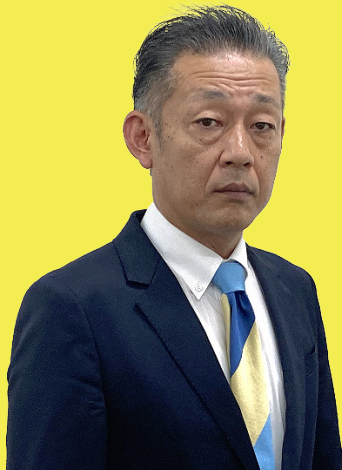


Matsumotokiyoshi East Co., Ltd.

Top Message

President and Representative Director
Shoichi Tada



Creating customer-centric stores that inspire endless gratitude: Driving differentiation and deeper expertise in health and beauty

We have been headquartered in Sendai City, Miyagi, since April 2014, and we merged with DARUMA DRUG STORE CO., LTD. in October 2015. As of March 31, 2026, we operate a network of 186 stores, comprising 8 in Hokkaido, 87 in Tohoku (primarily in Miyagi), 57 in Tochigi, and 34 in Gunma. Our portfolio encompasses diverse store formats—including station buildings, traditional shopping districts, shopping centers, and standalone suburban drugstores. We deliver tailored product assortments optimized for the specific needs of each location. By leveraging our broad footprint across Hokkaido, Tohoku, and Northern Kanto, we align our store development and product offerings with regional needs. Notably, we optimize the timing of our seasonal marketing and product proposals to reflect the unique climate and characteristics of each area.

Number of stores by area	Total	Hokkaido	Aomori	Iwate
	186	8 stores	7 stores	12 stores
	stores	Miyagi	Akita	Yamagata
		40 stores	3 stores	3 stores
		Fukushima	Tochigi	Gunma
		22 stores	57 stores	34 stores

*Including Drugstores with dispensing pharmacies: 12 | Standalone pharmacies: 2
As of the end of March 2026

Name	Matsumotokiyoshi East Co., Ltd.
Location	Sendai MKD Building 3rd floor, 2-2-24 Chuo, Aoba-ku, Sendai-shi, Miyagi 980-0021 Japan
Tel:	+81-22-268-1780 (Representative)
Established	October 2006

Business Plans and Policies

We are committed to building a resilient foundation that outpaces competition and establishing ourselves as the most profitable corporate entity in the Tohoku region. To achieve these goals, we are driving three key initiatives.

First is our product strategy. We are enhancing profitability by hosting exclusive private-brand product competitions and attracting customer traffic through value-driven product propositions. Specifically, we are placing particular emphasis on our private-brand cosmetics, as these categories deliver innovative new value propositions.

Second is our digital strategy. We are actively expanding our Group membership and offering services designed to maximize customer convenience—such as our home delivery service "MatsukiyoCocokara Q," online health consultation and medication guidance "MatsukiyoCocokara Me," and online skin analysis and virtual makeup trial "MatsukiyoCocokara Be"—thereby accelerating customer base expansion.

Third is delivering high-quality counseling by leveraging our core strength in consulting-based sales. Our digital cosmetics registry allows us to provide unique added value that sets us apart from our competitors. Expanding our customer touchpoints through these strategic efforts will lead us to build a solid, loyal customer base. Despite a shrinking market fueled by population decline and rising competition, we will solidify a resilient business foundation by delivering services unique to our brand.

Future Policies

We are accelerating the rollout of our "Beauty Flagship" stores—strategic high-value locations designed to immerse customers in the unique appeal of cosmetics through interactive, experiential discovery. This will strengthen our customer touchpoints and further enhance our brand value. Furthermore, we view our "Employee Engagement Survey" as a critical non-financial KPI essential to achieving our management goals. Through company-wide efforts, we aim to build strong alignment with leadership and drive employee fulfillment, creating an open and communicative workplace culture. By fostering a culture that celebrates every gratitude and achievement regardless of rank or position, we aim to build an empowered organization where all employees share a deep sense of camaraderie, support one another, see tasks through to completion, and collectively forge a path toward the future.

