

Business Plan and Growth Potential Explanatory Material

Premier Anti-Aging Co., Ltd.

Tokyo Stock Exchange Growth 4934

October 31, 2022



PREMIER ANTI-AGING

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01 | Corporate Overview

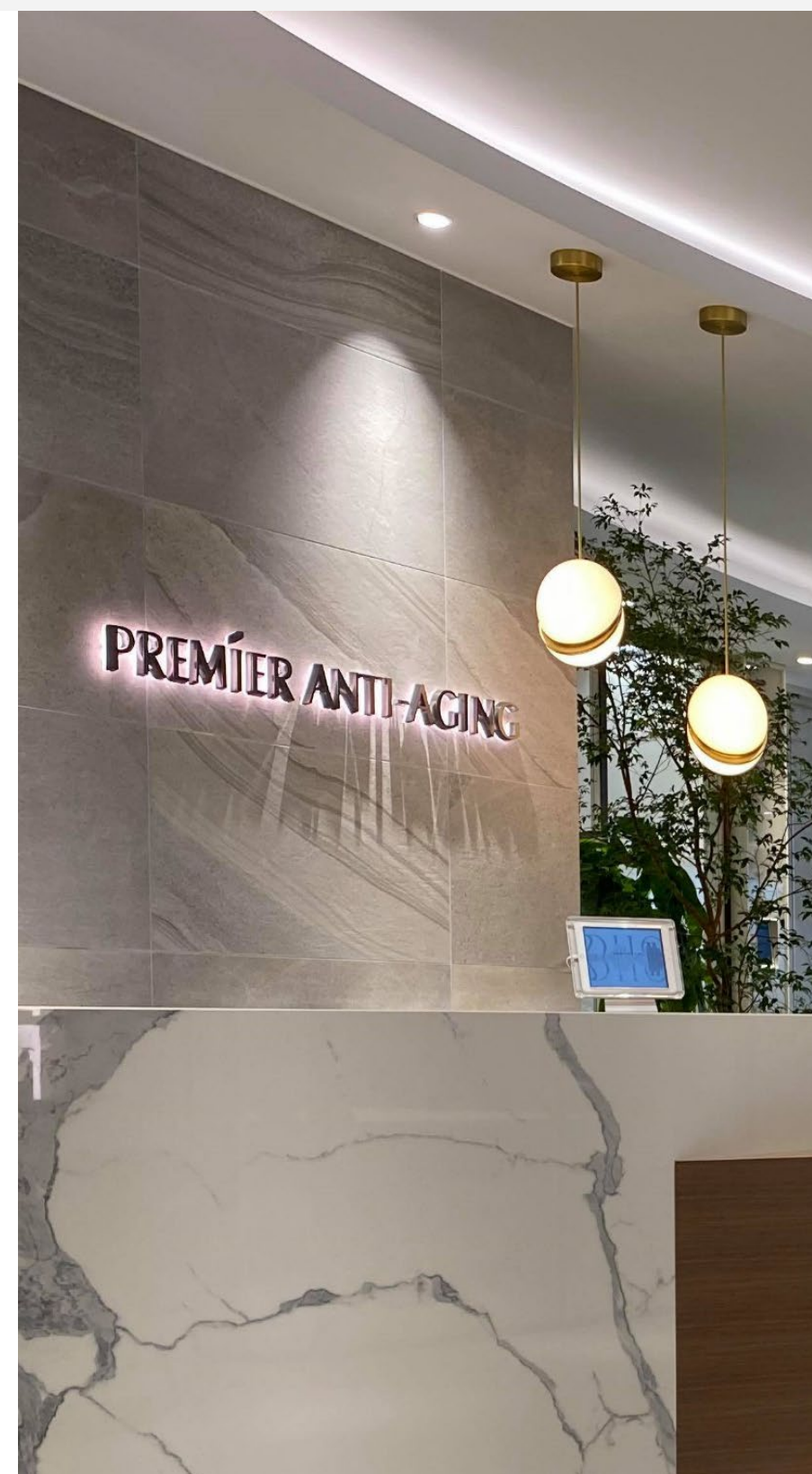
Name	Premier Anti-Aging Co., Ltd.
Established	December 2009
Head office	Toranomon Hills Mori Tower, 1-23-1 Toranomon, Minato-ku, Tokyo

Board members	Kiyoshi Matsuura, President Koji Kawabata, Managing Executive Officer and Director Yoichiro Ito, CFO, Managing Executive Officer and Director Takahiro Toya, Executive Officer and Director Takuyuki Fukumoto, Independent Outside Director Sakiko Sakai, Independent Outside Director Motoyasu Ishihara, Audit & Supervisory Board Member Akira Ide, Audit & Supervisory Board Member Yosuke Kondo, Audit & Supervisory Board Member Keigo Uemura, Executive Officer Kiyoshi Iwakawa, Executive Officer Yuka Uehara, Executive Officer
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Employees	223 (as of July 31, 2022)
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Line of business	Planning, development, import/export, mail-order/EC, wholesale and retail business of cosmetics and health food products
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Group companies	Premier Wellness Science Co., Ltd. Premier Anti-Aging (Shanghai) Co., Ltd.
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Unleashing Time

Time is fleeting, and it passes equally,
whether you are young or old.

Hours become days, days become the future.

We want to be an integral part of people's time.

By offering an exceptionally “**unique value,**”
we want to enrich people's lives and change the future.

Let us unleash your future.

2009

– December: Established Premier Anti-Aging Co., Ltd. in Toranomom, 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

2018

– September: Started airing TV commercials (featuring KinKi Kids, a popular male duo), the first such ad for DUO

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 Toranomom Hills Mori Tower

– September: Launched “sitrana,” a new brand for sensitive skin

– September: Started airing the first round of TV commercials for CANADEL (featuring actress Ryoko Yonekura)

– October: Launched “immuno,” a new organic cosmetic brand

– 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

– August : Cumulative sales of the DUO “The Cleansing Balm” series exceeded 40 million units

Key Brands

- ✓ Expanded our product line-up, which now includes four skin care brands, one hair care brand, and one men's category brand.
- ✓ Making steady progress on our path to transforming our business structure to one that is supported by multiple brands.

DUO
SKIN CARE

- ✓ Main brand since our founding. Has driven sales for our company as a pioneer in the cleansing balm market.
- ✓ Launched February 2010.
- ✓ Offering 33 SKUs*1

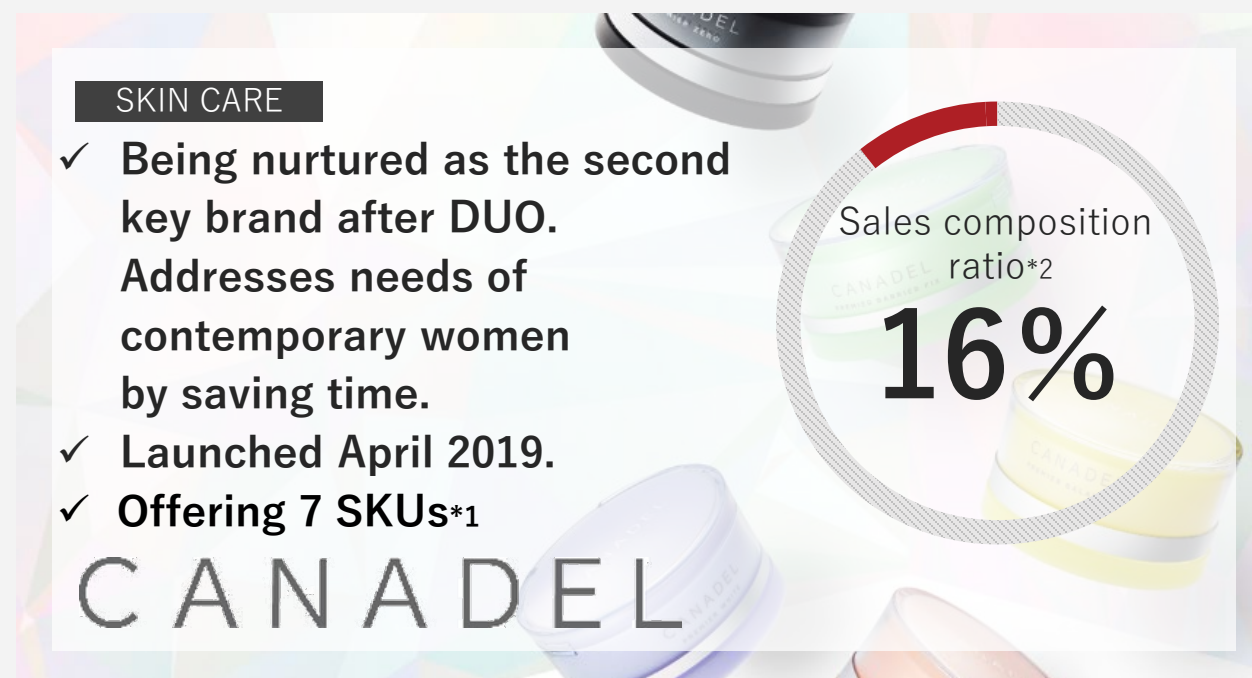
Sales composition ratio*2
82%



CANADEL
SKIN CARE

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

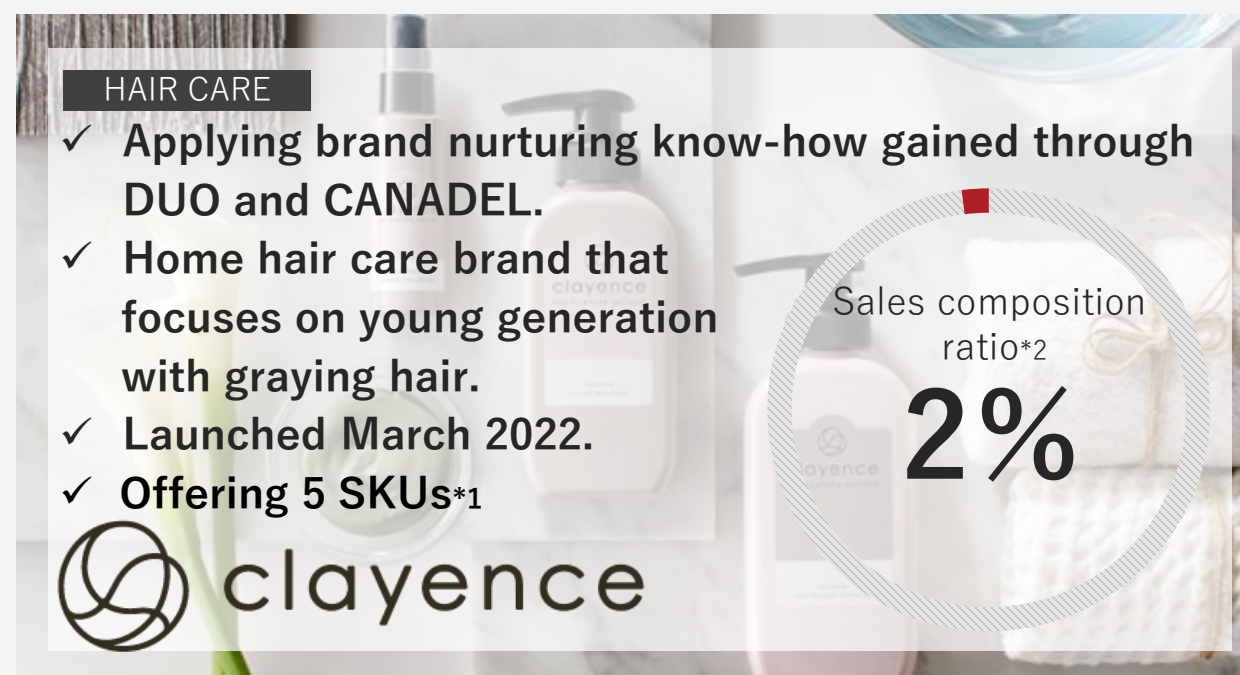
Sales composition ratio*2
16%



clayence
HAIR CARE

- ✓ 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 5 SKUs*1

Sales composition ratio*2
2%



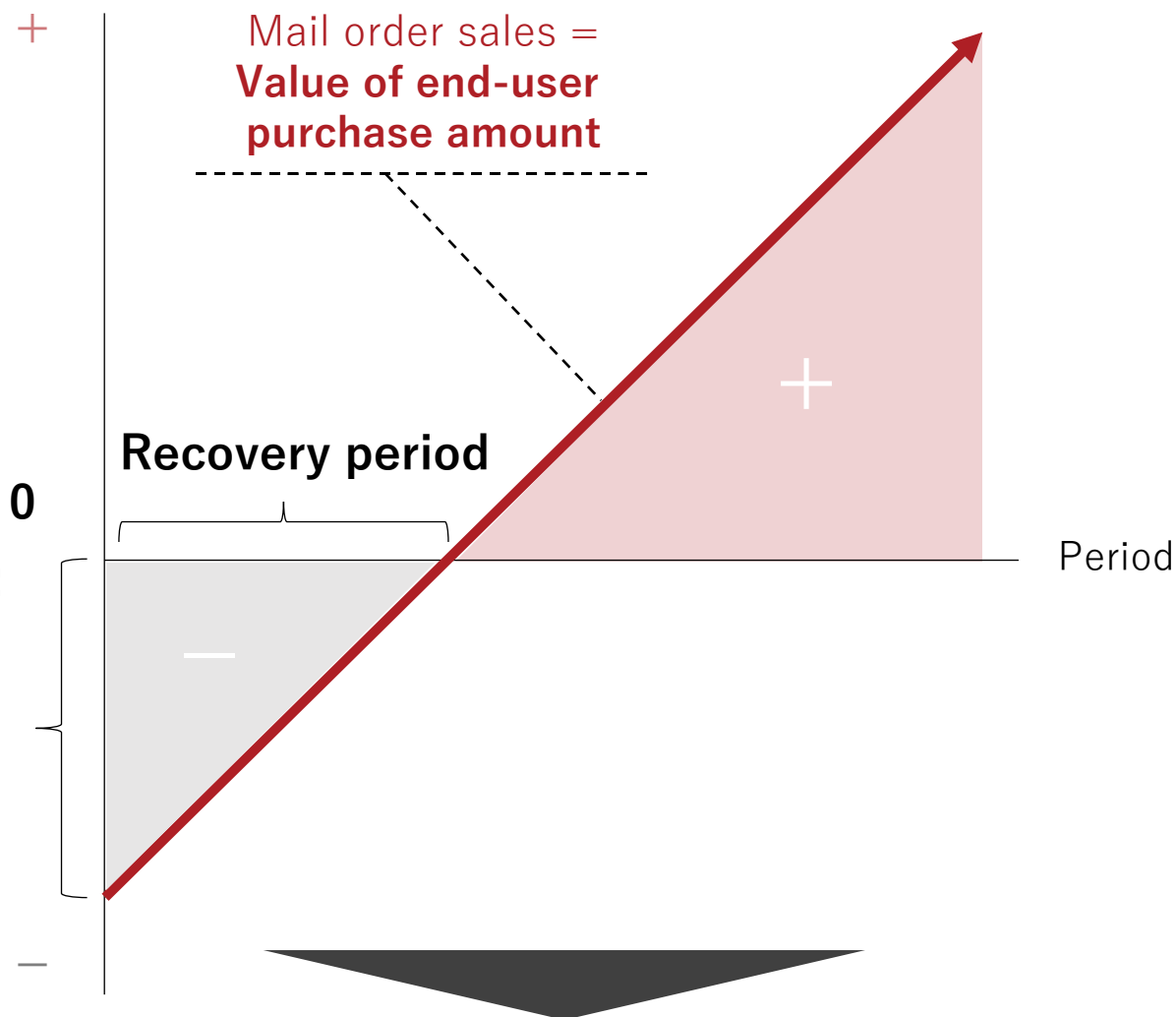
*1: SKU refers to the number of regular products as of July 31, 2022, excluding limited editions and different sizes *2: Calculated based on FY2022 net sales.

