrier - in March, followed by Clear in April, completing the renewal and relaunch of all five products in the DUO The Cleansing Balm series
- ✓ In addition to the standard 90g size, newly introduced 66g and 18g mini sizes have also seen steady sales performance
- ✓ DUO The Cleansing Balm Black Repair was honored with two awards from @cosme for the first half of 2025: Best Cleansing Product and Best Cleansing in the Mid-Price Category
- ✓ To boost demand and improve in-store POS, we promoted DUO’s functional benefits via train and OOH ads in major metropolitan areas



All five products of the DUO ”The Cleansing Balm” series post renewal.



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Anti-Aging Business (CANADEL)

- ✓ We introduced a new brand character in October 2024, and this has contributed to increased brand awareness and the expansion of sales channels
- ✓ In April 2025, we launched a new product, CANADEL tuning lotion (quasi-drug product). Initial sales have progressed in line with the plan

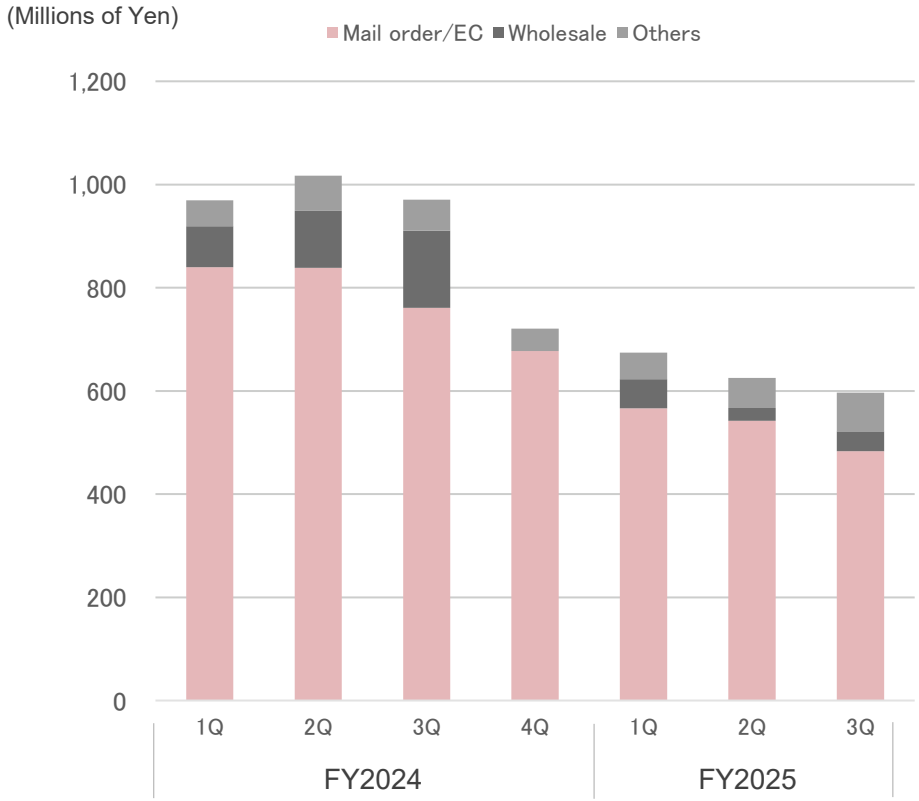
Topics

- ✓ Amidst continued sales decline due to intensifying competition in the all-in-one skincare market, we appointed a new brand character in October 2024, and this move has contributed to increased brand awareness and the expansion of sales channels
- ✓ The initial sales of CANADEL tuning lotion have progressed in line with the plan



CANADEL tuning lotion
(quasi-drug product)

Quarterly net sales of CANADEL



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Anti-Aging Business (clayence)

- ✓ clayence celebrated its third anniversary in March this year. We have been working to strengthen communication with customers through campaigns and workshops.
- ✓ In April, total cumulative shipments exceeded 2 million units, and the lineup as comprehensive hair care brand has also expanded

Topics

- ✓ In mid-January 2025, we updated the packaging design. The new design enhances visibility and better reflects the unique characteristics of each color variant
- ✓ In commemoration of the brand's third anniversary, we hosted workshops for our official Instagram account followers, further strengthening engagement with our customers
- ✓ In April, cumulative shipments of the series surpassed 2 million units. Our product lineup has also expanded, solidifying our position as a comprehensive hair care brand





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Anti-Aging Business (Brands under Cultivation)

- ✓ Initial sales of Lalaskin, our new skincare brand inspired by the fast beauty medical concept, have progressed in line with the plan
- ✓ Test marketing initiatives for brands such as SINTO and C+ mania continues. We aim to expand sales of our brands under cultivation while carefully assessing investment efficiency

Topics

Lalaskin

- ✓ We introduced Lalaskin, a new skincare brand inspired by the fast beauty medical concept, combining “trends,” “cutting-edge ingredients,” and “affordability.” The initial product launch in April included Lalaskin Shiratama Peeling Gel Wash and Lalaskin Suikou Shower Mist in select stores, and early sales have progressed in line with the plan

SINTO

- ✓ We are preparing to begin sales through new channels

C+mania

- ✓ We are continuing test marketing in retail channels.
- ✓ POS performance has been increasing at key inbound-focused stores



New brand: “Lalaskin”

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04 | Status by Segment (Recovery Business)

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Statement of Income

- ✓ Revenue exceeded the plan, driven by strong sales of core products such as Standard Dry Plus and Comfort Punch. Ongoing initiatives including better supply chain management and inventory optimization also contributed to revenue growth
- ✓ Operating profit slightly increased YOY, in line with the plan, as we continued to invest in TV commercials and digital marketing to support further sales growth

Unit: Millions of Yen

	FY2024 1Q-3Q	FY2025 1Q-3Q	Increase/ (decrease)	Percentage change
Net sales	1,337	2,242	905	67.7%
Operating profit	163	167	3	2.4%
Operating profit margin (%)	12.3%	7.5%	—	(4.8pts)

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Recovery Business (Venex)

- ✓ Our 20-year commitment as a pioneer in recovery wear was recognized with the Senken Synthetic Fiber New Frontier Award
- ✓ As part of our efforts toward a more sustainable society, we launched the RECYCLE ACTION initiative, which transforms the contributions and goodwill of participating users into cushions. These cushions are then used to assist athletes in pursuing fulfilling careers and to inspire people of all ages who are striving to achieve their goals

Topics

- ✓ We were awarded the New Frontier Award at the 55th Senken Synthetic Fiber Awards (2024), hosted by Senken Shimbun, in recognition of our long-standing commitment to creating the recovery wear market through continuous research, development and sales efforts
- ✓ We also signed a brand ambassador agreement with Yuki Soma, a professional football player who was selected as a member of the Japanese national team and currently playing for FC Machida Zelvia. Through this partnership, we provide our recovery products and knowledge based on recovery science to help enhance his performance
- ✓ As part of our RECYCLE ACTION initiative, we collected approximately 175kg of used recovery wear. Taking advantage of the sustainable functionality of our materials, we repurposed them into cushions using our fabric for both the cover and the filling, which were then donated to sports organizations, teams, athletes, and facilities we support
- ✓ At Tokyo Marathon EXPO 2025, we showcased and sold items from our Platinum Recovery series including wearables, bath products, and gels designed to support post-run recovery and help energize runners for their next run

Senken Synthetic Fiber Award: New Frontier Award



Professional football player: Yuki Soma



Tokyo Marathon Expo 2025

TOKYO MARATHON EXPO 2025

Recycle Action

VENEX RECYCLE ACTION

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05 | Sustainability

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Sustainability Initiatives

✓ Guided by our basic sustainability policy, we are actively working to address social issues by pursuing goals aligned with each materiality

Providing Unique Value

Anti-Aging Relay - Employee-Led Initiative to Share Our Efforts

- ✓ To encourage employees to become ambassadors of anti-aging themselves, we launched an internal initiative where staff members share their daily activities that contribute to anti-aging practices
- ✓ This “relay-style” program is streamed every Monday morning within the company. This program has celebrated its first anniversary in April and continues to expand in participation and impact



Providing Unique Value

Continued Participation in the Cosme Bank Project

- ✓ Since 2022, we have been participating in this project, which aims to deliver cosmetic products to those who may not be able to access for financial reasons
- ✓ We provided the Spring/Summer 2025 gift campaign products featuring original stickers applied by our employees as sponsored products

