

Matsumotokiyoshi (Malaysia) Sdn. Bhd.

Top Message

President and Representative Director
Hidetoshi Sugimoto



Accelerating Brand Awareness in Malaysia: Building a Global Growth Model Through Dominant Store Expansion and Exclusive, Directly Imported Japanese PB Products

Following the establishment of our local subsidiary in February 2025, we opened our first store at the TOPPEN Shopping Centre in Johor Bahru in December 2025. Designed as an experiential, Japanese-quality drugstore, the store targets trend-conscious Malaysian youth and families, alongside cross-border visitors from neighboring Singapore. While major local chains such as Watsons and Guardian hold overwhelming market share, Korean cosmetics enjoy massive popularity, particularly among younger consumers. In this dynamic, multi-ethnic, and Islamic market, our store format serves as a strategic growth engine to establish a scalable overseas revenue model.

Name	MatsumotoKiyoshi (Malaysia) Sdn. Bhd.
Location	Lot 5-2, Level 5, Menara HLX, No. 3 Jalan Kia Peng, 50450 Kuala Lumpur Malaysia
Tel:	+603-2181-5746 (Representative)
Established	December 2025

Business Plans and Policies

Prioritizing a dominant store strategy in Johor Bahru, we will execute concentrated store rollouts to simultaneously optimize logistics efficiency and establish early brand recognition. Leveraging the staff training curriculum developed at our first store and an operational manual tailored to a multi-ethnic, Islamic culture, we are building a scalable framework to drive seamless multi-store expansion and accelerate rollouts. We will differentiate ourselves from incumbent competitors through distinctive merchandising, centered on private-brand (PB) products imported directly from Japan, and highly specialized, consultative customer service. Grounded in Japanese safety, security, and quality, we rapidly translate real-time purchasing data into targeted merchandising (MD) that captures halal demand and emerging trends—building a distinct, loyal customer base. Furthermore, by introducing a cross-border "Global Points" reward program usable in Japan, we deliver a seamless customer experience that cultivates long-term brand advocacy.

Future Policies

Respecting Malaysia's cultural diversity and local preferences, we drive true localization by tailoring our high-quality, Japanese-style services to local customers. Going beyond traditional retail, we aim to establish an essential lifestyle infrastructure that elevates the quality of life for local communities and becomes Malaysia's most trusted Japanese drugstore. Although operating in a market with strong competitors, we will leverage highly trusted Japanese brands to the fullest and solidify our strategic advantage. We invite our shareholders and partners to walk alongside us and actively support our expansion in this high-growth market.

