

Matsumotokiyoshi Kou-Shin-Etsu Co., Ltd.

Top Message

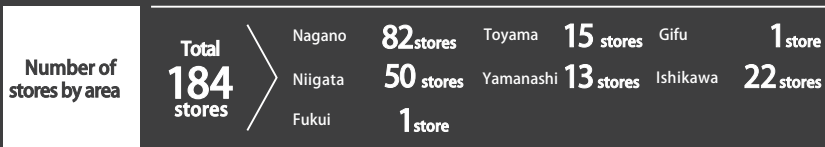
President and Representative Director

Hiroshi Ando



We build highly profitable business models in community healthcare, beauty, and health, driving continuous social contribution and mutual growth for our company and employees

Although the Koshinetsu and Hokuriku markets are highly saturated with a high number of drugstores per capita, our operations continue to thrive. In addition to our core strengths in health and beauty products, we optimize our store formats: we deploy suburban stores focused on convenient daily goods and foods, while expanding on-site pharmacies in high-prescription areas. As part of our "Community-based Integrated Care Model" initiative, we deliver in-home and facility-based medication counseling in close partnership with doctors, nurses, and care managers. We aim to be a truly community-friendly company tailored to local characteristics, earning the trust and loyalty of customers across all generations.



*(Including 2 franchised stores) Drugstores with pharmacies: 46 | Standalone pharmacies: 6
As of the end of March 2026

Name	Matsumotokiyoshi Kou-Shin-Etsu Co., Ltd.
Location	1393-3 Tsurugamidori-cho, Nagano-shi, Nagano 380-0813 Japan
Tel:	+81-26-229-8490 (Representative)
Established	March 1993

Business Plans and Policies

Guided by the Group's philosophy, vision, slogan, and key strategies, we set KPIs and strategic themes to drive a virtuous management cycle, enhance corporate value, and secure our annual plans. To reinforce our commitment to health and beauty, we are expanding our customer base. We achieve this by leveraging the Group's merchandising strategy and advanced staff training, including OJT, to elevate customer service. In our dispensing division, we partner with medical institutions to accelerate the rollout of integrated pharmacies and strengthen our contribution to local healthcare. To improve profitability, we will focus on expanding private-brand sales and acquiring app members—fostering medium- to long-term customer loyalty and a distinct competitive edge. By serving as an information hub to amplify the impact of group-wide promotional campaigns, we aim to maximize our profits. To optimize workforce utilization and efficiency, we monitor daily store operations based on ideal labor hours. Concurrently, to support diverse work styles, we are leading the Group by appointing and deploying "part-time managers."

Future Policies

Rising prices and labor shortages that stem from a declining birthrate and aging population have heightened consumer cost-consciousness. However, a counter-trend is emerging: consumers are increasingly willing to pay a premium for products of genuine value. In response to the evolving business environment, we will offer high-value-added products centered on our private brands, while swiftly introducing new and trending national-brand products tailored to local needs. To enhance customer satisfaction, we aim to be the preferred choice for consumers by providing personalized recommendations and expert insights through courteous, attentive service from all employees. Believing that high-quality customer service stems from a supportive work environment, we strive to enhance employee satisfaction by actively integrating frontline feedback into our operational upgrades. We are committed to creating a rewarding work environment for all employees. To further accelerate market share expansion, we will open new locations, improve profitability through existing store renovations, and build customer loyalty by growing our member base.