COSME BANK PROJECT
Supporting Member 2025

Improving Well-being

Initiatives to Promote Health and Communication

- ✓ As part of our health and wellness initiatives, we designated a “Health & Connection Promotion Month” to raise awareness of physical and mental well-being and to foster stronger connections among employees across departments
- ✓ A wide variety of activities - both athletic and cultural - have been organized, including basketball, yoga, and Hyakunin Isshu (a traditional Japanese card game), fostering both health and connection



Employees practicing yoga

Improving Well-being

Organizing a Recovery Science Seminar

- ✓ As part of the initiatives outlined in our health management strategy map, we once again held a Recovery Science Seminar this year with the aim of enhancing employee performance



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06 | FY2025 Earnings Forecast

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FY2025 Earnings Forecast

- ✓ With the continued growth of the recovery market, the Recovery Business is expected to maintain strong sales performance
- ✓ Meanwhile, the business environment surrounding the Anti-Aging Business remains challenging. Thus we continue to take a cautious view not only with respect to mail order/EC and wholesale sales, but also regarding the Chinese market. In addition, we anticipate a certain level of old product returns associated with the renewal of the DUO brand
- ✓ In the fourth quarter, we plan to actively invest in advertising and promotional activities to support the renewed DUO and the nationwide rollout of the new Lalaskin brand. We will also continue to make additional marketing investments to further raise awareness of the Venex brand and drive sustained sales growth
- ✓ Based on these factors, we have revised our full-year earnings forecast as follows

Unit: Millions of Yen

	FY2024 actual	FY2025 initial forecast (A)	FY2025 revised forecast（B）	Increase/ (decrease) (B)－(A)	Percentage change (B)÷(A)
Net sales	20,359	17,500	16,000	(1,500)	(8.6%)
Operating profit	139	150	300	150	100.0%
Operating profit margin (%)	0.7%	0.9%	1.9%	―	1.0pts
Ordinary Profit	161	130	250	120	92.3%
Profit (loss) attributable to owners of parent	(1,483)	130	120	(10)	(7.7%)

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07 | Appendix

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Company Profile

Name	Premier Anti-Aging Co., Ltd.
Established	December 2009
Head office	Toranomon Hills Station Tower 34F, 2-6-1 Toranomon, Minato-ku, Tokyo
Board members	Kiyoshi Matsuura, President Yoichiro Ito, Director and Managing Executive Officer, CFO Takuyuki Fukumoto, Independent Outside Director Sakiko Sakai, Independent Outside Director Motoyasu Ishihara, Independent Audit and Supervisory Board Member Akira Ide, Independent Audit and Supervisory Board Member Yosuke Kondo, Independent Audit and Supervisory Board Member Keigo Uemura, Executive Officer Yuka Uehara, Executive Officer Masahiro Noda, Executive Officer Mitoshi Habara, Executive Officer Hirotaka Mukubayashi Executive Officer
Consolidated number of employees	221 (as of April 30, 2025)
Line of business	Planning, development, import/export, mail-order/EC, wholesale and retail business of cosmetics, health food products and recovery wear
Group companies	Premier Anti-Aging (Shanghai) Co., Ltd. Venex Co., Ltd.



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Corporate Identity

✓ In 2023, we redefined our slogan, purpose and promises

Slogan

Forever vivid

人の時間（とき）を、解き放つ。

Untether time.

Purpose

Uniqueな感性と思考で生み出した製品やサービスで、
すべての人を年齢から解き放ち、新たな価値観で輝かせる。

Create original products and services of unique value that untether people from their age and brighten their lives.

Corporate Logo

PREMIER ANTI-AGING

Wonder Watch

時間（とき）を解き放つ。そのとき、人生は鮮やかに輝きはじめる。

Untether time. For the time of your life.

Promises

No limits

プロフェッショナルとして、自らの壁を超え成長し続ける。

Be a professional, pushing your boundaries and seeking growth.

Never boring

決まりきった方法を疑い、新たな驚きと発想を生み出す。

Question the status quo and welcome surprising new ideas.

Always true

自分に、仲間に、社会に、妥協なく誠実に向き合う。

Be sincere and honest with everyone—including yourself.

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Corporate History

2009	- December	:	Established Premier Anti-Aging Co., Ltd. in Toranomon, Minato-ku, Tokyo
2010	- February	:	Started sales of cosmetic products with the launch of the DUO brand and began selling The Cleansing Balm through mail-order/EC service
2012	- July	:	Relocated the head office to Roppongi Hills Keyakizaka Terrace
2019	- April	:	Launched the CANADEL brand, an aging care brand for adults
	- October	:	Cumulative sales of the DUO “The Cleansing Balm” series exceeded 10 million units
2020	- March	:	Relocated the head office to Toranomon Hills Mori Tower
	- September	:	Launched “sitrana,” a new brand for sensitive skin
	- October	:	Listed on the Tokyo Stock Exchange Mothers market
	- December	:	Established Premier Wellness Science Co., Ltd.
2021	- February	:	Established Premier Anti-Aging (Shanghai) Co., Ltd.
2022	- March	:	Launched the “clayence” hair care brand
	- April	:	Launched “DUO MEN,” a men’s skin care brand
2023	- January	:	Launched the “SINTO” inner care brand
	- January	:	Venex Co., Ltd. became a consolidated subsidiary
	- February	:	Launched the “X” inner care brand
	- August	:	Launched vitamin skin care brand “C+mania” brand
	- November	:	Merger with Premier Wellness Science Co., Ltd.
	- November	:	Relocated the head office to Toranomon Hills Station Tower
2024	- February	:	Cumulative sales of the DUO “The Cleansing Balm” series exceeded 50 million units
2025	- January	:	DUO “The Cleansing Balm” series 15th anniversary renewal sales

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Key Brands and Sales Composition Ratio

- ✓ In the anti-aging business, skin care brands "DUO" and “CANADEL" and hair care brand “clayence" drive sales
- ✓ The recovery business operated through subsidiary Venex Co., Ltd. is steadily growing

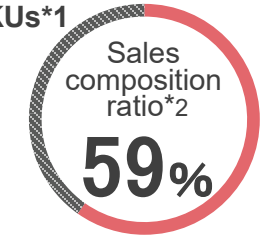
Anti-aging Business

Skin Care

DUO



- ✓ Main brand since our founding. Has driven sales for our company as a pioneer in the cleansing balm market
- ✓ Launched February 2010
- ✓ Offering 19 SKUs*1



CANADEL



- ✓ Being nurtured as the second key brand after DUO Addresses needs of contemporary women by saving time
- ✓ Launched April 2019.
- ✓ Offering 7 SKUs*1

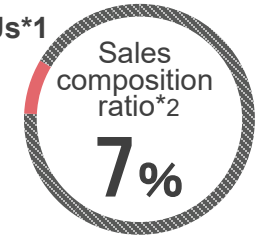


Hair Care

clayence



- ✓ Applying brand nurturing know-how gained through DUO and CANADEL
- ✓ Home hair care brand that focuses on young generation with graying hair
- ✓ Launched March 2022
- ✓ Offering 12 SKUs*1

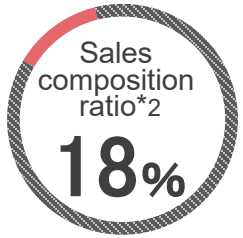


Recovery Business

VENEX
THE RECOVERY BRAND



- ✓ As a pioneer in the recovery field, Venex has developed products using fabrics made with its unique patented technology
- ✓ Joined the Group in January 2023