Characteristics of Main Sales Channels

- ✓ Mail order sales are characterized by high unit sales per sales, while wholesale sales are characterized by quick turnaround.

Mail order sales

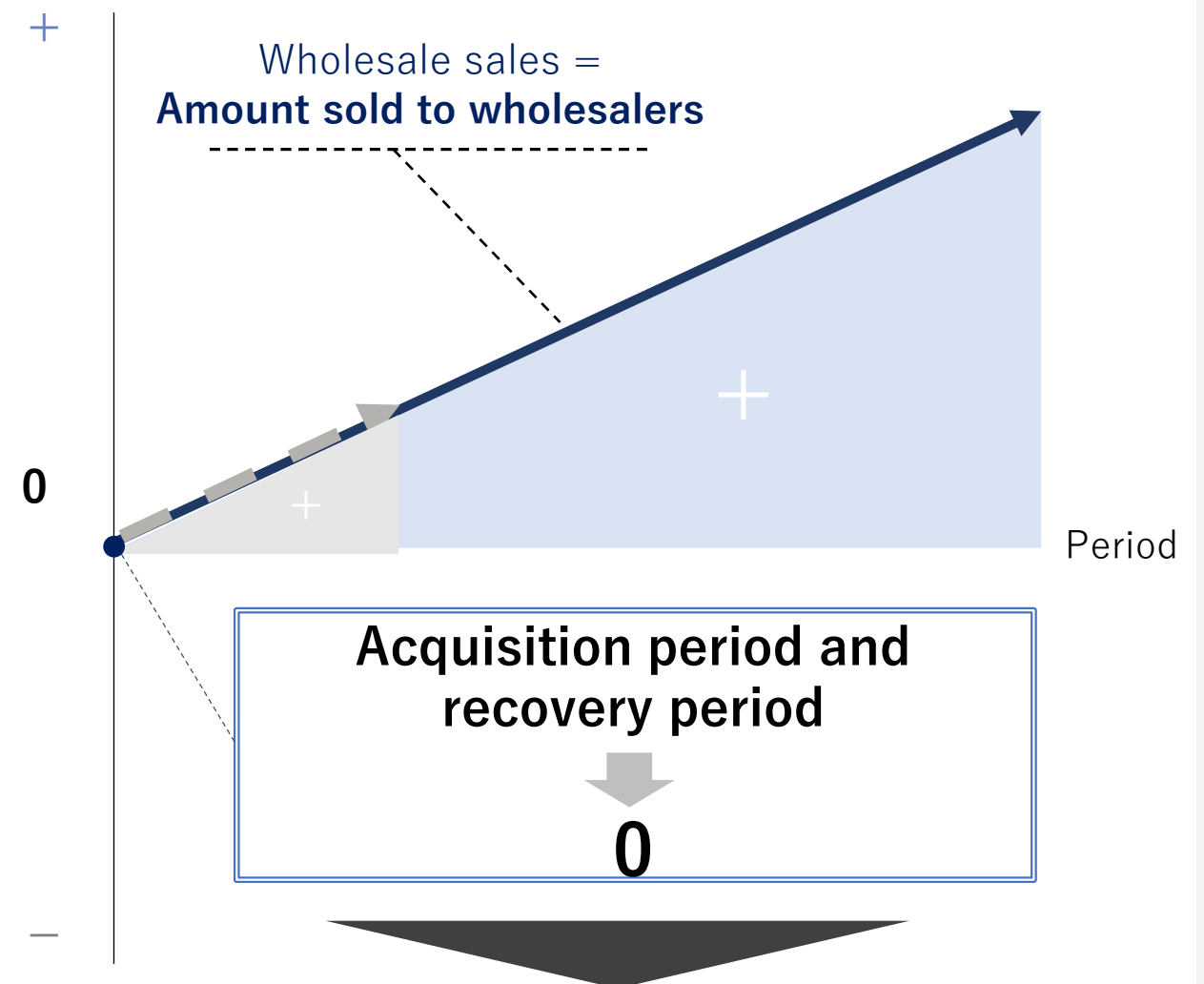
Accumulated profit



High unit price of sales due to no intermediary margin

Wholesales sales

Accumulated profit



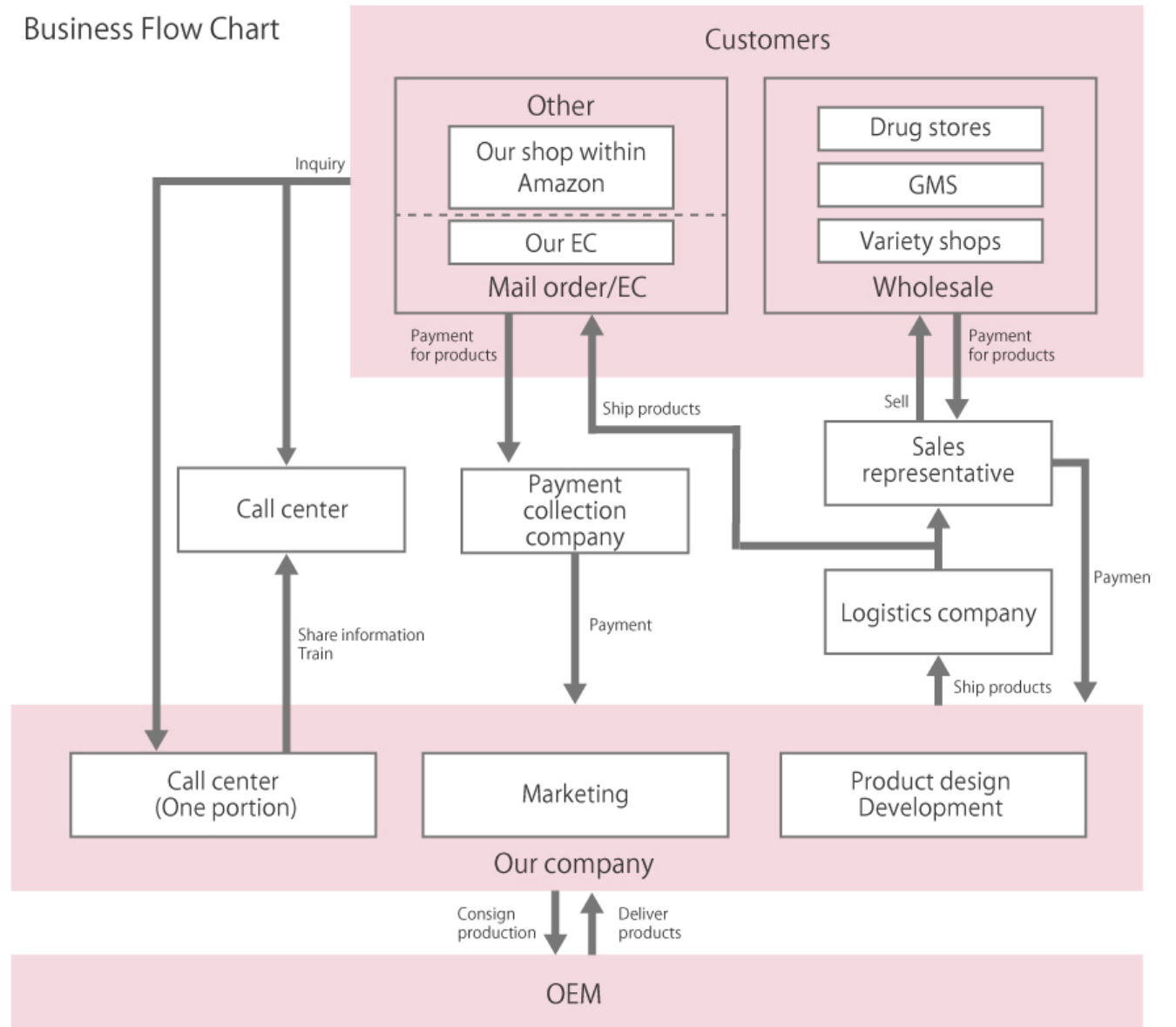
Profits are generated from the start of the transaction

Organizational Characteristics

- ✓ We focus on core operations such as product development and marketing, while outsourcing logistics, manufacturing, and most of the call center operations, etc.

Fabless manufacturing

We have built a nationwide network of OEM manufacturers and select the optimal OEM production system for each product. By outsourcing production, we can maintain a flexible production system highly adaptable to environmental changes.

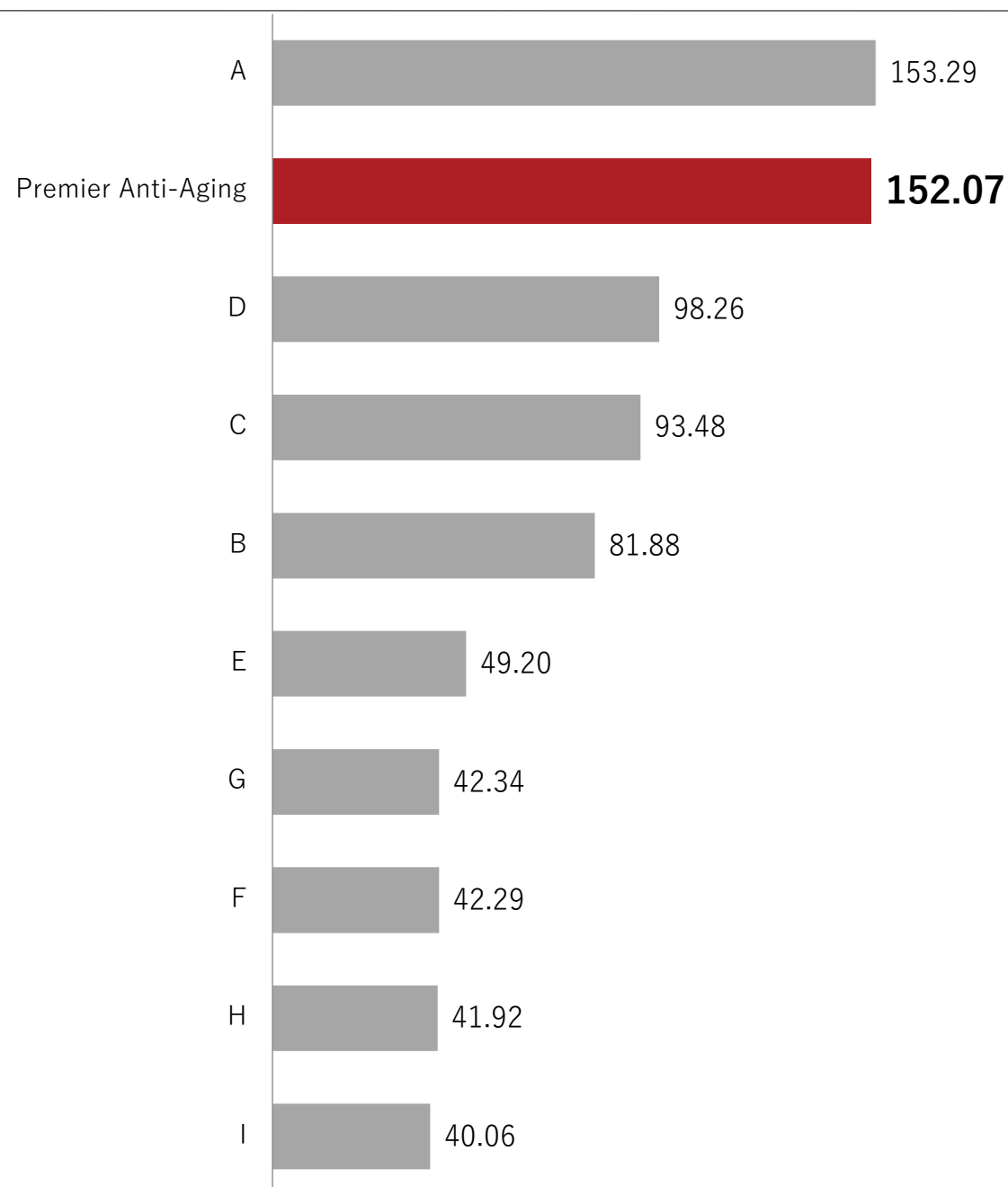


(Note) Other overseas sales are omitted from the business flow chart because their impact on business performance is minimal.

Organizational Characteristics

- ✓ Achieving asset-light management and maintaining a high level of sales per employee compared to other companies in the same industry.

