





To pursue healthy mind and body, and to contribute to the community

Corporate Profile





Profile



To pursue healthy mind and body, and to contribute to the community

Corporate Slogan

Realizing "Omotenashi No. 1"

Management Policy (Social Responsibility)

Establish a community-based healthcare network
Foster competent human resources that can satisfy society's needs

Group Companies



Message



Become an enterprise helping people in the community get "cured," receive the "care" they need and feel "fine"

President Atsushi Tsukamoto

cocokara fine Inc. is a company which operates approximately 1,300 drugstores and pharmacies in Japan. We are not only drugstores which just sell products, but also aim to establish a healthcare network that helps realize a society where people stay healthy and enjoy life. As bases of this healthcare network, we operate drugstores and pharmacies. Our social mission is to realize our management principle of "pursuing healthy mind and body, and contributing to the community."

In recent years, Japan has experienced a number of natural disasters and economic crises. We need to break out of our conventional way of thinking that places utmost importance on the economy and develop a new vision for society that is people-friendly and considerate of sustainability. In view of the advent of the era of longevity with many people living to be 100 years old, amid the aging of the society, various regulatory reforms have been implemented in Japan, including separation of drug prescription and dispensing functions as well as their locations and the introduction of an insurance system for long-term care, and a full-scale shift to self-medication era that emphasizes disease prevention, undergoing less intensive or invasive treatments, and maintaining health. Future drugstores will address the function of not only "being shops where people buy drugs when they fall ill," but also "preventing potential illness or maintaining health," which will be increasingly important.

Responding to the needs of the era, we would like to be a "family drugstore & pharmacy" where customers and patients can seek advice without hesitation. As an enterprise supporting the quality of life (QOL) of people in the communities we serve, we are establishing a healthcare network through linkage of our core business of drugstores and pharmacies with nursing care and home-visit nursing care services, and cooperation with local healthcare institutions. This endeavor is central to our goal of becoming an enterprise helping people in the community get "cured," receive the "care" they need and feel "fine."

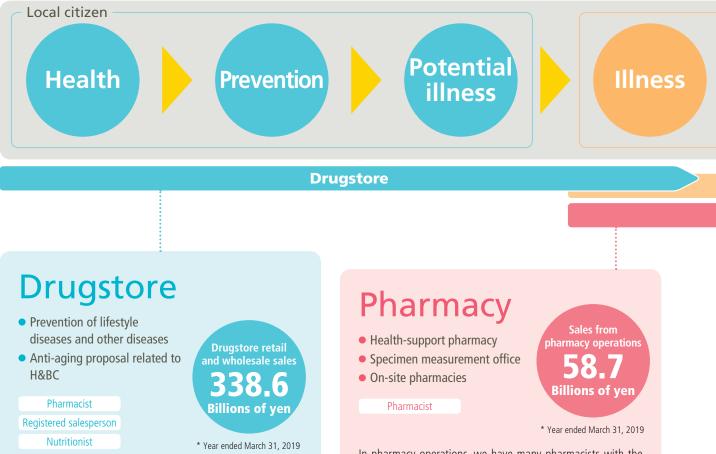
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Business Area

Providing a range of healthcare services

Six steps for being healthy



Drawing on their abundant expertise, our pharmacists, nutritionists and registered salespersons qualified to sell over-thecounter (OTC) drugs provide advice to address customers' concerns and meet their needs through face-to-face sales, health consultation, dietary measures and nutritional guidance. Pursuing specialization and convenience, we are positioning our drugstores as one-stop solution providers helping people in the community get "cured," receive the "care" they need and feel "fine."



In pharmacy operations, we have many pharmacists with the wealth of specialized knowledge that use a new integrated pharmacy management system at all stores to ensure safe and accurate dispensing and drug administration guidance. We are pursuing various initiatives in our drive to become community-focused health-support pharmacies, including expansion of at-home dispensing, operation of on-site pharmacies that require specialized knowledge, and fostering of pharmacists and staff specialized in supporting individual patients suffering dementia, diabetes, or cancer.



covering six steps for being healthy



via 1) services for assisted-living facilities such as paid elder care facilities, 2) services at visitation-type care facilities such as day-care services, 3) at-home nursing care services such as home care and home-visit care, and 4) nursing care goods rental services. We have established an environment that enables users and their families to live with peace of mind and are working to link to the various services offered by the cocokara fine Group companies and are collaborating with local healthcare institutions to improve the quality of life of users.