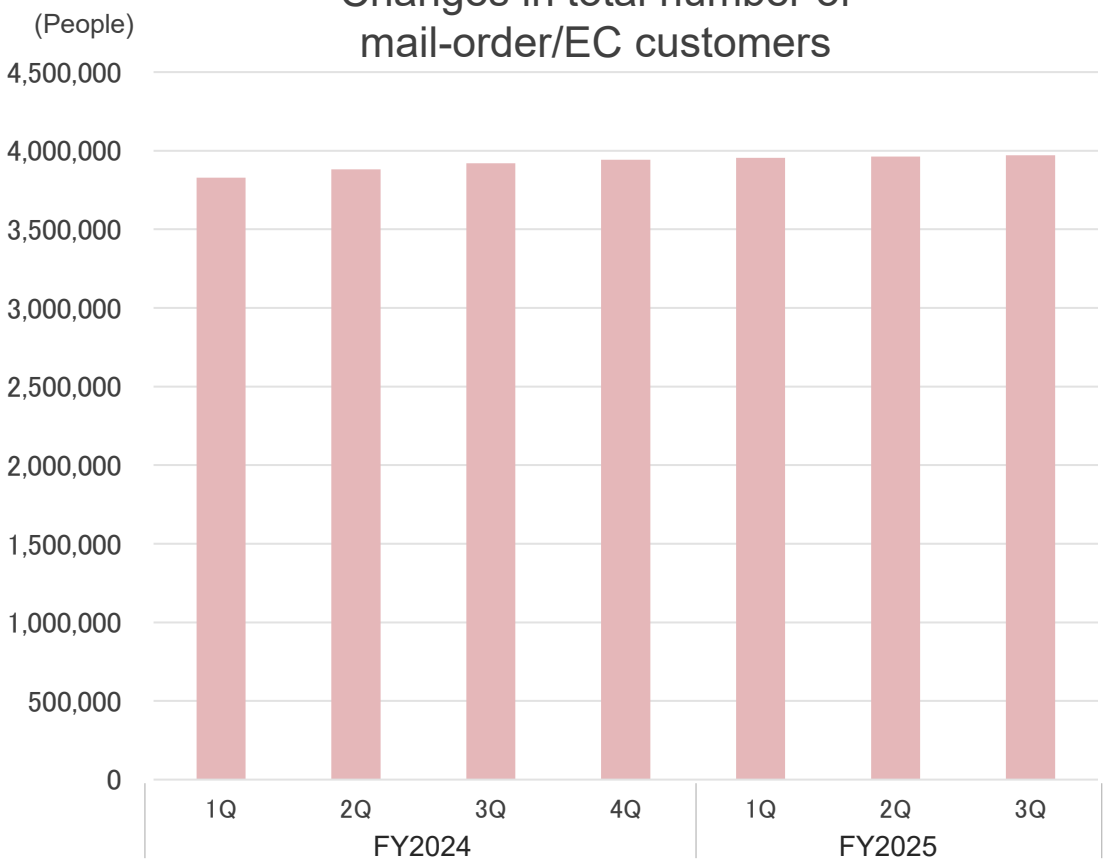
*1: SKU refers to the number of regular products as of April 30, 2025, excluding limited editions and different sizes *2: Calculated based on FY2025 3Q net sales. Decimals are rounded off.

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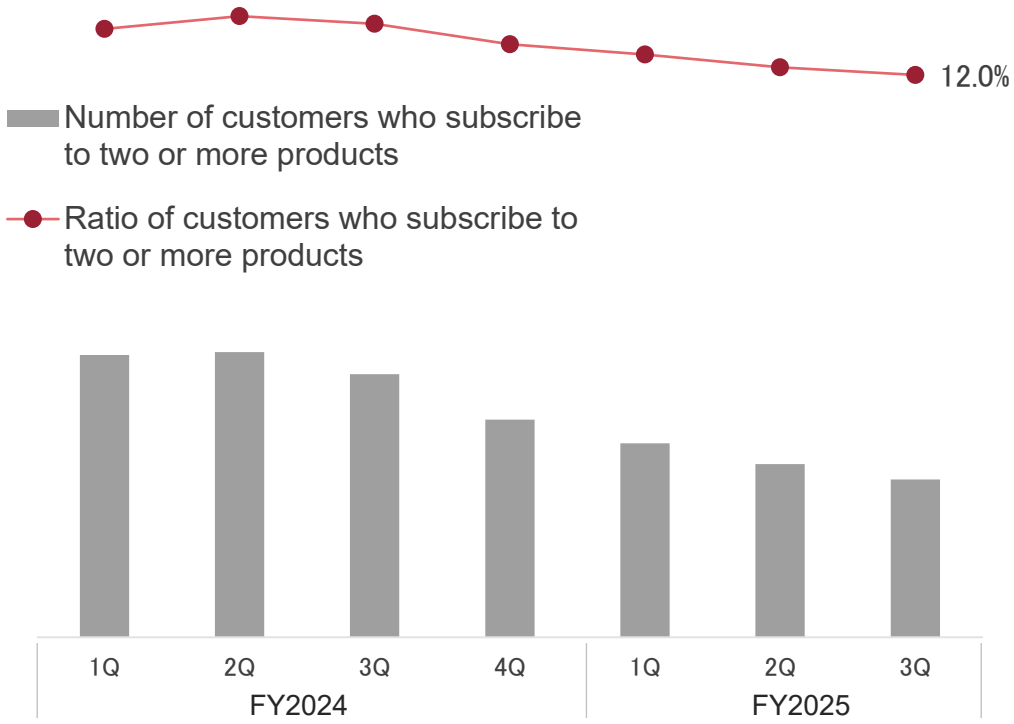
Total Number of Mail-order/EC Customers and Changes in Cross-Selling Rate

- ✓ The number of members supporting the subscription sales model has steadily increased, with the total number of members exceeding 3.9 million
- ✓ Cross-selling rate remained steady due to aggressive CX promotion

Changes in total number of mail-order/EC customers



Number of customers who subscribe to two or more products and the relevant ratio



Note: The number of customers who subscribe to two or more products refers to customers who are purchasing two or more product categories (e.g., balms and serums) on a regular basis.

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Major Brands: Premier Anti-Aging

DUO

✓ **The core brand since inauguration, DUO continues to drive sales as the pioneer in the cleansing balm market**



DUO is an aging care brand with the concept of “nourishing the skin from its foundation,” created under the policy of developing highly effective products by combining natural ingredients that are kind to the skin, body and nature with advanced science based on dermatology.
We currently have 19 SKUs* centering on cleansing balm.

CANADEL

✓ **Being fostered as the second brand following DUO, CANADEL focuses on the busy modern women’s needs for spending less time on skin care**



Based on the concept of “continuously pursuing beauty, being true to oneself, and enjoying life,” CANADEL is a highly advanced aging care brand launched in April 2019 to address the changing skin care needs of mature consumers. We offer products that take in mind the lifestyles of modern women proactively living busy daily lives.
We currently have 7 SKUs* centering on all-in-one cosmetics.

*The SKU figure refers to the number of regular products as of April 30, 2025, excluding limited items and different sizes.

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Major Brands: Premier Anti-Aging

clayence

✓ **A home hair care brand that focuses on young generation with graying hair, clayence was developed by applying the brand nurturing know-how gained through DUO and CANADEL**



A hair care brand inspired by a clay spa, clayence was created by combining the power of clay and cutting-edge science to provide hair and scalp treatment while coloring gray hair. With calming aroma on top of carefully selected clay and beauty substances, the product transforms tedious hair care into luxurious time at the spa.
We currently have 12 SKUs*.

sitrana

✓ **A cosmetics brand for sensitive skin with cica substance in all products**



Featuring a unique anti-pollution capability, the sitrana products protect the skin from dryness that causes skin irritation and such external stimuli as air pollution and dirt/grime. The cica substances under our original blending help fix the damaged skin and facilitate users to attain their ideal skin.

*The SKU figure refers to the number of regular products as of April 30, 2025, excluding limited items and different sizes.

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Major Brands: Premier Anti-Aging

DUO men

✓ **With DUO men, we newly entered the fast-growing men's cosmetics market by taking advantage of the high awareness of DUO brand**



While staying true to DUO's brand concept of "Beauty is reborn from skin care," we took a close look at skin problems and damage specific for men from the viewpoint of ecological and biological science. DUO MEN offers secure and effective skin care requiring only a few easy steps, allowing all men living busy lives to continue skin care in an enjoyable way.
We currently have 5 SKUs*.

Reinca

✓ **A skin care brand that uses a unique stem cell extract as a core ingredient created through joint research with the University of Tokyo**



Based on the brand concept of "Facing the source of skin and sensibility with the power of SKIN & SENSE science," we advocate skin cell care born from advanced skin research and care for the five senses that pursues the comfort of physical sensations. We have developed a brand based on our original dental pulp stem cell culture supernatant "ENGY Stem S", which was successfully commercialized through joint research with the University of Tokyo.
We currently have 5 SKUs*.

*The SKU figure refers to the number of regular products as of April 30, 2025, excluding limited items and different sizes.