Sales per employee (Millions of yen)



Main facilities (Thousands of yen)

	Equipment	Office equipment, etc.
Book value	Building	79,874
	Vehicles and transportation equipment	2,374
	Tools, furniture and fixtures	27,504
	Software	243,431
	Total	353,183
	Total assets	12,300,447

Note: As of July 31, 2022

Ensure a flexible production system that is resilient to changes in the external and internal environment

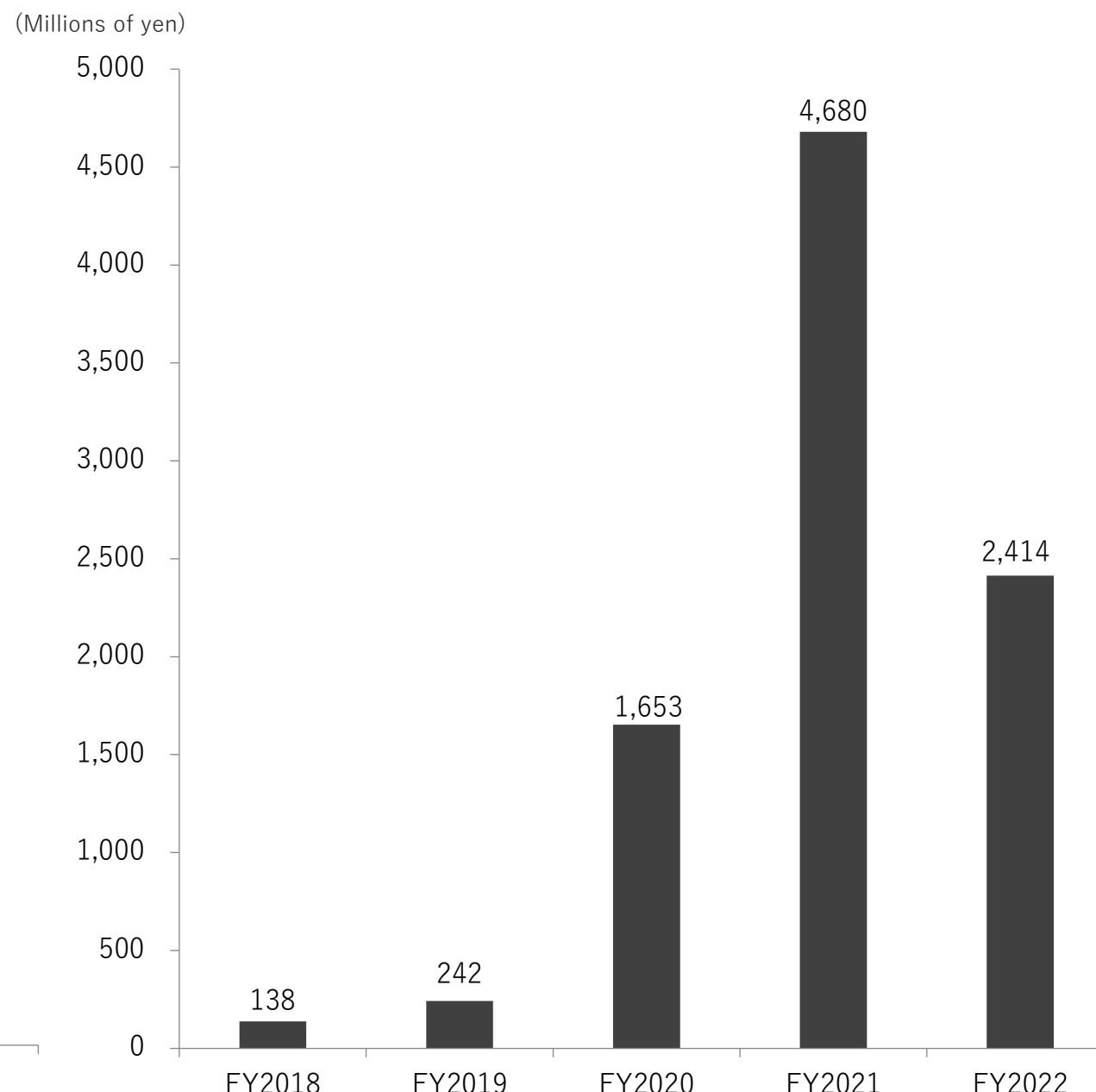
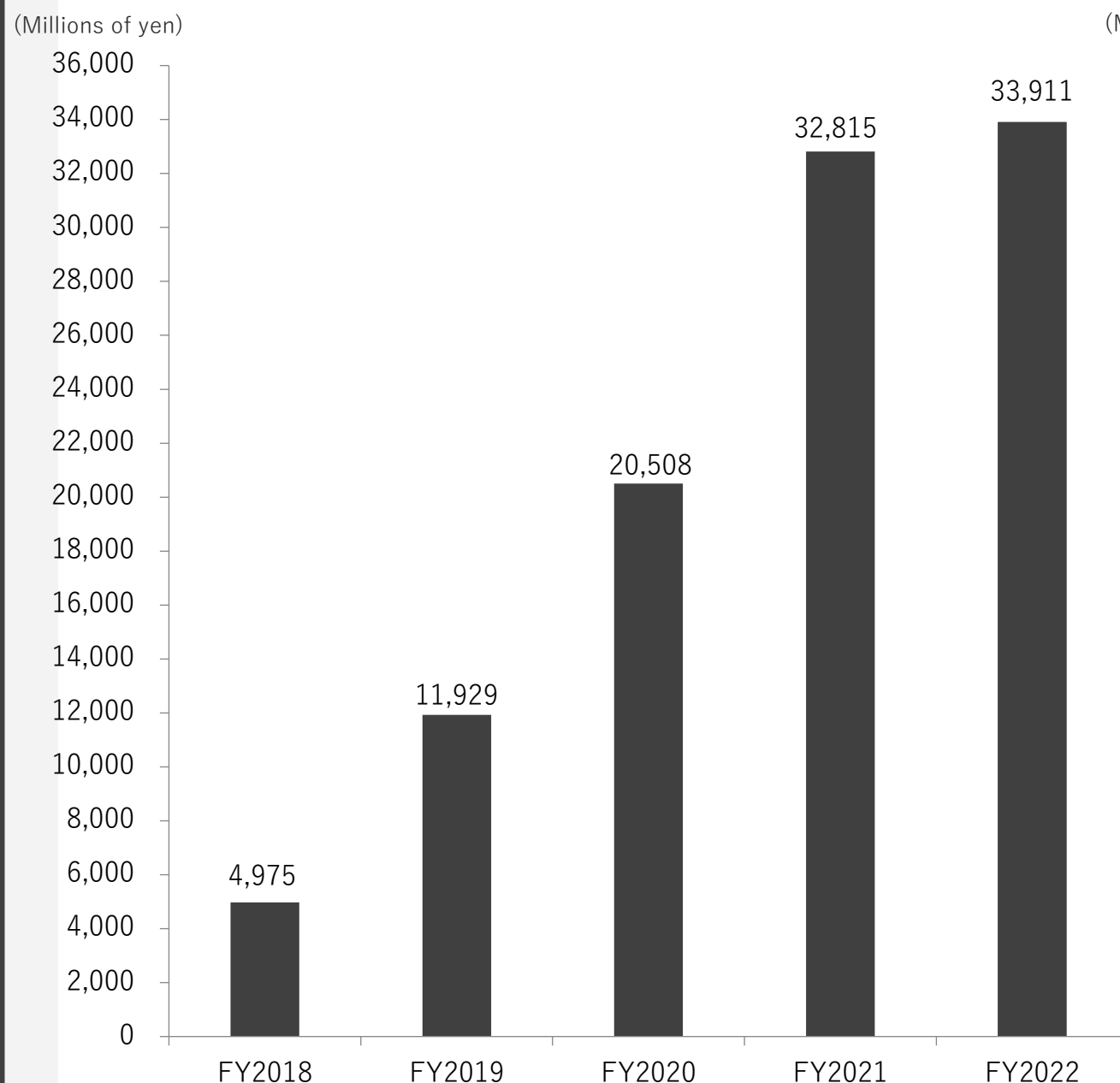
Note: Created based on the most recent securities reports of companies in the cosmetics industry

Historical Performance

- ✓ In addition to stable sales from the subscription sales model, sales increased due to the expansion of wholesale sales.
- ✓ FY2022 operating profit due to a decline in wholesale sales, which had high profit margins, and an increase in SG&A expenses.

Sales

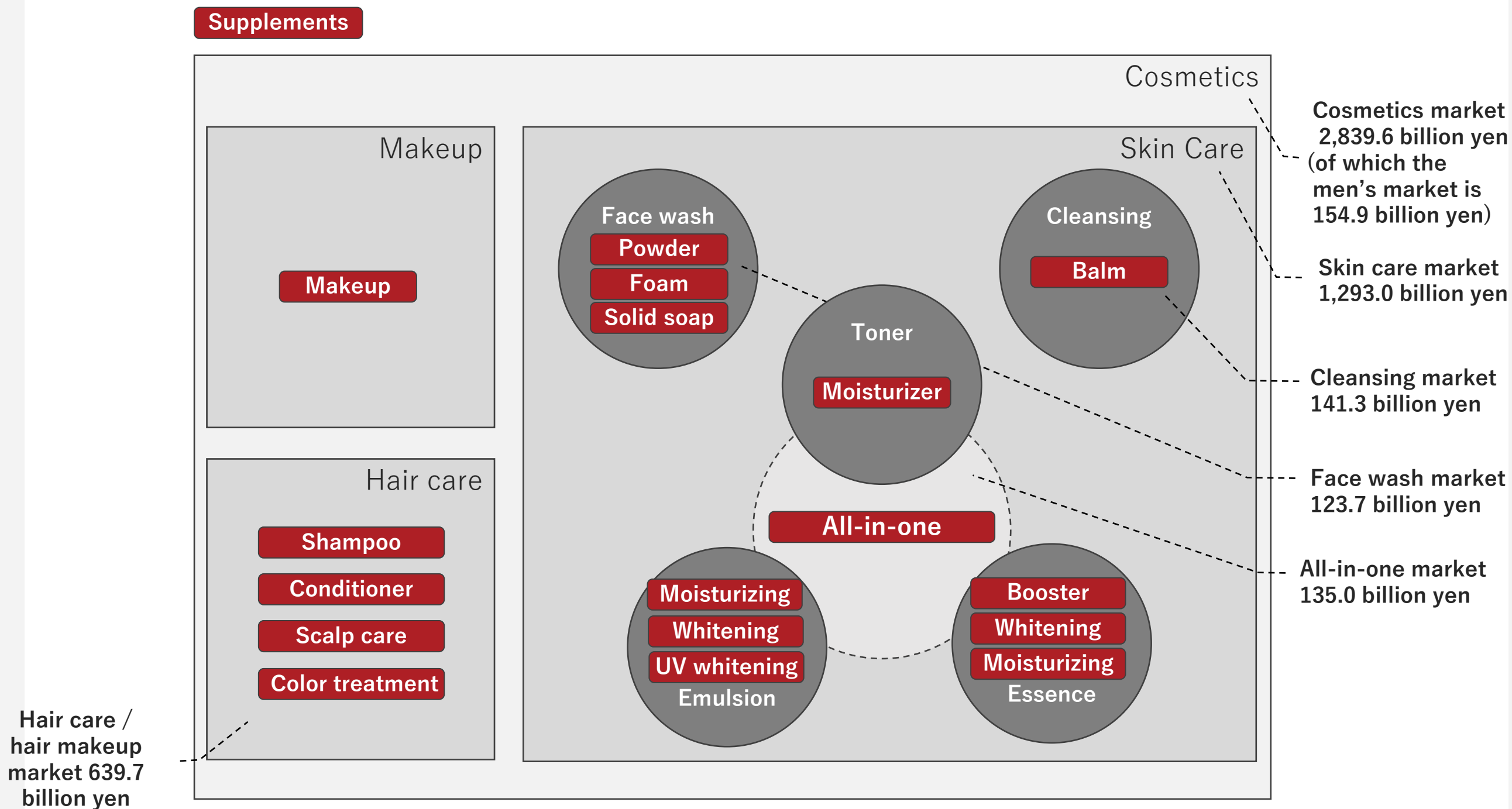
Operating Profit



02 | Market Environment

Market Size of the Domestic Cosmetics Market

✓The domestic cleansing market, which includes balms, totaled 141.3 billion yen in 2021.



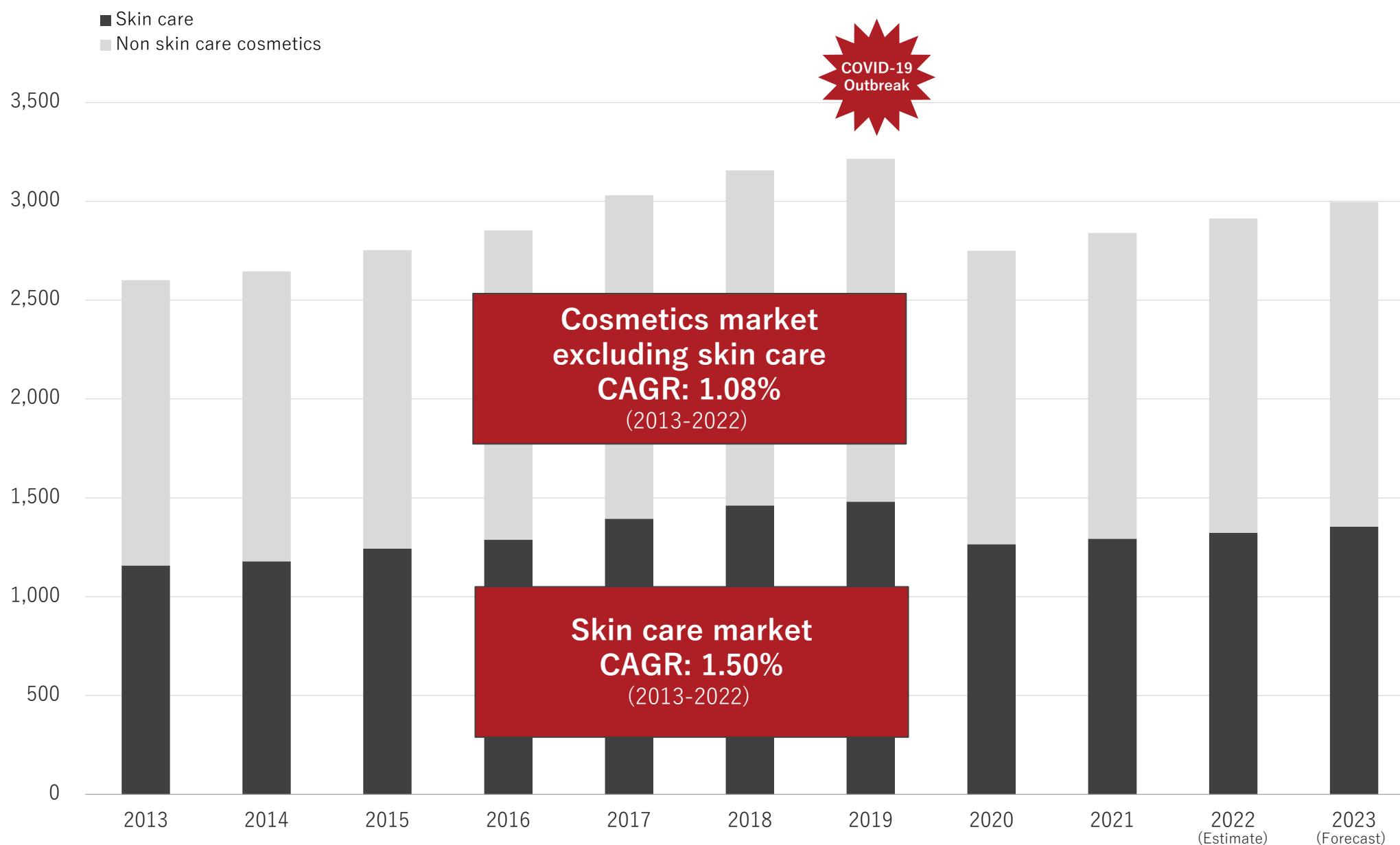
Note: Gray circles indicate the markets, and red boxes represents our products. Source: "Cosmetics Marketing Handbook 2021" by Fuji Keizai

Domestic Market Size for Cosmetics and Skin Care

- ✓ Domestic cosmetics market, which continued to grow moderately through 2019, declined significantly with COVID-19.
- ✓ Recovery trend in 2021 due to reassessment of the importance of skin care under masked lifestyles.

