

# CFIZ Co., Ltd.

## Top Message

President and Representative Director

**Kazuaki Nakayama**



## A Customer-First Company: Evolving from an Essential Presence to a Natural Part of Daily Life

Established in 2020 as a joint venture between Cocokara Fine Co., Ltd. and H<sub>2</sub>O Retailing Corp., we create stores that delight our customers by combining the key strengths of drugstores—pharmaceuticals and general cosmetics—with those of general merchandise stores (GMS), namely daily essentials and counseling cosmetics. Health and beauty products drive our business, accounting for approximately 70% of total sales. In particular, we command an overwhelmingly dominant market share and a unique competitive edge in counseling cosmetics. Building on our track record of operational efficiency, we are deepening these efforts while focusing on new DX initiatives that elevate the customer experience—aiming to become the most essential store in every community we serve.

Number of  
stores by area

Total  
**30 stores**

Osaka  
Nara

**14 stores**  
**2 stores**

Kyoto  
Wakayama

**7 stores**  
**1 store**

Hyogo

**6 stores**

\*As of the end of March 2026

Name  
Location  
Tel:  
Established

CFIZ Co., Ltd.  
8F Semba ST Bldg., 2-7-30 Minami-Semba, Chuo-ku, Osaka, 542-0081 Japan  
+81-662-65-0125  
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## Business Plans and Policies

Guided by our Group philosophy of "co-creating and sharing value," we are advancing six key strategies to evolve from an indispensable presence into a natural part of everyday life.

### Key Strategies:

- 1.Strengthening cosmetics: Capitalizing on social media trends and the rapid growth of men's cosmetics to boost existing store sales.
- 2.Promoting app adoption: Increasing usage of the official MatsuKiyoCocokara app to expand our Group membership base and customer loyalty.
- 3.Enhancing digital CX: Providing personalized experiences through "MatsuKiyoCocokara Be" to elevate customer satisfaction in cosmetics.
- 4.Optimizing key metrics: Improving core operational indicators, such as private brand ratio, out-of-stock rates, and inventory loss.
- 5.Up-skilling professional staff: Hosting specialized study sessions for pharmacists and registered pharmaceutical sellers to elevate service quality.
- 6.Maximizing workforce efficiency: Refining staffing allocation to continually improve labor efficiency per man-hour.

## Future Policies

We fulfill our core drugstore role by promoting self-medication and offering expert consultation. At the same time, we proactively share health and beauty information and implement innovative, data-driven communication strategies. Through these initiatives, we will elevate the customer experience and solidify our position as the primary first point of contact for health and wellness. The key to achieving this lies in our "people," requiring a deep understanding of our customers from every single employee. To make daily life more convenient, comfortable, and enjoyable for our customers, we foster a workforce empowered to act with a customer-first mindset. Through these efforts, we embody our Group management philosophy: "Creating the future 'normal' and innovative lifestyles."