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Major Brands: Premier Anti-Aging

SINTO

✓ **Developing inner care brand based on the development philosophy of “response with results”**



Based on the idea that bodily sensations are the essence of supplements, we adopted the same DDS technology as in the medical field. Sticking to the "experience" of the ingredients, we aim to renew the relationship between the body and the ingredients from the area of "penetration." It is a health care supplement for adults who enjoy aging that pursues a high experience with a high amount of compounding (high compounding) and high absorption and high penetration type (liposomes).
We currently have 2 SKUs*.

C+mania

✓ **A high-concentration vitamin skin care brand for “consumers with high beauty information literacy” who pursue reliable effects**



An “aggressive” vitamin skin care brand that focuses on high purity, high penetration, and high concentration, with carefully selected vitamin C from over 70 types and add α that enhances C.
Based on the concept of "enjoying vitamin C for maniacs", we aim to propose skin care products with high immediate effect in order to maximize the power of vitamin C.
We currently have 3 SKUs*.

*The SKU figure refers to the number of regular products as of April 30, 2025, excluding limited items and different sizes.

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Major Brands: Premier Anti-Aging

Lalaskin

✓ **New skincare brand, fast beauty medical concept of “trends” x “cutting-edge ingredients” x “affordability”**



As interest in beauty medicine grows among both men and women, this brand aims to make it easier to incorporate beauty ingredients used in beauty medicine into your everyday skin care routine, helping you achieve moisturized, radiant skin at home, just like you would get after a beauty treatment*1.

The Lalaskin brand aims to enable people to experience a change in the appearance of their skin on a daily basis by incorporating beauty medical concept*2 into their daily home care.

We currently have 2 SKUs*3.

*1 Treatments at beauty salons *2 Maintaining healthy skin with cosmetics developed based on dermatology
*3 The SKU figure refers to the number of regular products as of April 30, 2025, excluding limited items and different sizes.

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Major Brands: VENEX

VENEX
THE RECOVERY BRAND

RECOVERYWEAR

✓ **As a pioneer in the recovery field, Venex has developed products using fabrics made with its unique patented technology**



Based on the concept of "maximizing the self-healing power that humans have," we propose clothing for recovery. With our proprietary special fiber "PHT (Platinum Harmonized Technology)" and a non-compression design that does not constrict the body, it supports high-quality recovery just by wearing it.

VITALISE

✓ **We propose recovery products other than clothing that contain the "original nano-platinum-based mineral material" used in recovery wear.**

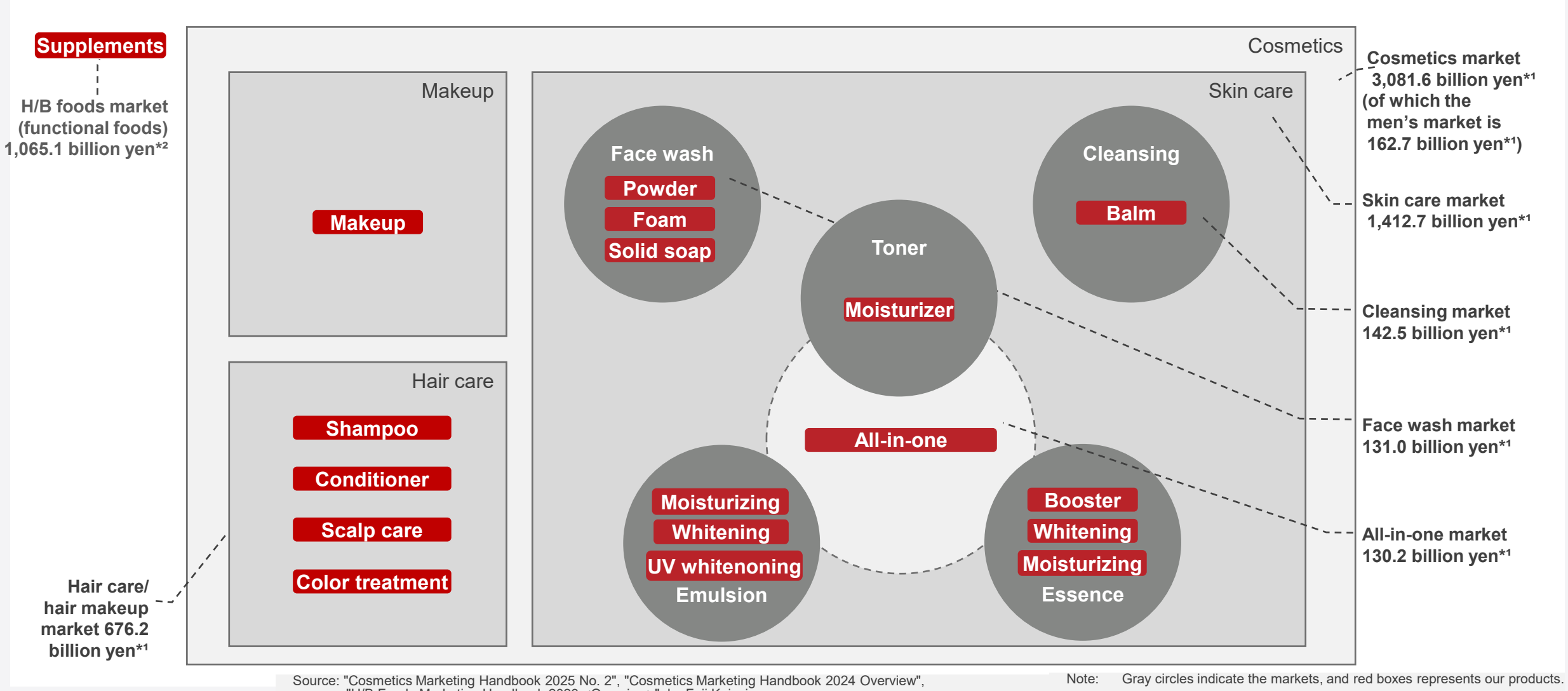


The VITALISE series was created with the aim of helping people improve their vitality so that they can live each day in good health. We developed daily care items that contain the nano-platinum-based mineral material DPV576*1 (PHT fiber-containing ingredient) used in recovery wear and offer special recovery time.

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Market Size of the Domestic Cosmetics Market

✓ The domestic cleansing market, totaled 142.5 billion yen in 2024



Source: "Cosmetics Marketing Handbook 2025 No. 2", "Cosmetics Marketing Handbook 2024 Overview", "H/B Foods Marketing Handbook 2023 <Overview>" by Fuji Keizai.
*1 The figures for cosmetics market, men's market, and hair care/hair makeup market are actual figures for 2023. The figures for skin care market, cleansing market, face wash market and all-in-one market are actual figures for 2024.
*2 *H/B foods markets figures are estimates for 2022.

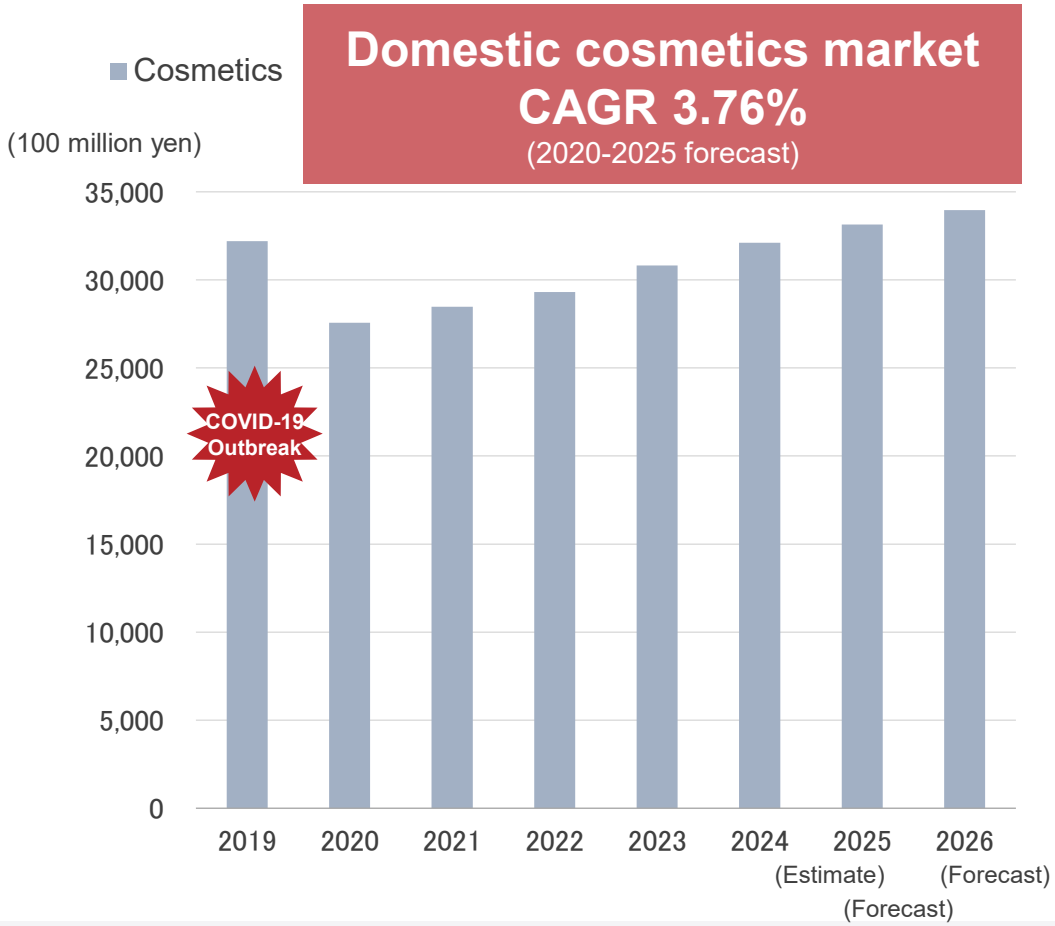
Note: Gray circles indicate the markets, and red boxes represents our products.