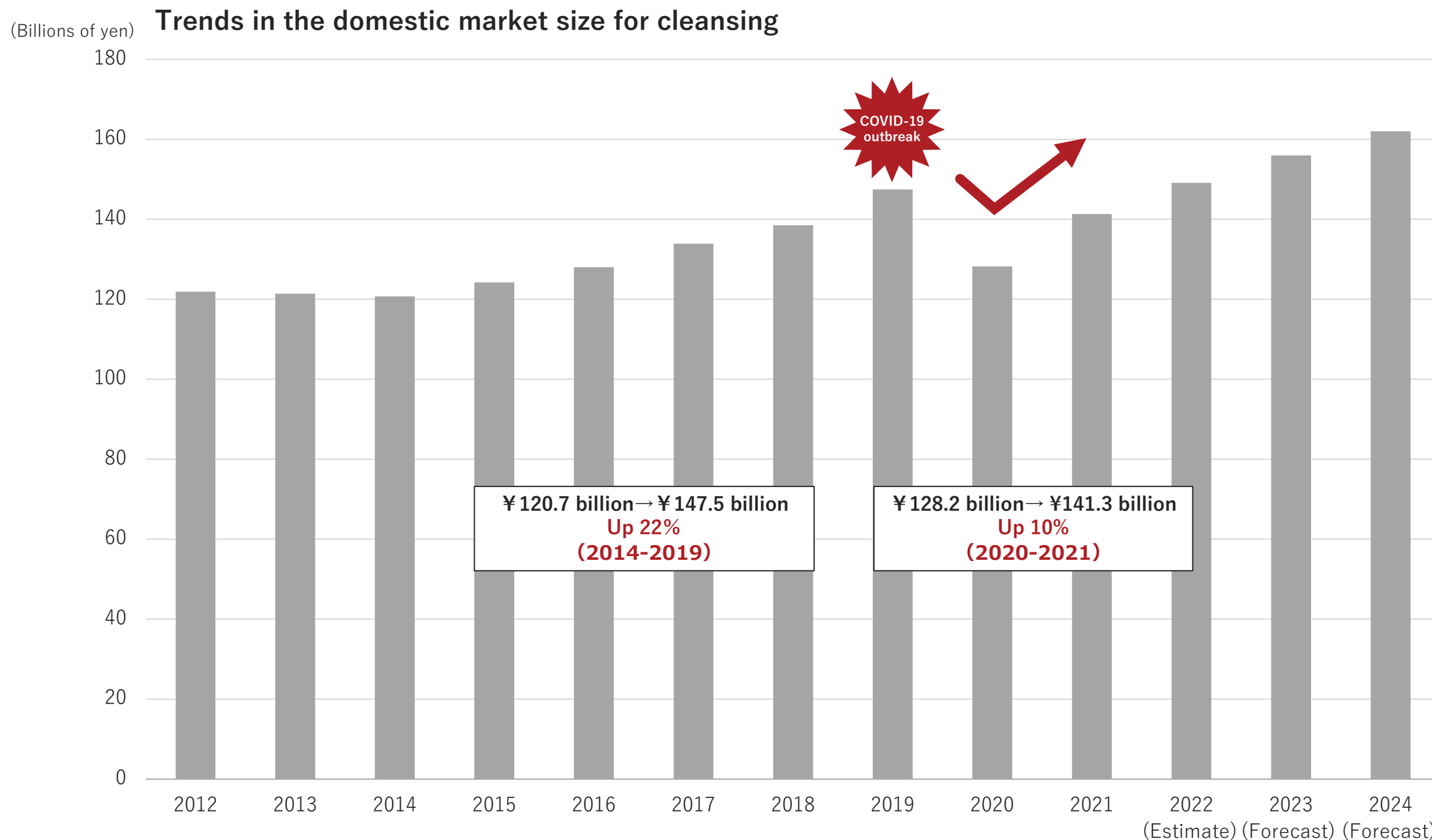
Trends in the domestic market size for cosmetics and skin care

(Billions of yen)



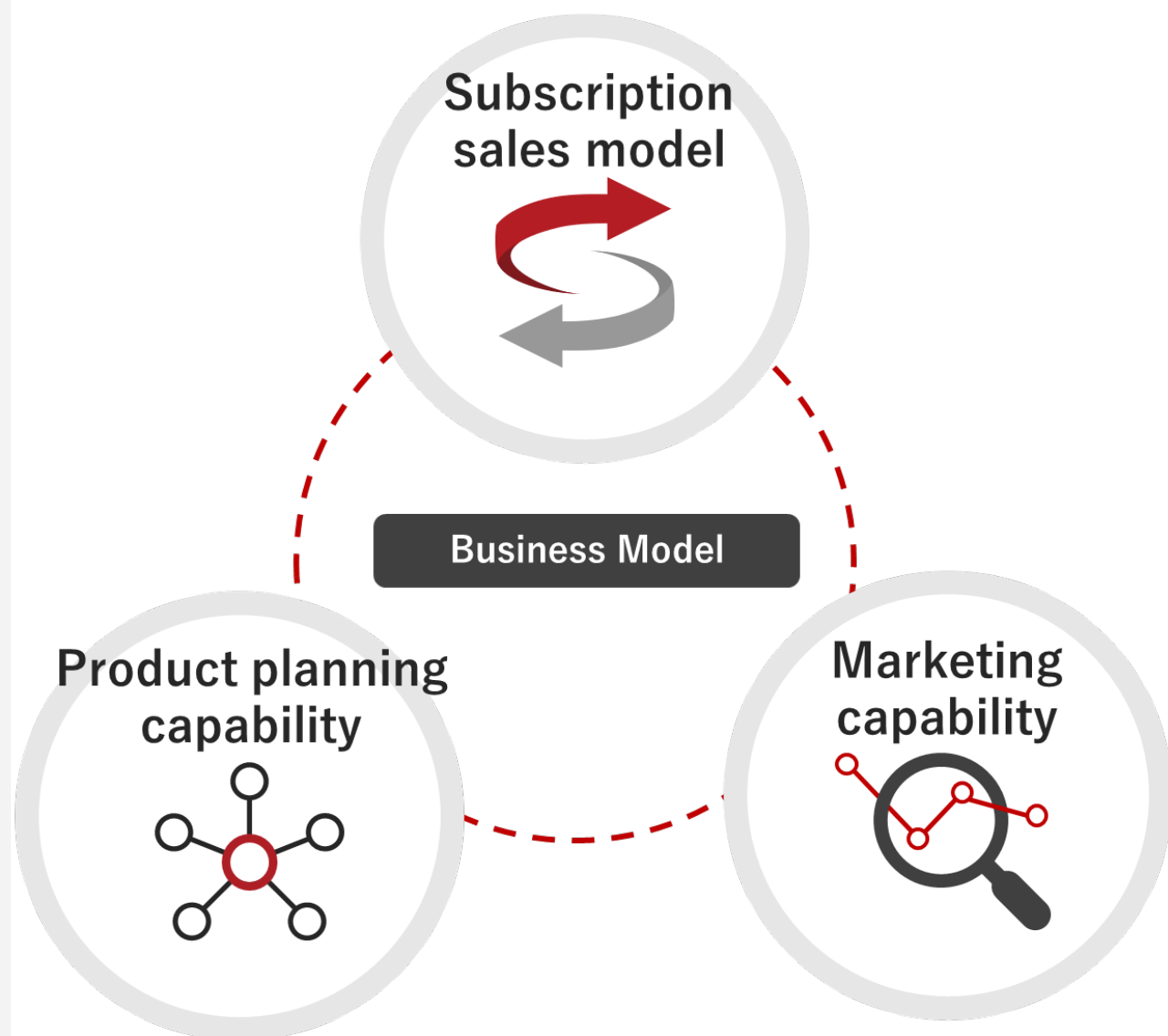
Domestic Market Size for Cleansing

- ✓ Domestic cleansing market plummeted due to disappearance of inbound demand caused by COVID-19.
- ✓ The market expanded again in 2021 as the positioning of cleansing products changes from makeup remover to skin care products.



03 | Characteristics and Strength

- ✓ Established a business model based on three characteristics.



Subscription sales model

Achieved a high repeat rate by providing highly effective and satisfying products with excellent cost performance.

Subscription sales model creates stable stock sales.

Marketing capability

Adds a unique emotional value by combining digital marketing that promotes functional value with mass marketing.

Unique marketing capabilities differentiate brand value through a digital and mass media mix strategy.

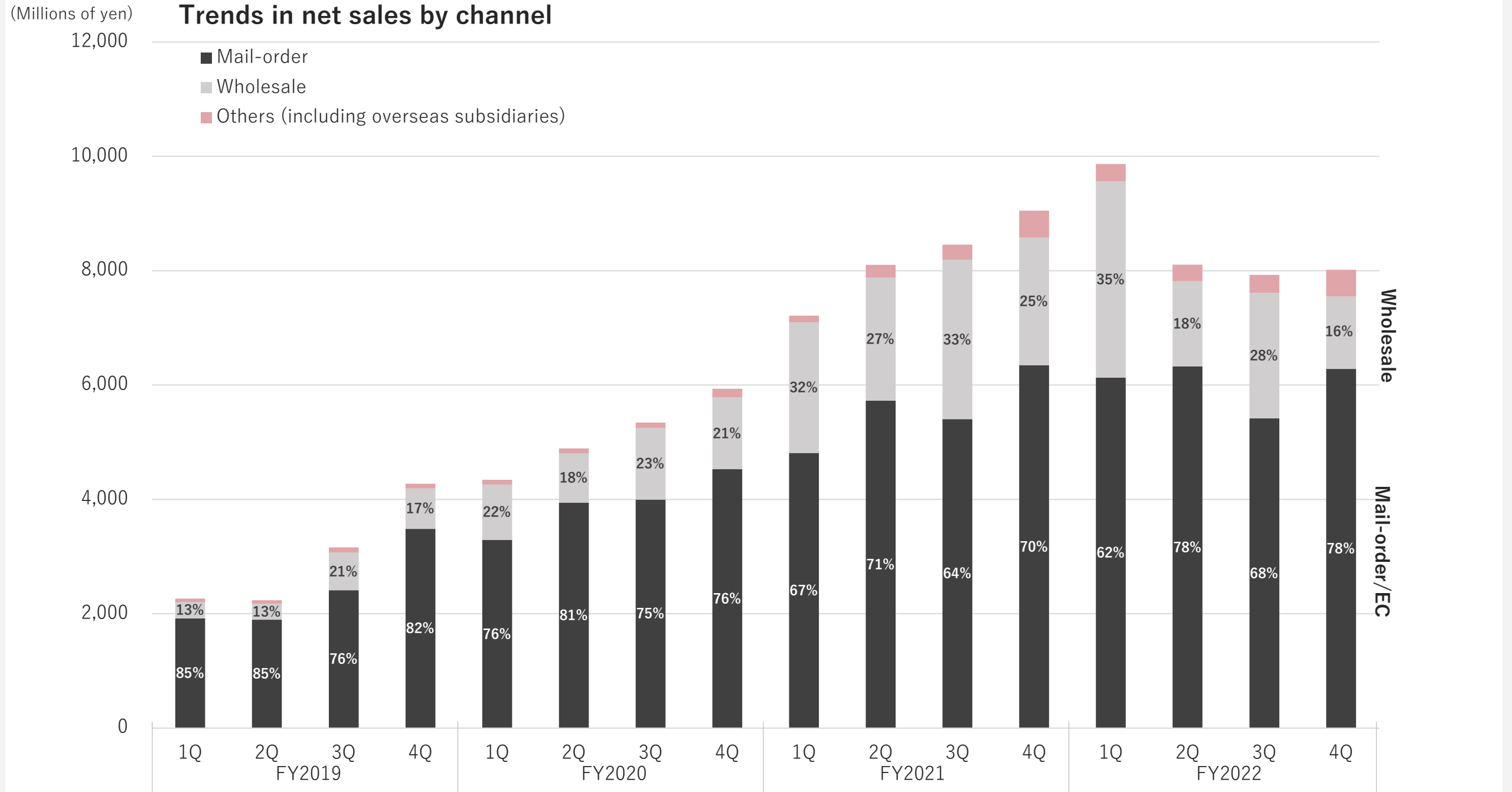
Product planning capability

We have a network of OEMs with excellent product appeal throughout Japan and have built a system that enables speedy development.

