

Central & Matsumoto Kiyoshi Limited (Thailand)

Top Message

President and Representative Director
Koichi Hirose



Celebrating our 10th anniversary, we will continue to provide appealing products to gain even greater loyalty from our Thai customers

Our company was established in August 2015 as a joint venture with Central Food Retail, a core company of the Central Group, one of the largest conglomerates in Southeast Asia, and this year marks our 10th anniversary. Our biggest advantage is that we have priority to open our stores in large shopping malls operated by our joint venture partner, the Central Group. More than half of our stores are in malls related to the Central Group, particularly our stores in central Bangkok are particularly popular with customers. We will continue to actively offer attractive Japanese products, including Matsukiyo private brands, to our customers in Thailand

Number of stores by area

37 Total stores

Bangkok metropolitan area	29 stores
Northern Thailand (Chiang Mai)	3 stores
Northeast Thailand (Nakhon Ratchasima / Udon Thani)	2 stores
Eastern Thailand (Chonburi)	2 stores
Southern Thailand (Songkhla)	1 store

*As of the end of March 2026

Name	Central & Matsumoto Kiyoshi Limited (Thailand)
Location	18th Fl., Central Plaza Chaengwattana Office Tower Bld., 99/9 Moo 2 Chaengwattana Road, Bangtalad, Park Kret, Nonthaburi 11120, Thailand
Established	August 2015

Business Plans and Policies

Since our company achieved profitability in 2022, we have continued to record increases in both sales and profits. In the fiscal year ending December 2025, we aim to increase the number of stores to 37, up by 9. In addition to the Bangkok metropolitan area and Chiang Mai, we will reopen stores in the provincial core cities of southern Thailand and the north-east, as well as in Pattaya, which was temporarily closed due to the COVID-19 pandemic. We are committed to increasing recognition across Thailand.

Thailand's strict import regulations for pharmaceuticals and food make it challenging to stock Japanese products in these categories and complicate differentiation from other companies. In response to this challenge, we are actively introducing Japanese products, especially our PB products, in cosmetics categories such as skin care and hair care. Along with this effort, we are strengthening our differentiation through information dissemination on social media and courteous customer service at our stores.

In line with the growing trend of e-commerce in the Thai market, we are also strengthening online sales via live streaming by our employees. As a result of these initiatives, Matsukiyo's PB products have gained strong support from many customers.

Future Policies

To ensure that Thai customers continue to patronize Matsumotokiyoshi, we will take the following measures.

- 1) Strengthen our product lineups: expand PB products in particular.
- 2) Develop promotions: increase customer satisfaction through attractive promotions.
- 3) Improve customer service skills and retention: thoroughly educate employees to improve customer service skills and store staff retention.

We have improved our profits by improving profit margins and rebate terms for national brand products, expanding PB products and importing them ourselves, and negotiating lower store rents. For further business expansion, all employees will work together in cooperation with our colleagues in Japan to promote various initiatives.