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Domestic Market Size for Cosmetics and Skin Care

✓ **The domestic cosmetics market, which declined significantly due to the COVID-19 outbreak, has been recovering moderately since 2020**

Trends in the domestic market size for cosmetics and skin care



Source: "Cosmetics Marketing Handbook 2024 Overview" by Fuji Keizai



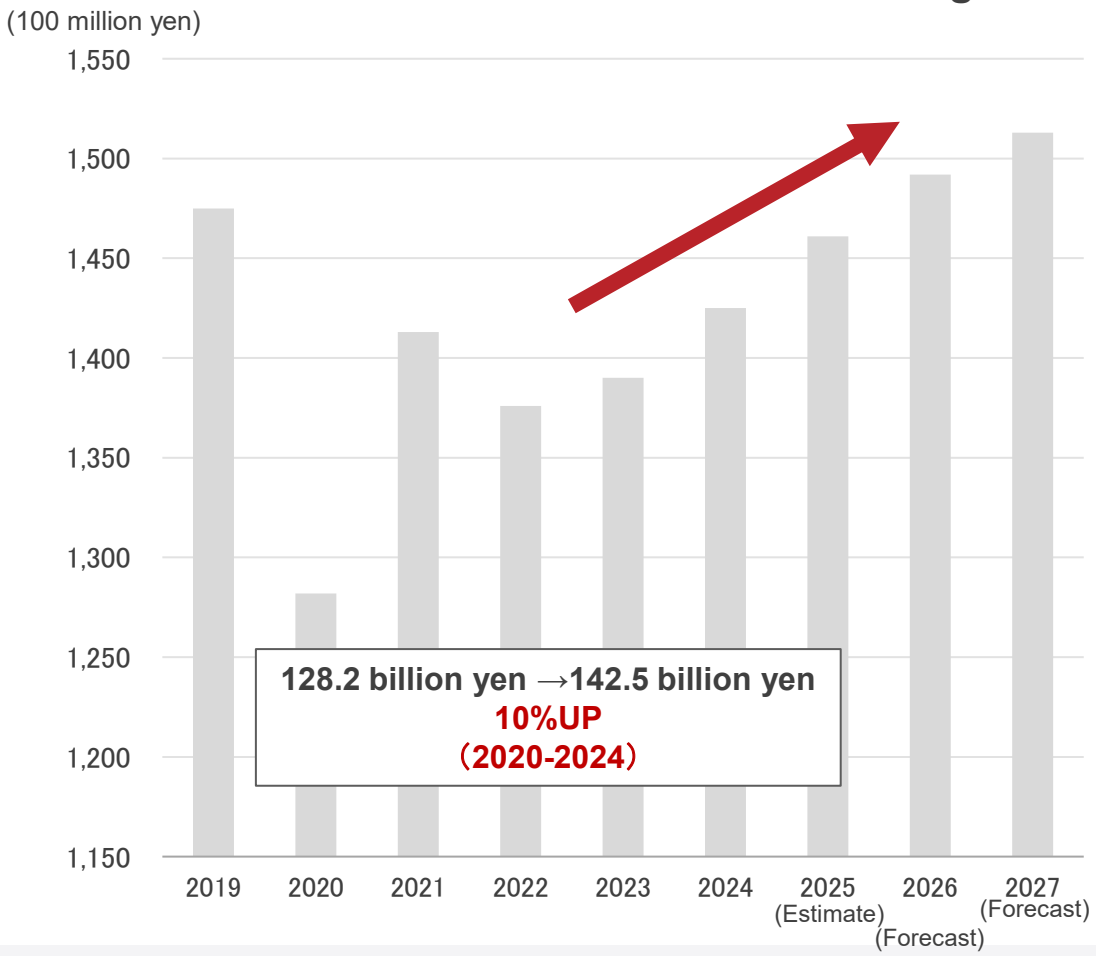
Source: "Cosmetics Marketing Handbook 2025 No. 2" by Fuji Keizai

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Domestic Market Size for Cleansing and All-in-one Cosmetics

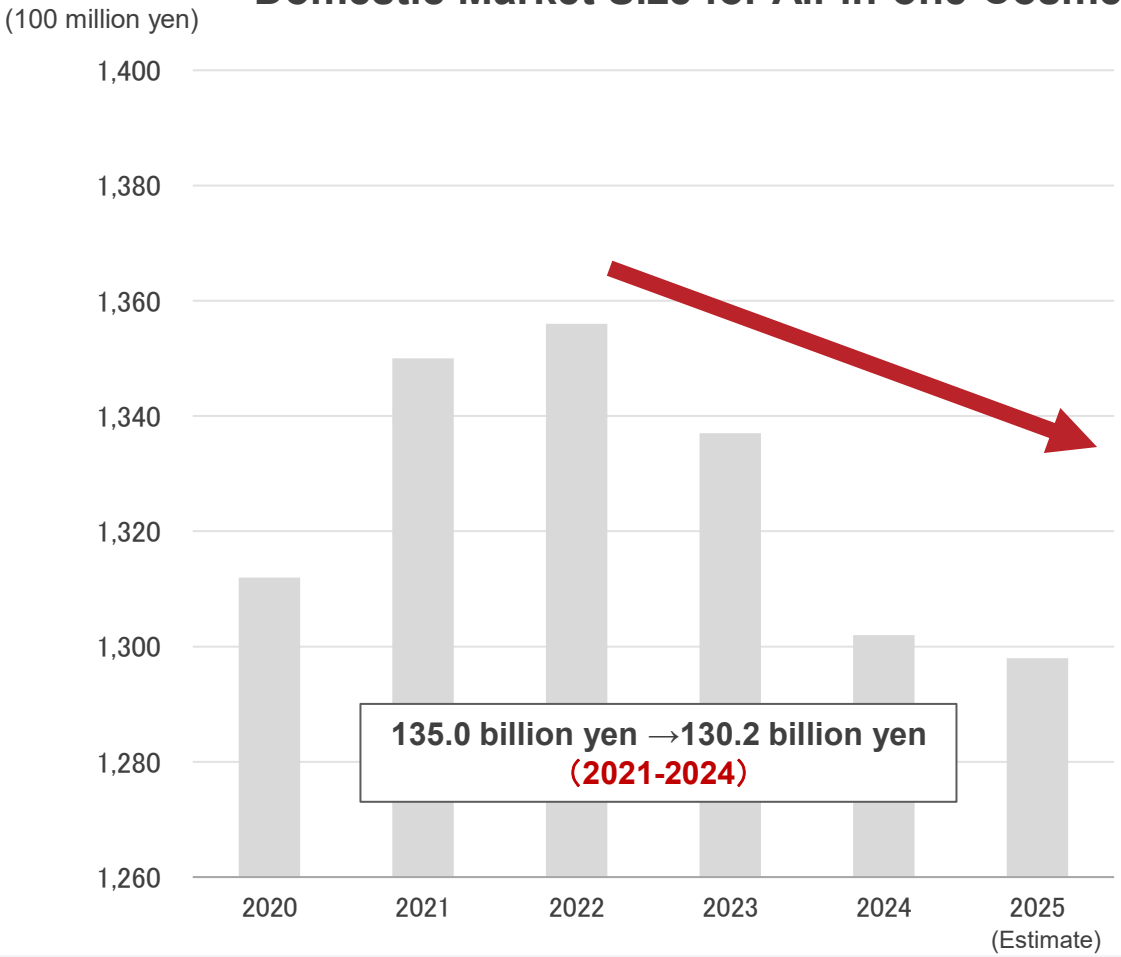
- ✓ The cleansing market has been slowly expanding after 2021 due to the change in its position as a skin care product during the COVID-19 outbreak
- ✓ The all-in-one market, which expanded mainly among mail-order manufacturers to meet time-saving needs, has been shrinking