Strong product planning capabilities enable product development that accurately captures the unmet needs of the market and customers.

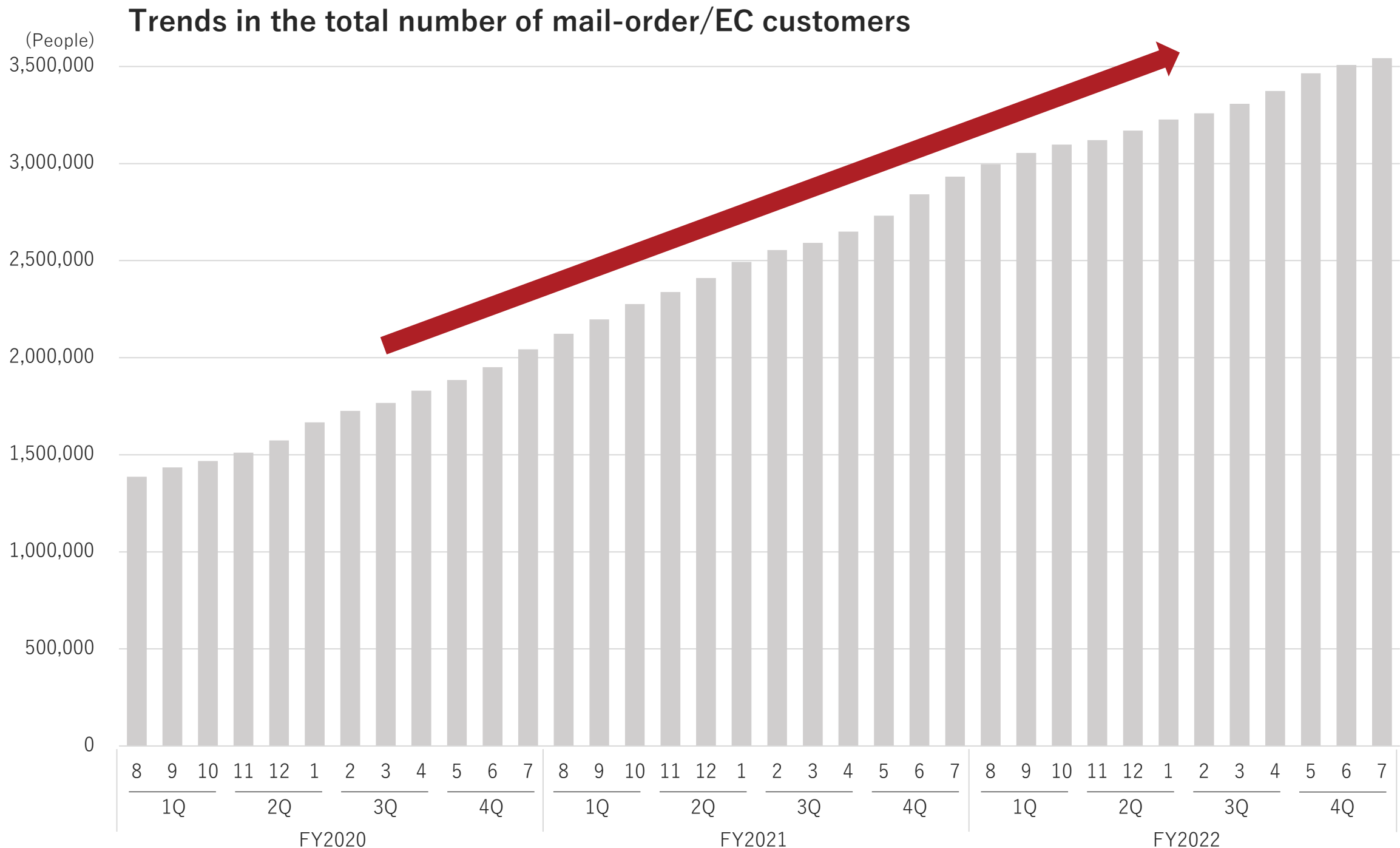
Business Model (1): Subscription Sales Model

- ✓ Mail-order sales, which account for approximately 90% of subscription sales, have grown steadily and remained stable.
- ✓ High-margin wholesale sales also established as a new channel.



Business Model (1): Subscription Sales Model

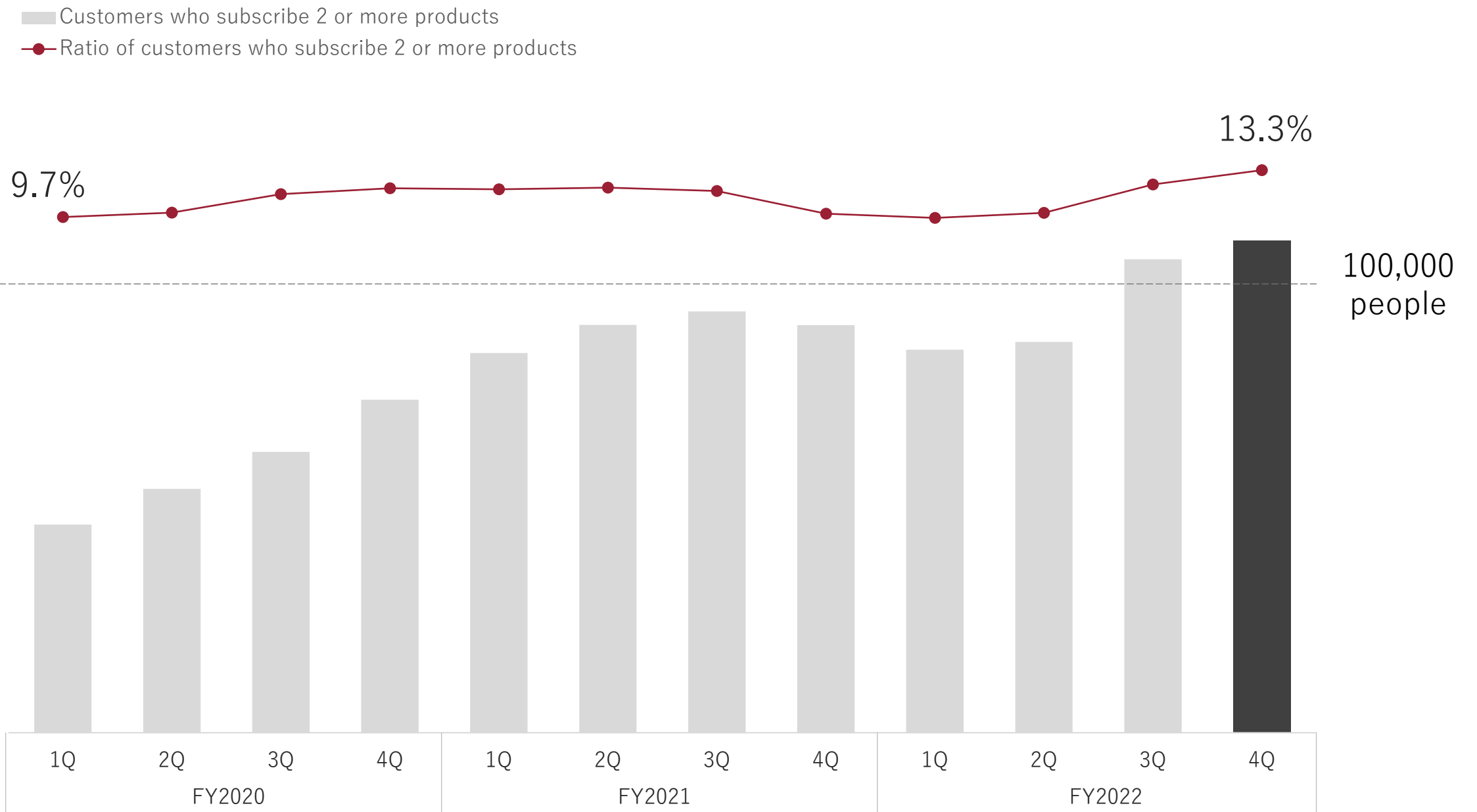
- ✓ The number of members who support the subscription sales model has steadily increased, and the total number of members has exceeded 3.5 million.
- ✓ Build long-term customer relationships and activate membership base.



Business Model (1): Subscription Sales Model

- ✓ The number of cross-selling customers for two or more subscriptions has increased, mainly for clayence, which was launched in March 2022.
- ✓ Realize higher unit prices and cost reductions by increasing the number of cross-selling customers.

Number of customers who subscribe 2 or more products and the relevant ratio



Note: The number of customers who subscribe 2 or more products refers to customers who are purchasing 2 or more product categories (e.g., balms and serums) on a regular basis.

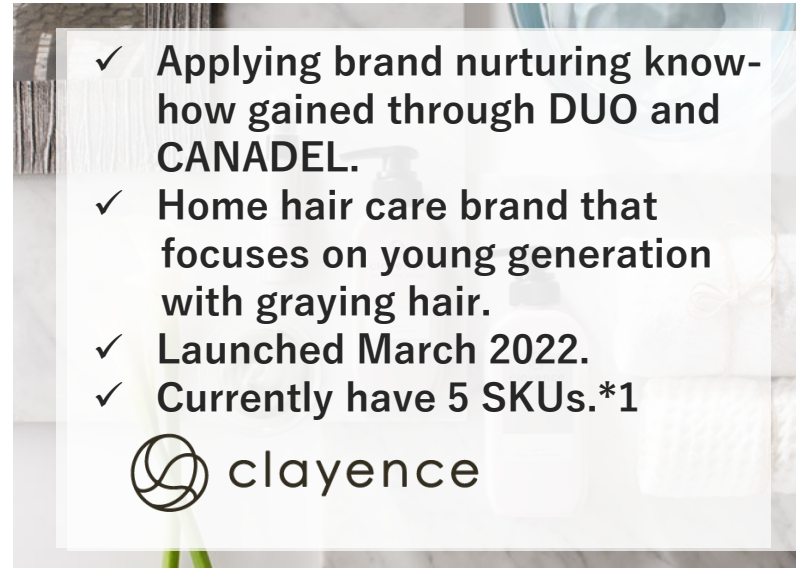
Business Model (2): Product Planning Capability

- ✓ A complete line-up of four skin care brands, one hair care brand, and one men's category brand.
- ✓ Premier Wellness Science, a subsidiary of the Company, launched new brands, Ko and Reinca, based on scientific evidence.



DUO

- ✓ Our key and inaugural brand. Pioneer in the cleansing balm market and continues to drive sales.
- ✓ Launched in February 2010.
- ✓ Currently have 33 SKUs.*1



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.
- ✓ Currently have 5 SKUs.*1



sitrana

- ✓ Cosmetic brands for sensitive skin with cica*2 substance in every product. Has been introduced to the Chinese market.
- ✓ Launched in September 2020.
- ✓ Currently have 14 SKUs.*1



CANADEL

- ✓ Nurturing as the second brand after DUO. Focuses on shortening time required for skin care to address needs of busy modern women.
- ✓ Launched in April 2019.
- ✓ Currently have 7SKUs.*1



DUO men

- ✓ Taking advantage of the high recognition of the DUO brand, we are newly expanding into the rapidly growing men's cosmetics market.
- ✓ Launched April 2022.
- ✓ Currently have 2 SKUs.*1



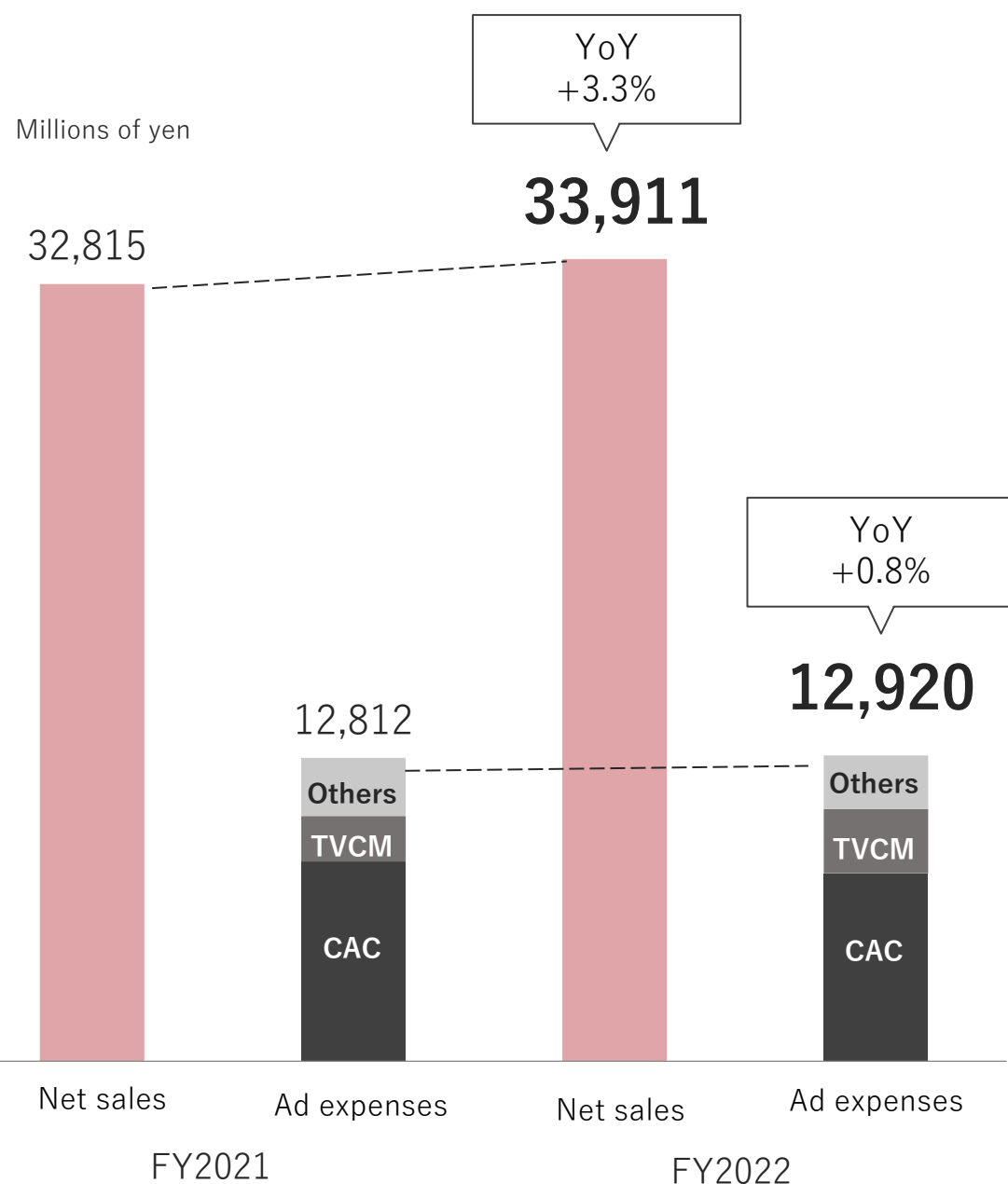
immuno

- ✓ An SDG-conscious organic cosmetics brand that promotes sustainable development.
- ✓ Launched in October 2020.
- ✓ Currently have 9 SKUs.*1

*1: SKU refers to the number of regular products as of July 31, 2022, excluding limited editions and different sizes *2: Cica refers to the substance extracted from a plant called Centella asiatica

Business Model (3): Marketing Capability

- ✓ Due to the impact of advertising regulations, the advertising expenses ratio and new customer acquisition expenses ratio in the first quarter of the fiscal year ended July 31, 2022, were 29.9% and 15.3%, respectively. However, the impact of regulations disappeared from the second quarter onward, and the ratio for the full year was almost the same as the previous year.
- ✓ Promoting acquisition of new customers using performance-based digital marketing.
- ✓ Efficient execution of advertising through media mix effects combined with mass marketing.



