

MATSUMOTO KIYOSHI VIETNAM JOINT STOCK COMPANY

Top Message

President and Representative Director
Hiroki Miyaoka



Expanding the Brand in Rapidly Growing Vietnam: Enriching our Japanese and private-brand lineups and driving competitive differentiation through tailored customer service

To spearhead our drugstore expansion in Vietnam, we established a joint venture with Lotus Food Group Co., Ltd. in July 2020, launching our first store in Ho Chi Minh City's District 1 that October. Following our strategic entry into Hanoi in September 2023, our retail network has steadily expanded to 20 locations as of late March 2026. Our core strength lies in an extensive selection of popular Japanese products, tailored directly to the health and beauty needs of Vietnamese consumers. We design our stores to provide an exceptional hands-on shopping experience, allowing customers to physically engage with our comprehensive product lineup.

Number of stores by area	Total 20 stores				
		Ho Chi Minh	11 stores	Dong Nai	2 stores
		Hanoi	4 stores	Da Nang	1 store
		Haiphong	1 store	Kanto	1 store

*As of the end of March 2026

Name	MATSUMOTO KIYOSHI VIETNAM JOINT STOCK COMPANY
Location	No.9-9A No Trang Long, Gia Dinh Ward, Ho Chi Minh City, Vietnam
Established	July 2020

Business Plans and Policies

With its 2025 GDP growth rate reaching a robust 8.02%, Vietnam consistently ranks among the fastest-growing economies in Southeast Asia. Further driving this momentum, the HCMC Metro Line 1, developed through Japanese ODA and launched in December 2024, has significantly enhanced urban mobility and local lifestyle convenience. Additionally, the scheduled 2026 opening of Long Thanh International Airport is poised to catalyze international business and tourism, prompting global chains to aggressively expand their local presence.

To capture this momentum, we are accelerating our retail footprint and strategic marketing across Vietnam's two major economic hubs, Hanoi and Ho Chi Minh City, to rapidly scale the Matsukiyo brand. To optimize profitability and elevate customer service, we implement proprietary frontline initiatives, including sales contests focused on Japanese products. Crucial to these efforts is empowering store staff with deep product expertise to shift the retail experience from basic explanations to advanced consultations. Moving beyond simple product explanations, we are establishing a framework to address individual customer concerns and deliver the latest insights in health and beauty.

Future Policies

Going forward, we will accelerate store rollouts in the key hubs of Hanoi and Ho Chi Minh City while driving e-commerce expansion to deepen the Matsukiyo brand's market penetration. By continuously injecting fresh value into our lineup, we will cultivate a retail experience where Vietnamese consumers encounter exciting discoveries with every visit. Furthermore, recognizing local talent development as a core asset for our growth, we are embedding the "Matsukiyo Cocokara WAY" to unify mindsets across our teams in Japan and Vietnam, ultimately elevating operational standards across our global organization.