Domestic Market Size for Cleansing



Source: “Cosmetics Marketing Handbook 2025 No. 2” by Fuji Keizai

Domestic Market Size for All-in-one Cosmetics



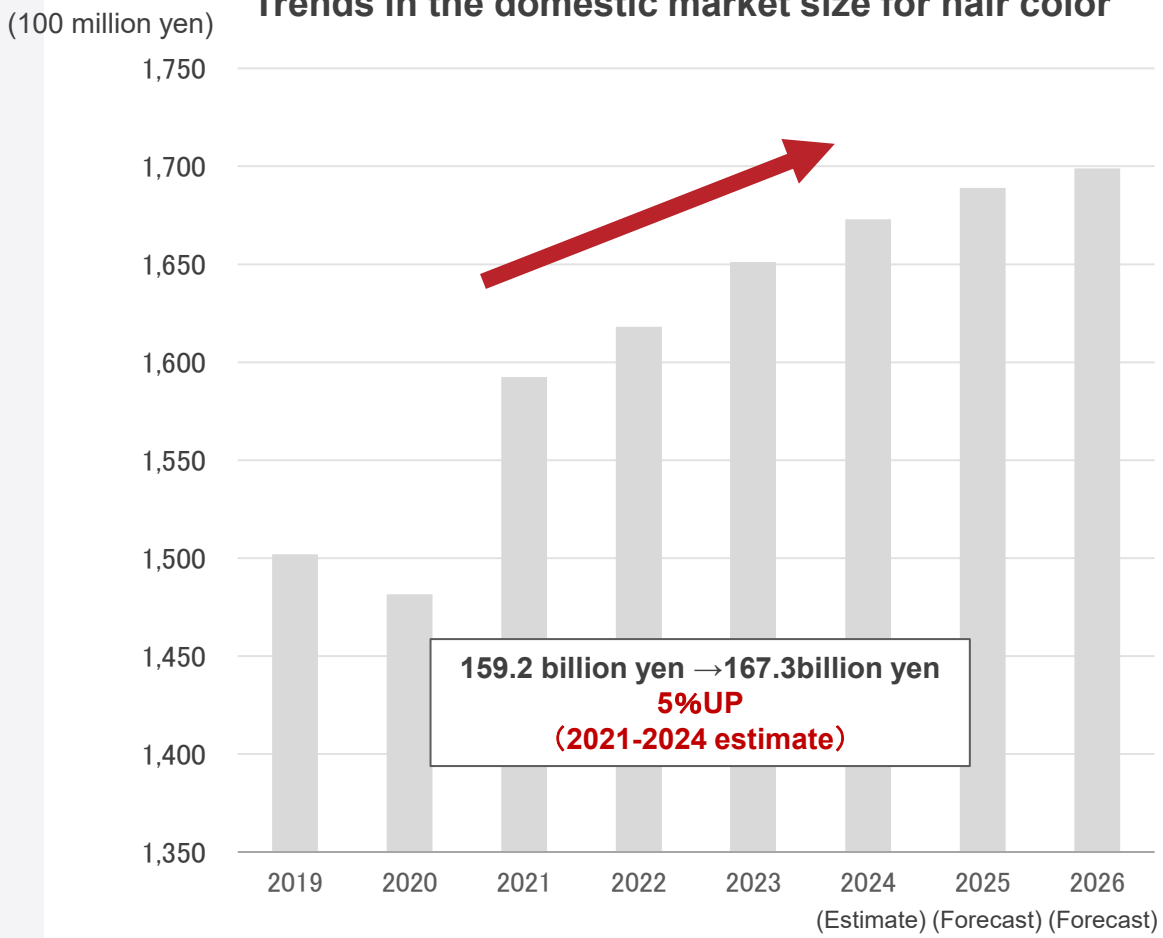
Source: “Cosmetics Marketing Handbook 2023 No. 1 and 2025 No. 2 Moisture All-in-one” by Fuji Keizai

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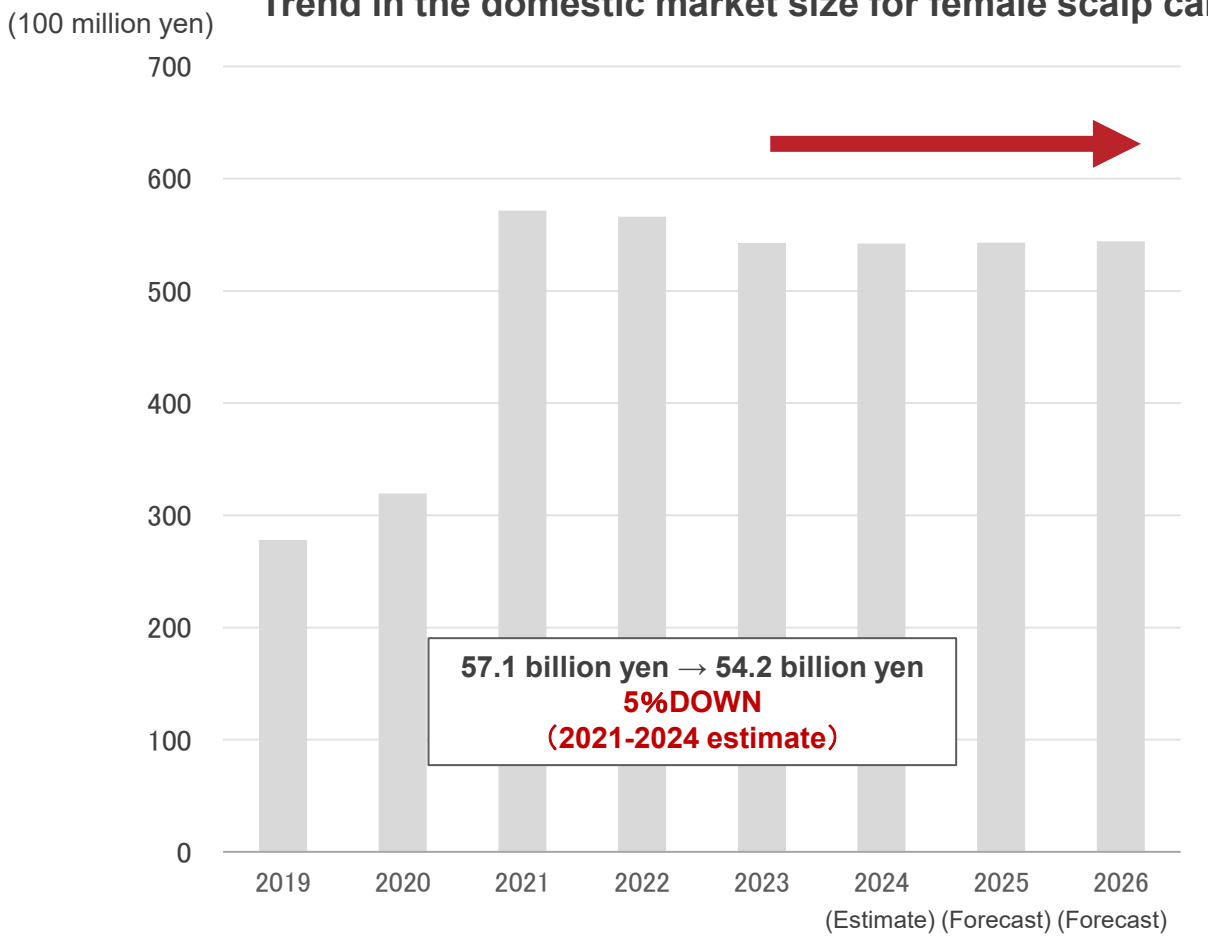
Domestic Market Size for Hair Color and Female Scalp Care