Advertising expenses/net sales

39.0% → **38.1%** (-0.9 pts)

Customer acquisition costs/net sales

25.7% → **23.4%** (-2.3 pts)

04 | Growth Strategy

Review of FY2022 (Financial Results)

- ✓ Net sales fell short of the initial plan due to the materialization of the risk factors that had been factored in, such as subsiding the DUO black balm boom, intensifying competition in the cleansing market, delays in acquiring new customers due to advertising regulations, and review of marketing measures due to Chinese regulations, etc.
- ✓ Operating profit fell short of the initial plan mainly due to lower than planned sales in the highly profitable retail business.
- ✓ In addition, investment was made based on a management decision that saw it as an opportunity to grow the new brands of CANADEL and clayence, and expenses were upfront due to the review of marketing measures due to the impact of Chinese laws and regulations.
- ✓ Both net sales and profits almost achieved the revised plan announced in the third quarter of the fiscal year ended July 31, 2022.

(Millions of yen)

	FY2022 Initial Plan	FY2022 Revised Plan	FY2022 Actual	Increase/ Decrease vs Initial Plan	Increase/ Decrease vs Revised Plan
Net sales	40,000	34,000	33,911	(6,089)	(89)
Operating profit	6,000	2,300	2,414	(3,586)	114
Ordinary profit	6,020	2,500	2,572	(3,448)	72
Profit attributable to owners of the parent	3,460	1,380	1,424	(2,036)	44

- ✓ In the fiscal year ended July 31, 2022, we implemented various initiatives with three growth drivers: growth of the DUO brand products other than balm, growth of the CANADEL brand, and growth of the overseas business.

Positives

- ✓ Progress made in transforming our business structure that has been solely dependent on the sales growth of DUO into one supported by multiple brands including CANADEL and clayence .
- ✓ CANADEL and clayence grew and sales composition of DUO was 82%, CANADEL was 16% and clayence was 2% (DUO was 89%, CANADEL was 10% and clayence was 0% in the first quarter).
- ✓ Launched a new hair care brand, “clayence” and men’s brand, “DUO MEN.”

Negatives

- ✓ Duo sales declined more than expected as the black balm boom subsided and increased competition in the cleansing balm market.
- ✓ Despite launching DUO brand facial wash, sales growth for products other than balms remained an issue.
- ✓ Regarding overseas investment, we revised our strategy, strengthened our structure by appointing an external person who is familiar with the business as the general manager of our Chinese subsidiary, and proceed with business development while hedging risks.

FY2023 Forecast

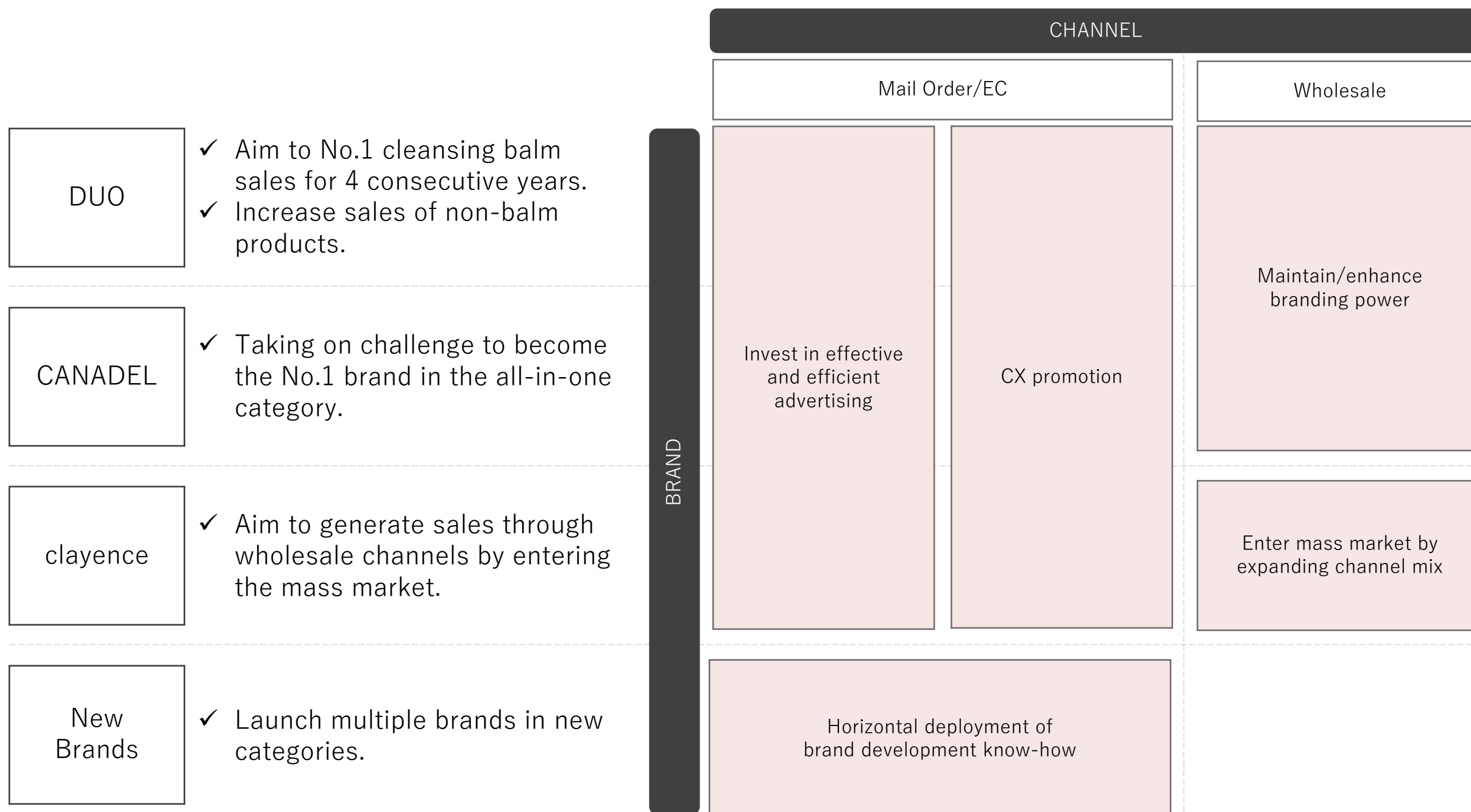
- ✓ Plan to increase sales by 9.1%, which will be mainly driven by growth of CANADEL and clayence.
- ✓ Aim to increase operating profit by 24.3% by meticulously managing costs and effectively and efficiently investing in advertising.

(Millions of Yen)

	FY2022 Actual	FY2023 Forecast	Increase/ Decrease	YoY	
Full year	Net sales	33,911	37,000	3,088	9.1%
	Operating profit	2,414	3,000	585	24.3%
	Operating profit margin (%)	7.1%	8.1%	–	1.0pts
	Ordinary profit	2,572	2,985	412	16.0%
	Profit attributable to owners of parent	1,424	1,820	395	27.8%
Six months	Net sales	17,970	16,700	(1,270)	(7.1%)
	Operating profit	2,248	930	(1,318)	(58.6%)
	Operating profit margin (%)	12.5%	5.6%	–	(6.9pts)
	Ordinary profit	2,321	930	(1,391)	(59.9%)
	Profit attributable to owners of parent	1,360	550	(810)	(59.6%)

Growth strategy for FY2023

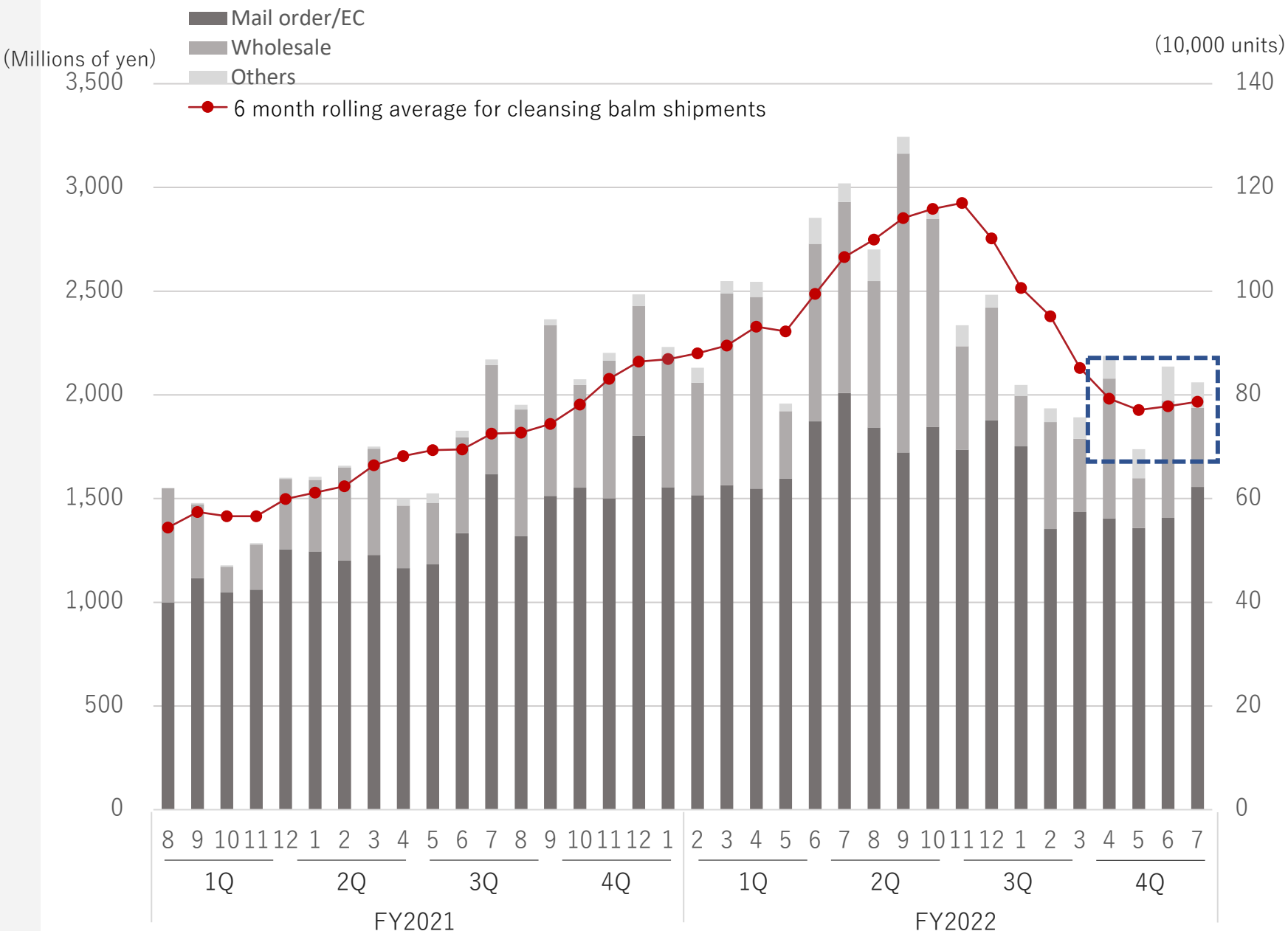
- ✓ Established the brand management division from this fiscal year and will implement a growth strategy based on the two axes of brand and channel.
- ✓ The four priority measures are to maintain DUO's No. 1 position in sales, grow CANADEL and clayence, and introduce new brands.



DUO Brand

- ✓ Sales decreased due to intensifying competition since FY2022 Q2, however, the rate of decrease has slowed down recently.
- ✓ Maintained a firm position as No. 1 in the cleansing category for three consecutive years.

DUO monthly sales trends and 6 months rolling average for cleansing balm shipments

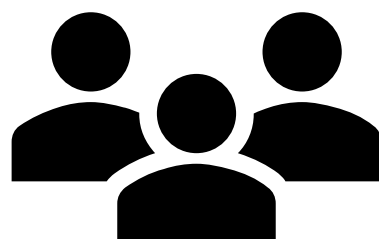
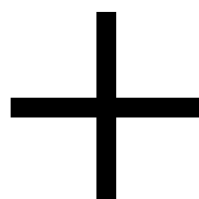
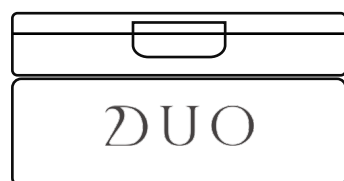


Cleansing category No. 1 for 3 consecutive years

Exceeded 40 million cumulative shipments (August 2022)

- ✓ Increase sales of products other than balm and aim to expand sales of the DUO brand as a whole.
- ✓ Aiming for No. 1 sales of cleansing balms for four consecutive years.