- ✓ The hair color market remains strong from 2021 onwards, with the entry of highly convenient color treatments for gray hair
- ✓ The female scalp care market has expanded rapidly since the COVID-19 outbreak due to increased time at home and heightened awareness of scalp care

Trends in the domestic market size for hair color



Trend in the domestic market size for female scalp care

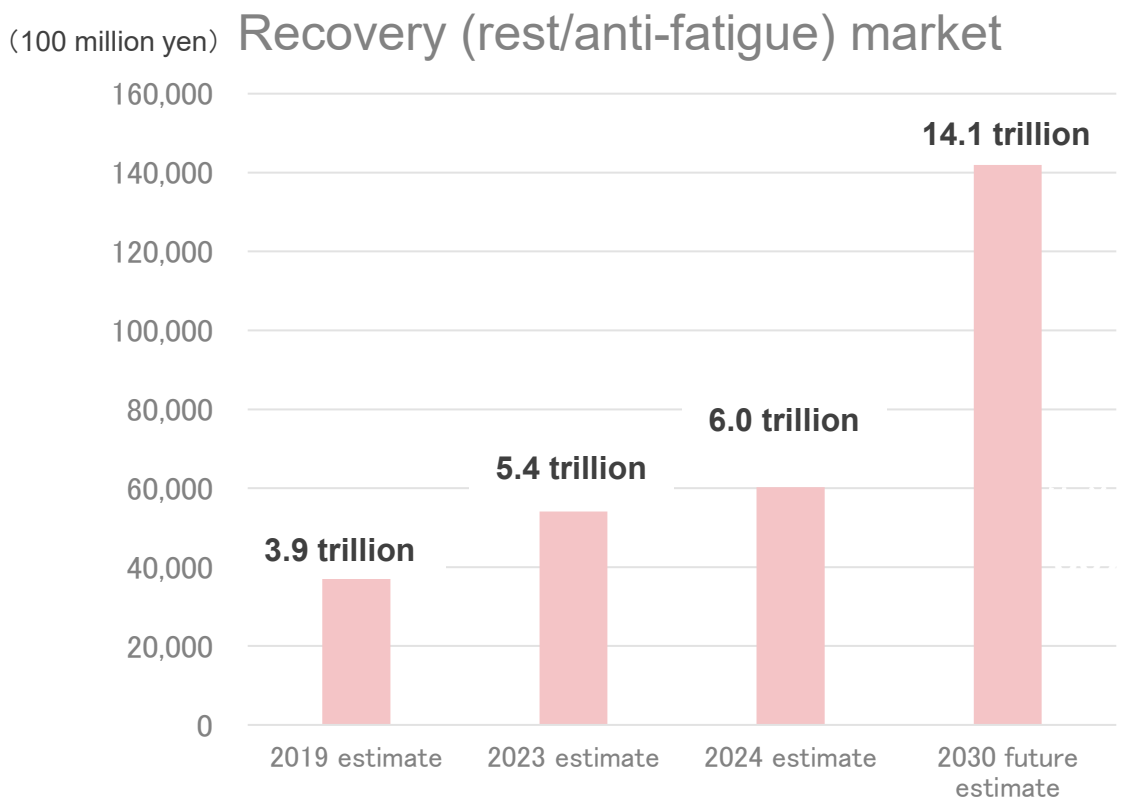


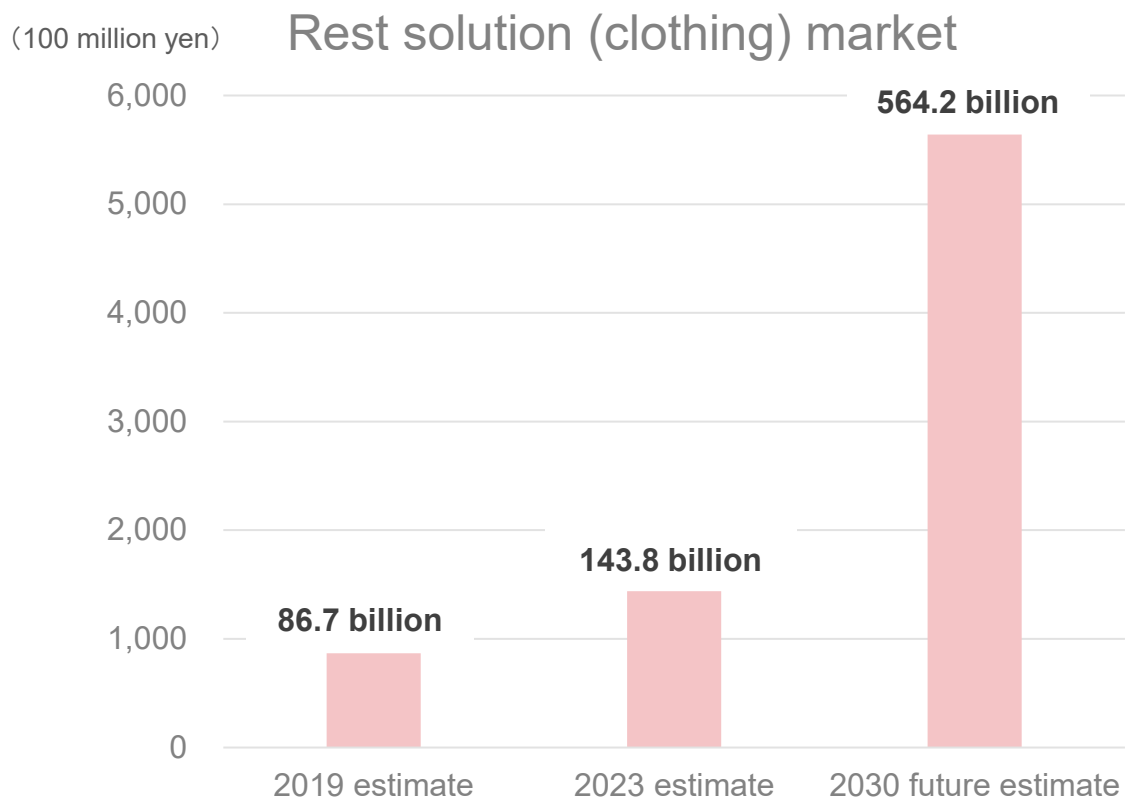
Source: “Cosmetics Marketing Handbook 2024 No. 2” by Fuji Keizai

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Domestic Market Size for Recovery Wear

- ✓ Recovery (rest and anti-fatigue) market estimated to reach 6.0 trillion yen in 2024, 1.1 times the size of 5.4 trillion yen in 2023
- ✓ The rest solutions (clothing) market grew to 143.8 billion yen in 2023, 1.66 times the size of 2019. High growth is expected to continue in the future





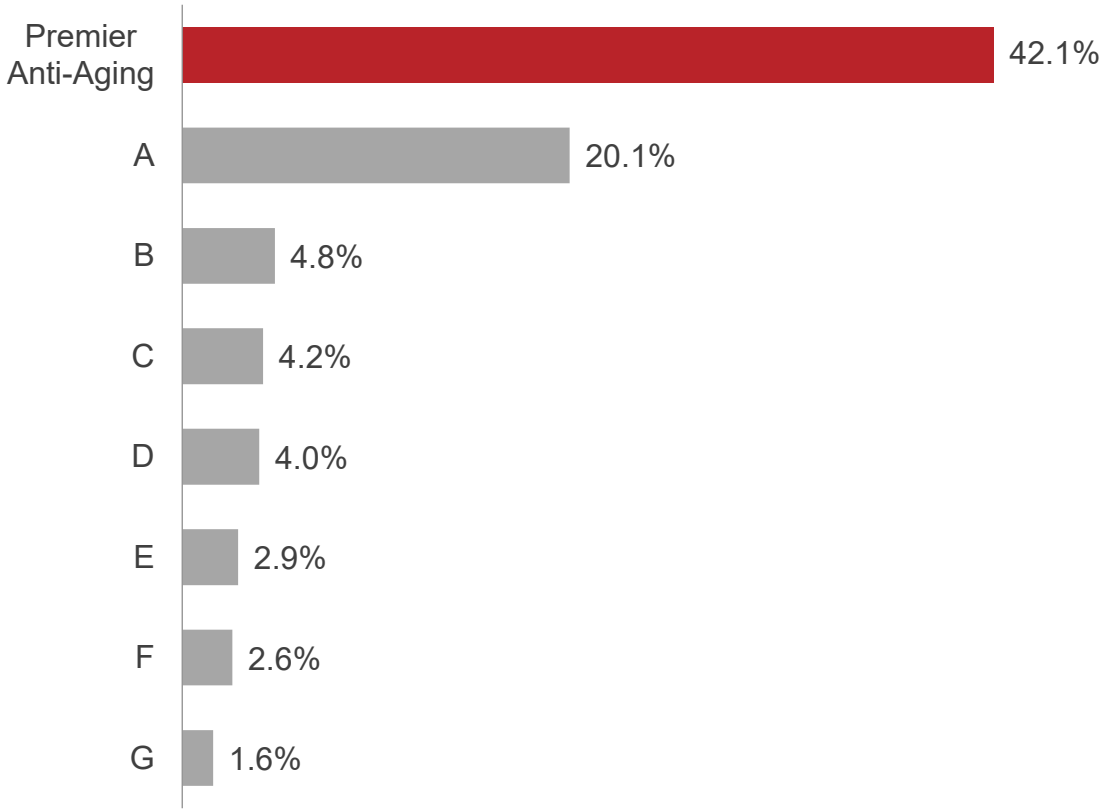
Source: Japan Recovery Association website

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Brand Share for Cleansing (Balm type) and All-in-one Cosmetics

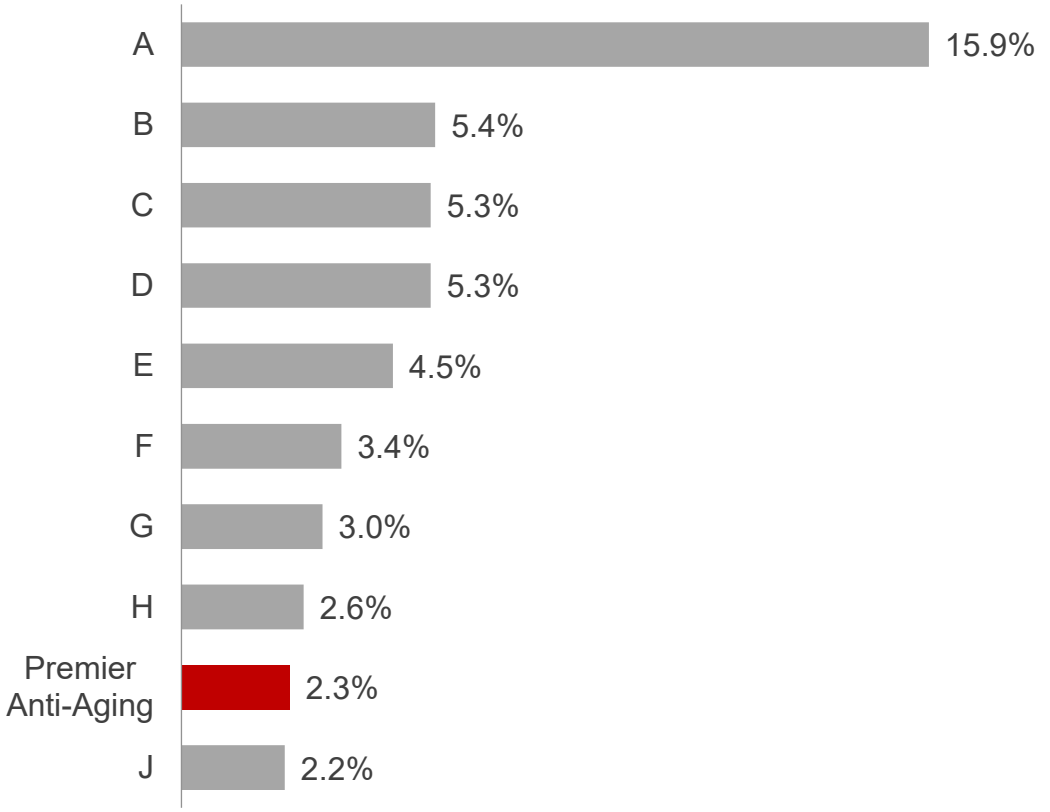
✓ **Established a competitive position with cleansing (balm type) by DUO and all-in-one by CANADEL**

Cleansing (Balm type)



Source: “Cosmetics Marketing Handbook 2025 No. 2” Cleansing <Balm: Brand Share> 2024 by Fuji Keizai

All-in-one



Source: “Cosmetics Marketing Handbook 2025 No. 2” Moisture <All-in-one: Brand Share> 2024 by Fuji Keizai

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Basic Sustainability Policy

✓ **In April 2023, we established the "Basic Sustainability Policy," which describes our group's basic approach to sustainability**

～Enabling unique pathways through life～

Forever vivid. Untether time.

As humanity approaches the era of 100-year live spans,

we aim to create a world where every individual can

pursue new challenges with confidence and curiosity,

free from preconceived notions of age and gender.

Working together with our stakeholders, we will think outside the square to provide unique value that can

change the world, addressing social issues for a brighter, sustainable future.

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Initiatives for Each Materiality – Progress toward Goals

Theme	Materiality	Focus Area	Initiative	KPI	Target	Target Year	FY2024 Results
Pursue prosperity through anti-aging	Contributing to global environment conservation	Contribute to resource recycling and circular economy	Use eco-friendly paper	Eco-friendly paper usage rate*1	100%	Every year	100%
		Initiatives/contributions for a decarbonized society	Reduce CO2 emissions	Scope 1 and 2 reduction rates	50% reduction (cf. FY2023)	End FY2027	Implementing reduction initiatives *2
	Pursuing a collaborative and nurturing corporate culture	Develop human resources who strive to create value and continue to grow	Improve employee engagement	Engagement scores	10% improvement (cf. FY2023)	End FY2027	4.7% improvement (compared to July 2023)
			Create a more supportive environment toward an organization where people grow together and nurture each other	Revise training system and programs and expand content accordingly	Implement initiative on left	Every year	Promote review and expansion
	Improving well-being	Achieve physical and mental health	Promote health support for employees	Acquire health management certification	Continuous selection	Every year	Certified as a Healthy Business Enterprise in 2024
	Providing unique value	Pursue the essence of Premier Anti-Aging	Spread anti-aging ideas among employees	Number of anti-aging qualifications held by employees	75 or more newly acquired qualifications	End FY2027	Number of newly acquired qualifications: 31
				Expand systems for facilitating anti-aging	Implement initiative on left	End FY2027	Under consideration
				Participate in social action facilitating anti-aging	Ongoing implementation	Every year	Continued implementation
		Collaborate with suppliers	Formulate procurement policy incorporating sustainability elements	Procurement policy formulation	Disclose procurement policy	End FY2024	Completed disclosure
Corporate foundation to support growth	Strengthening governance	Improve and strengthen corporate governance systems	Enhance disclosure and improve transparency on corporate governance	Consider and promote the items listed on the left	–	–	–
		Thorough compliance and risk management	Attendance rate for compliance and information security training sessions*3	Attendance rate	100%	Every year	Compliance training: 99%*4 Information security training: 100%
		Protect information security and privacy					

*1 The target is cosmetics boxes. *2 The target is being reconsidered due to the relocation of offices and the increase in stores. *3 Excluding contracted and temporary employees.
*4 An extension period was set up for those who have not taken the course, and 100% of participants took the course.

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Disclaimers and Notes on Forecasts and Projections

- ✓ The document and information provided in our results briefing include forward-looking statements, which are based on our current expectations, forecasts and assumptions involving risks. As such, there are uncertainties that may cause actual results to practically differ from what are described in such statements.
- ✓ These risks and uncertainties include general industry and market conditions as well as general domestic and international economic conditions such as interest rate and currency exchange rate fluctuations.
- ✓ The Company considers cosmetics market trends to be a major risk that may materially impact its growth and execution of business plans. However, the Company endeavors to mitigate such risks and maintain the competitive edge of its products by actively conducting promotions and understanding customers' potential needs to reflect on product planning. For other types of risks, please refer to the "Business Risks, etc." as highlighted in our Securities Report.

Contact: Corporate Communication Division
E-mail ：ir@p-antiaging.co.jp

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Forever vivid

人の時間（とき）を、解き放つ。

Untether time.

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