Accumulated brand power
and depth of subscription
customers



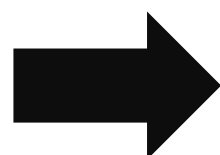
Launching new products



Airing TV commercials

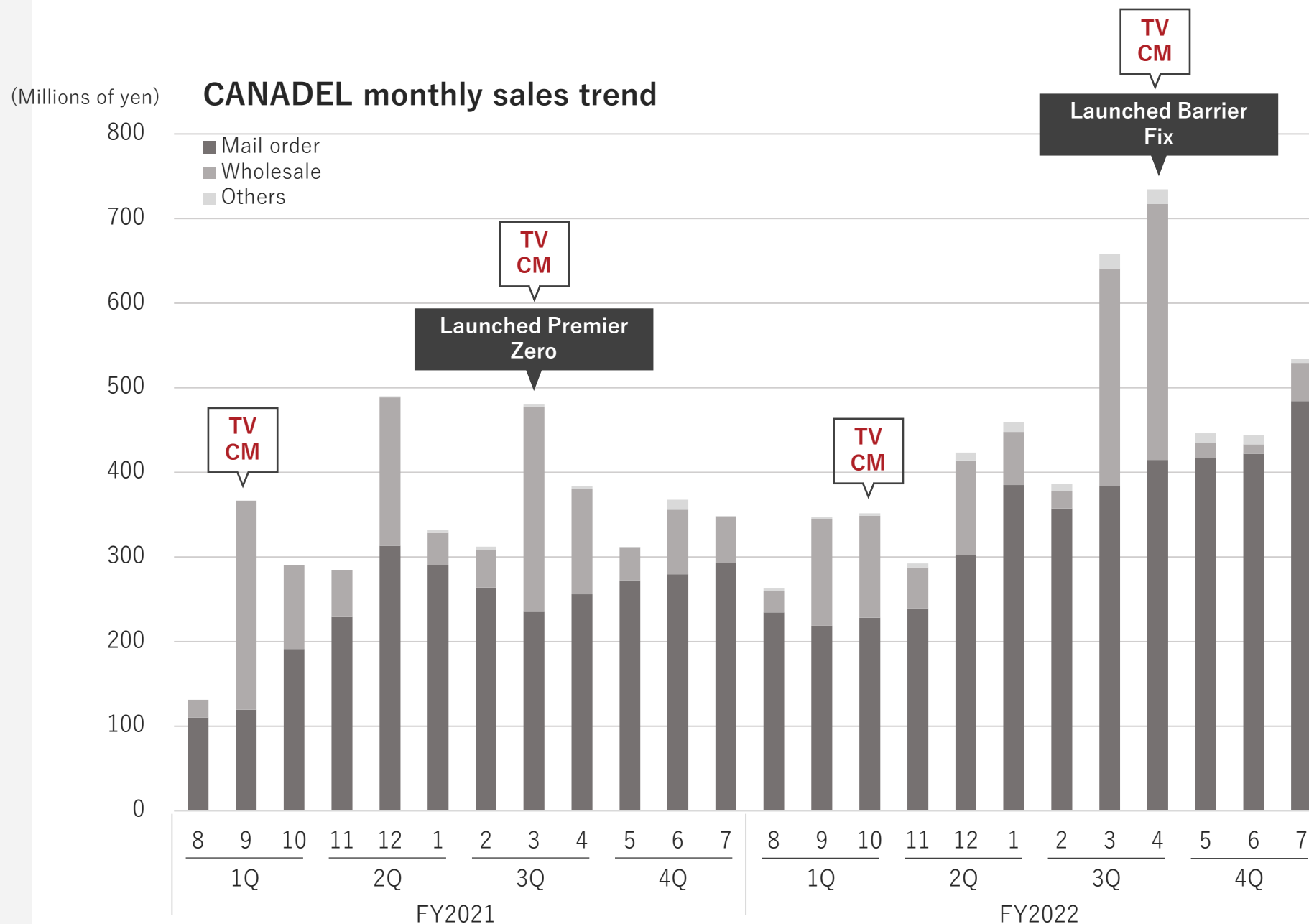


Driving customer experience



Aiming to increase sales for the DUO brand as a whole

- ✓ CANADEL maintains upward trend driven by unique new products
- ✓ In September, the total number of shipments exceeded 5 million. Steady growth aiming for category No. 1



Three years after launch, sales exceeded 5 billion yen (FY2022)

Exceeded 5 million cumulative shipments (September 2022)

- ✓ Increase presence and expand to the main target group of all-in-one.
- ✓ Aiming to be No. 1 in the all-in-one category through product and marketing strategies.

Launching refills



CANADEL

Introducing highly appealing, value-added products

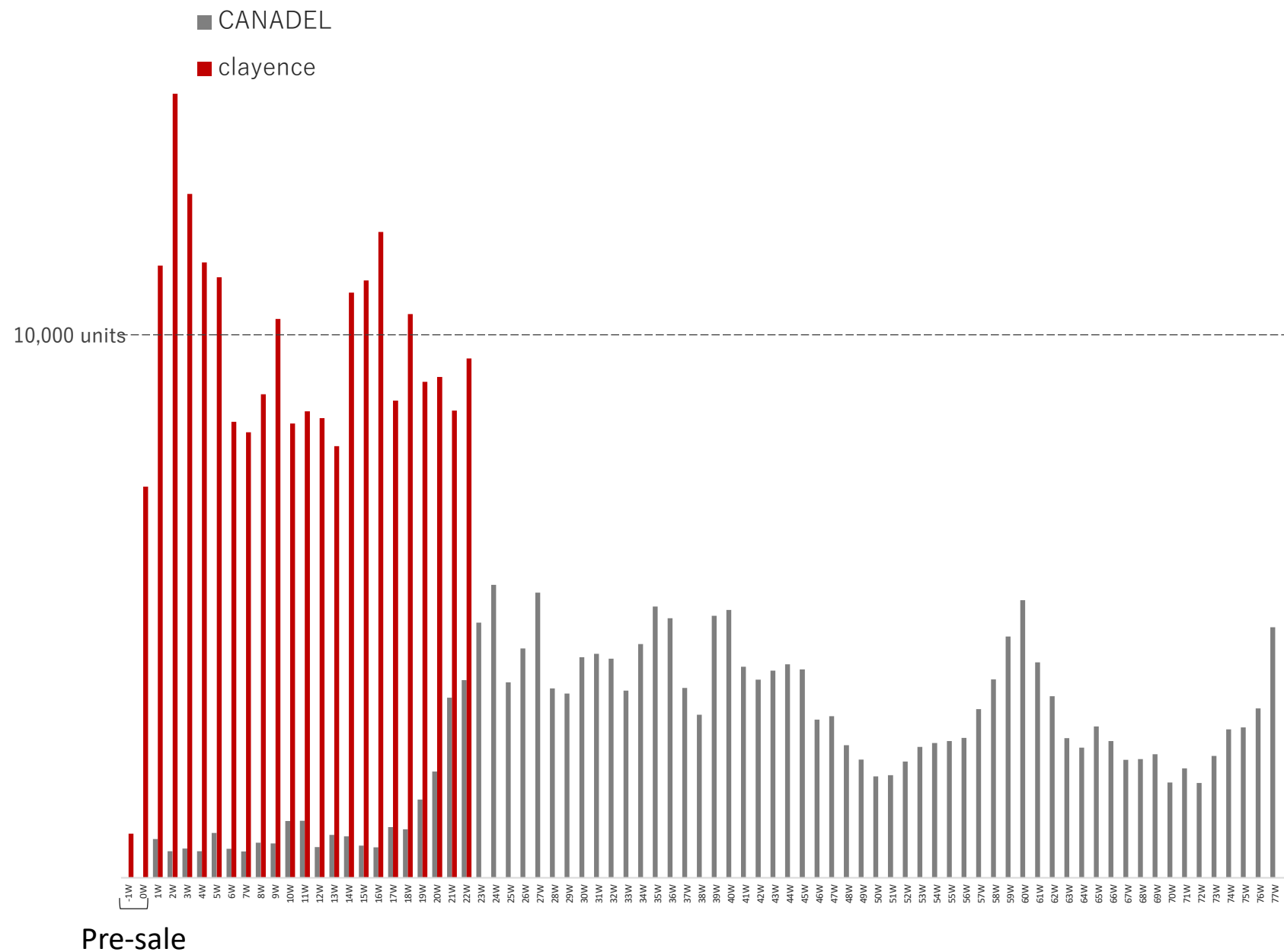


Improving awareness with a strong creative presence



- ✓ Home hair care brand “clayence” was launched in March 2022.
- ✓ Penetrating the market at a growth speed that greatly exceeds DUO and CANADEL.

Comparison of Weekly New Acquisitions at Launch of clayence and CANADEL



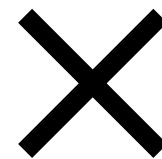
Horizontal development of brand development know-how gained from DUO and CANADEL

The number of new acquisitions exceeded 200,000 in 4 months after launch

clayence Brand

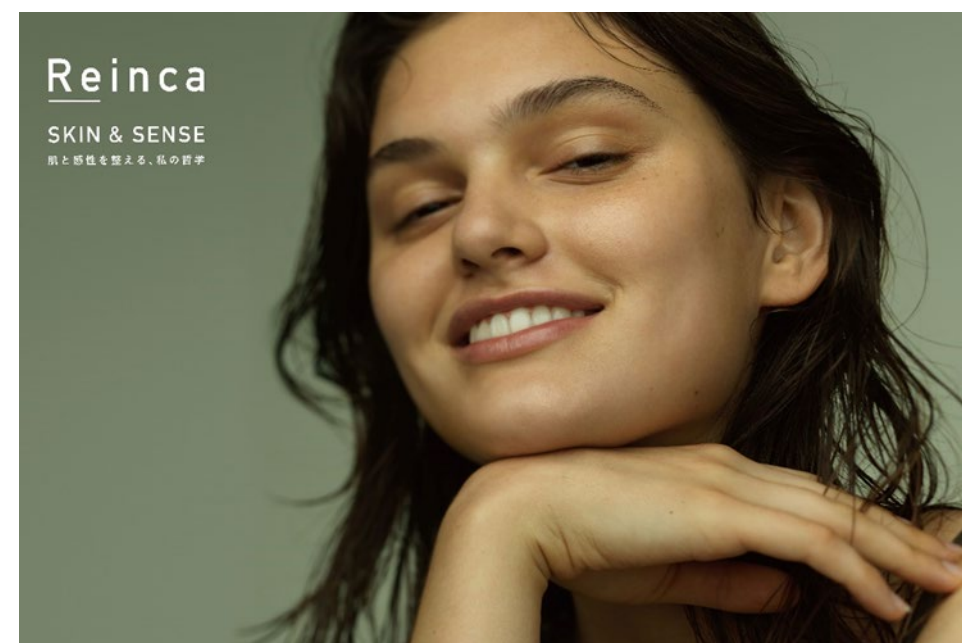
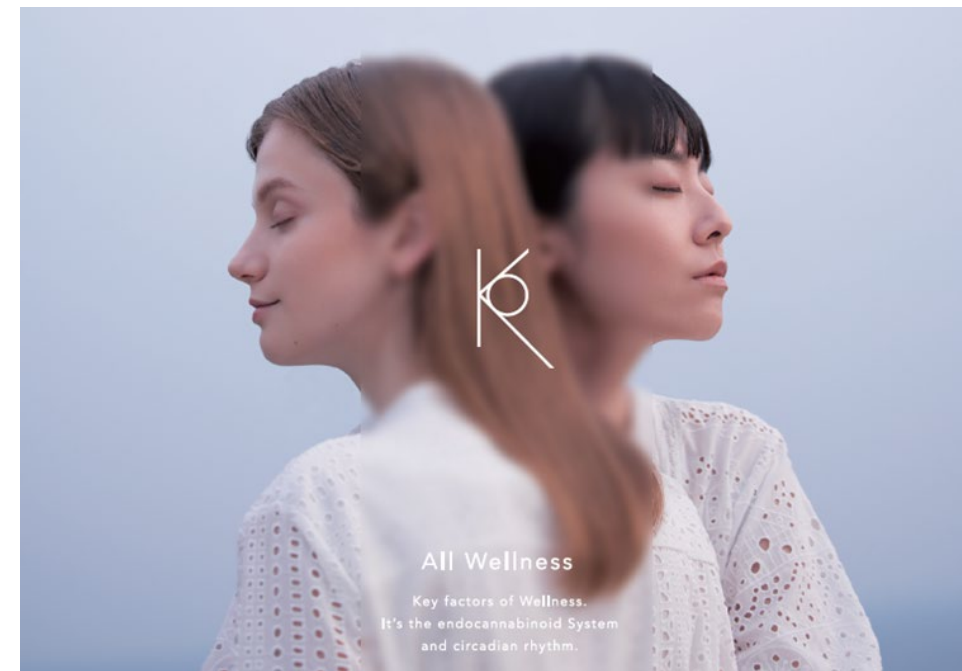
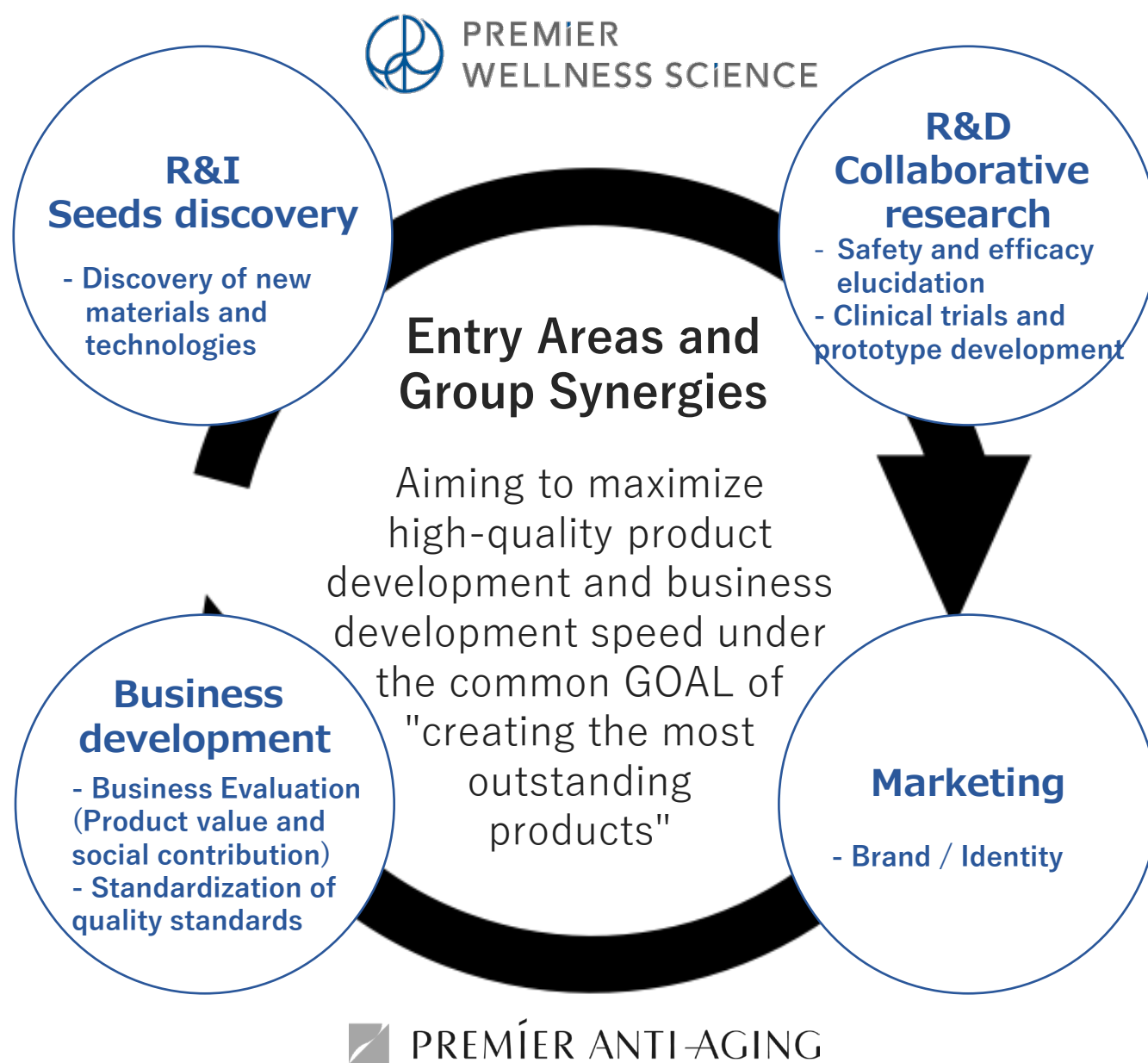
PREMIER ANTI-AGING

- ✓ Implement mass marketing at an early stage and aim to further improve recognition.
- ✓ We plan to deliver to 7,000 stores in the first half and expect an increase in wholesale sales in addition to mail order sales.



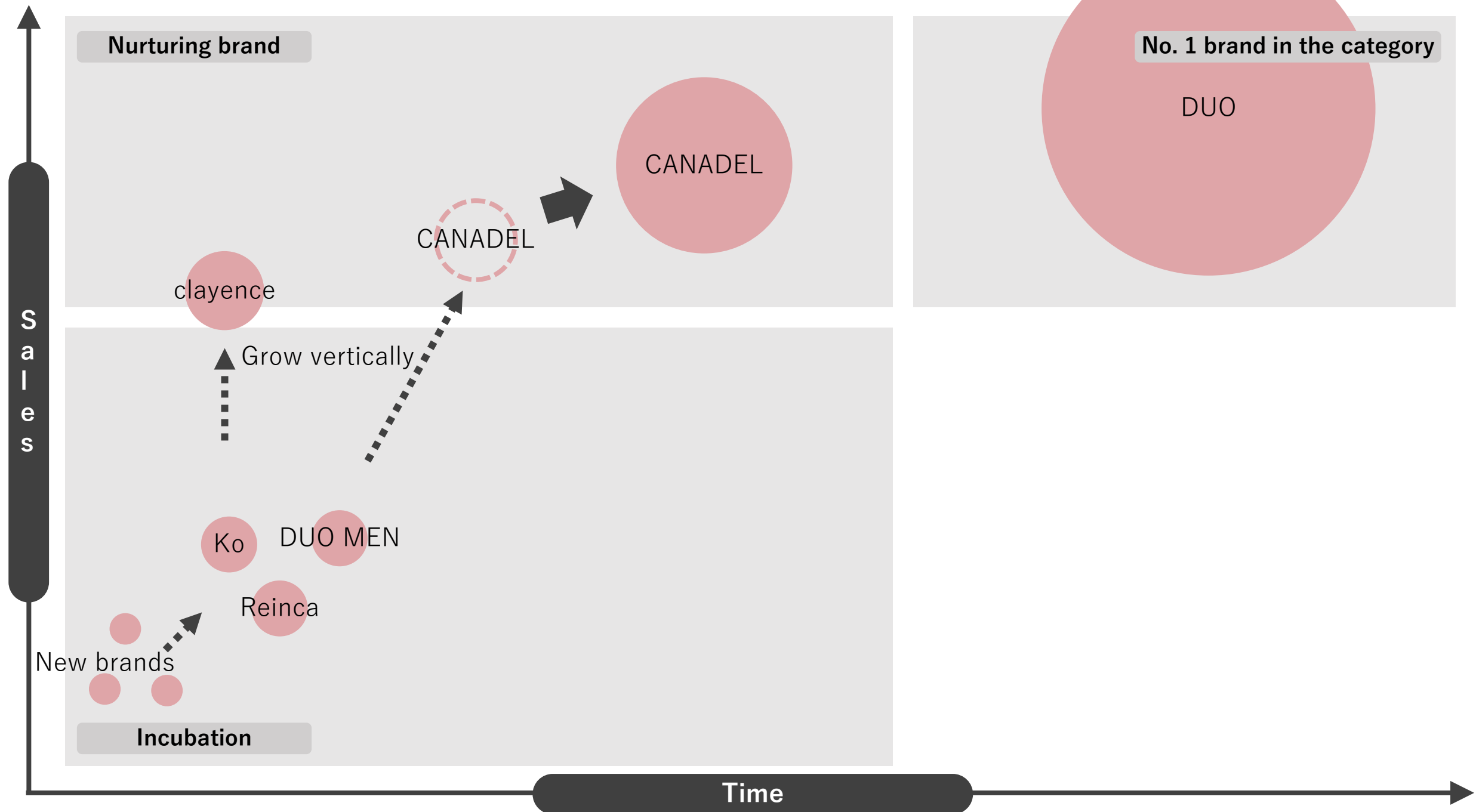
Aiming to generate sales from two channels, mail order and wholesale, with a media mix strategy

- ✓ Aiming for product development based on scientific evidence.
- ✓ The results of joint research with Showa University and the University of Tokyo have resulted in product development.
- ✓ Launched Ko, derived from CBD ingredients, and Reinca, derived from dental pulp stem cells.



Mid-term strategy

- ✓ Become the leading anti-aging company by creating numerous brands that are by far the No. 1 brand in their categories.




Sustainability Initiatives

- ✓ In FY2022, we undertook sustainability initiatives as part of our ESG efforts.
- ✓ To further strengthen and promote our sustainability initiatives, we established the Sustainability Promotion Committee in August 2022.


E

- Reduce CO₂ emissions
- Reduce amount of plastic used




S

- Participate in International Women's Day
- Improvement of employee engagement



G

- Established the Nomination and Remuneration Advisory Committee
- Implemented the Executive Officer System



Wooden spatulas



Provide refills



Green nano



International Women's Day

05 | Risk Information

Risk Information

✓ The major risk factors and countermeasures are listed below.

Major risk factors*	Major Risks	Occurrence Likelihood	Impact	Countermeasures
Dependence on specific brands and products	Although sales of the Group's mainstay product, "The Cleansing Balm," have been growing steadily, the Group's business and earnings could be affected by an increasingly competitive environment, changing consumer needs, or a shortage of raw material supply.	Low	High	We are focusing on growing sales of other products and expanding our brand portfolio by expanding our product lineup and launching new brands. At the same time, we are strengthening our organization through personnel reinforcement.
Risks related to laws and regulations	The Group is subject to legal regulations including the "Act on Quality, Efficacy and Safety Assurance of Drugs and Medical Devices," the "Act on Specified Commercial Transactions," and the "Act Against Unjustifiable Premiums and Misleading Representations." Amendments to or new establishment of laws and regulations may affect the Group's business and operating results.	High	Low	We strive to raise awareness of legal compliance through consulting contracts with specialized consultants, participation in seminars hosted by these consultants, and employee education.
Risks related to business environment	In the mail-order cosmetics market in which the Group operates, if the Group is unable to maintain the competitiveness of its products due to inadequate response to changes in consumer values, needs, and purchasing behavior, the Group's business and earnings could be adversely affected.	Low	Medium	In addition to actively promoting the development of new products and promotional measures utilizing SNS and applications, the Company strives to maintain the competitiveness of its products by viewing communications with customers at its call centers as an opportunity to constantly explore potential needs and apply those needs to product development.

* Major risk factors are excerpts from the "Business and Other Risks" section of the Company's Annual Securities Report.

06 | APPENDIX

Brand Introduction: DUO

PREMIER ANTI-AGING

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



DUO

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 33 SKUs* centering on cleansing balm.

Major cosmetics awards granted in the first half of 2022

MAQUIA September issue
Everyone's Best Cosmetics Skin Care Category
Cleansing category
1st place

WWD JAPAN
Published on June 21
Best Cosmetics in 1H of 2022
Variety Drugstore Edition
Cleansing and Face Cleansing Category
1st place
+20 more awards

*The SKU figure refers to the number of regular products as of July 31, 2022, excluding limited items and different sizes.

Brand Introduction: CANADEL

PREMIER ANTI-AGING

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

CANADEL

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. Four types of all-in-one creams and eye cream are currently available, taking in mind the lifestyles of modern women proactively living busy daily lives. We currently have 7 SKUs* centering on all-in-one cosmetics.

Major cosmetics awards granted in the first half of 2022



LIPS June 1 issue
LIPS Best Cosmetics
First Half of 2022
New Category Award
All-in-One Category
2nd place



LEE August issue
Immediate solutions to
your skin problems! Best
Cosmetics 2022 Summer
Fluctuating & Acne-prone
Skin Care
Grand Prize

+5 more awards



*The SKU figure refers to the number of regular products as of July 31, 2022, excluding limited items and different sizes.

Brand Introduction: sitrana

PREMIER ANTI-AGING

- ✓ A cosmetics brand for sensitive skin with cica substance*¹ in all products, sitrana targets the Chinese market.

sitrana

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*¹ under our original blending help fix the damaged skin and facilitate users to attain their ideal skin. We currently have 14 SKUs*².

Major cosmetics awards granted in the first half of 2022



MAQUIA September Issue
Everyone's Best Cosmetics
Maquia Influencers
BEST COSMETICS



LEE August issue
Immediate solutions to
your skin problems!
Best Cosmetics 2022
Summer
Skincare for pores category
+3 more awards



*1: Cica refers to the substance extracted from a plant called Centella asiatica. *2: The SKU figure refers to the number of regular products as of July 31, 2022, excluding limited items and different sizes.

Brand Introduction: immuno

PREMIER ANTI-AGING

- ✓ A functional organic cosmetics brand, immuno takes SDGs into consideration and promotes sustainable development.

immuno

While reflecting the comfort, aroma and eco-consciousness of organic products, the immuno brand was developed to achieve “desired results for skin” from a scientific perspective, not just for “feeling great.” It offers “functional aging care” that allows users to sense the difference after use rather than feeling somehow good. We currently have 9 SKUs*.

Major cosmetics awards granted in the first half of 2022



LEE August issue
Immediate solutions to your skin problems!
Best Cosmetics 2022 Summer
Beauty Wise Men's
Best-Loved Cosmetics



&ROSY August issue
The 20 beauty experts
The best cosmetics that meet the aesthetic sense
The best cosmetics of the 20 beauty experts!
Oil category 1st place

+3 more awards



*The SKU figure refers to the number of regular products as of July 31, 2022, excluding limited items and different sizes.

Brand Introduction: clayence

PREMIER ANTI-AGING

- ✓ 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 5 SKUs*.

Major cosmetics awards granted in the first half of 2022



LEE August issue
Immediate solutions to your skin problems!
Best Cosmetics 2022 Summer
Beauty Wise Men's Best-Loved
Cosmetics Department



MAQUIA August Issue
MAQUIA 2022 First Half
Best Cosmetics
Announcement Shampoo
& Conditioner category
3rd place

+4 more awards

*The SKU figure refers to the number of regular products as of July 31, 2022, excluding limited items and different sizes.

Brand Introduction: DUO MEN

PREMIER ANTI-AGING

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

DUO *men*

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 2 SKUs*.

Major cosmetics awards granted in the first half of 2022



FINEBOYS August issue
The 15th FINEBOYS
Men's Beauty Awards!
Facial Cleanser Category
2nd place



MEN'S CLUB August issue
MEN'S CLUB BEAUTY
the best of the best 2022
Facial Cleansing Category
3rd place

+1 more awards



*The SKU figure refers to the number of regular products as of July 31, 2022, excluding limited items and different sizes.

Premier Wellness Science's brand : Ko

PREMIER ANTI-AGING

- ✓ A brand with CBD (cannabidiol) as a key ingredient, which has a wide range of usefulness in beauty and health.



Focusing on the human endocannabinoid system (ECS) and circadian rhythm. The key ingredient CBD (cannabidiol) supports daily rhythms and helps maintain a healthy mind and body. To ensure the safety and transparency of CBD raw materials, we have introduced a traceability system that allows inspection, identification, and tracking through a combination of lot number and serial number identifiers. We currently have 3 SKUs*.



*The SKU figure refers to the number of regular products as of July 31, 2022, excluding limited items and different sizes.

Premier Wellness Science's brand : 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.

Reinca

Based on the brand concept of “Facing the source of skin and sensibility with the power of SKIN & SENCE 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 October 31, 2022, excluding limited items and different sizes.

- ✓ The materials and information provided in this document 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.
- ✓ We plan to disclose an update to this document in the future, approximately October after the closing of this fiscal year.

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



PREMIER ANTI-AGING