Vision of cocokara fine

Establish a healthcare network in the community



The diagram shown above is an image of the "cocokara fine mall" our new employees who joined in April 2018 depicted during their training. By establishing a "healthcare network" with the cocokara fine store as its core in which sports gyms, day-care centers, healthcare institutions, and nursing care institutions are integrated in addition to food, clothing, and housing, our goal is to realize an environment in which people of all generations, from the elderly to newborns, can live with peace of mind. This goal cannot be attained by cocokara fine alone. The "cocokara fine mall" can only be realized when we take the initiative and collaborate with other parties in the communities so that it becomes possible to address all the needs and concerns of customers and patients in the communities in the health and beauty field. To achieve this vision, we would like to position our core business of drugstores and pharmacies as the "first place where people seek advice."

Business Outline

Drugstore Operations

Business • Sales of products related to health and beauty centering on over-the-counter (OTC) drugs

Industry-leading business foundation with more than 1,300 stores

cocokarafine Healthcare Inc. and IWASAKI KOHKENDO Co., Ltd. engage in drugstore operations, one of the core businesses of cocokara fine Group. With over 1,300 stores nationwide, we are pursuing economies of scale by optimizing the industry's top-rated number of stores. We are

also developing area-focused, detailed merchandising to further reinforce our business foundation.

We aim to develop stores that achieve customer satisfaction by ensuring excellent "access (anytime, anywhere, anyone)" and "services (meeting customers' needs)."



Drugstores rooted in the communities join forces for nationwide coverage



Companies, including Seijo, Segami Medics, Zip Drug, Lifort, and Suzuran, and subsidiary IWASAKI KOHKENDO, which have been operating drugstores rooted in the communities, have joined forces under the management principle of "pursuing healthy mind and body, and contributing to the community," and are generating greater synergy. At the same time, we are converting these drugstores to the cocokara fine brand for enhanced branding.

Community-focused store operations to meet customer needs

The cocokara fine Group is promoting community-focused store development to make our stores indispensable for each and every customer. By classifying drugstores nationwide into four clusters, "urban," "on shopping streets," "residential," and "community," we have established standard store formats for each cluster with optimized merchandising, layout and operations according to local characteristics. We are implementing initiatives to realize sales promotion and a product mix fine-tuned for each format.





The cocokara fine Group is distinguished by its ability to offer high-value-added services centering on face-to-face sales enriched by our staff's expertise. For this purpose, we are promoting the "cocokara Health Campaign" consisting of initiatives to deepen the specialized knowledge of our employees through training and communicate the knowledge they gain to customers and patients. These highly regarded initiatives resulted in cocokara fine being recognized in the large enterprise category as a White 500 under the 2019 Certified Health and Productivity Management Organization Recognition Program. We are meeting customer needs with a wide assortment of products centering on health and beauty care products and hospitality, clearly demarcating ourselves from typical low-price-oriented drugstores.





Feature 3

Feature

1

Private-brand products attuned to customer needs

We are pursuing differentiation from other drugstores by developing private-brand products that deal with customers' issues and needs, achieved by leveraging the features of the Group, which has strength in counseling capabilities supported by specialist knowledge. We are promoting development of high-value-added products. They include the "VIVCO Series" cosmetics which boast cumulative sales of more than 1.4 million units. This product line was developed through industry-academia collaboration with Kyushu University, which has proprietary technology, to address the skin problems of customers. The "DEARPERFECT Series" of surfactant-free cosmetics are another example.

Effective use of IT, including our website and app

We have in place customer touchpoints that support various digital environments, including smartphones and tablets. For greater customer convenience, we offer an "in-store pickup service" so that customers can collect the products they purchase through the Cocokara Club, our e-commerce website, at our store in their neighborhood, and we also participate in Amazon Prime Now. Moreover, we are promoting one-to-one marketing with more effective personalized sales promotion and information provision to app members.

Card with prepaid function usable worldwide

We launched our membership card "Cocokara club card" in April 2013. As well as serving as a point card at our stores, it can be used as a prepaid card at VI-SA-affiliated stores worldwide. This card enables us to enhance customer satisfaction and implement sales promotion strategies by offering various services to card holders according to their purchase behavior and approaching them in multiple ways attuned to their lifestyles so that they will become "loyal customers."







Business Outline

Pharmacy Operations

Business • Drug dispensing based on prescriptions by doctors and sales of drugs etc.

Promoting development of community-focused health-support pharmacies

The cocokara fine Group is a pioneer in the drugstore industry as one of the first to implement pharmacy operations in anticipation of the coming era of the full-fledged separation of medical practices and drug dispensation. Based on a long history of providing safe and accurate pharmacy services, the Group boasts the drugstore industry's top-rated position regarding dispensing fees. In view of the trend toward aging, the functions required in dispensing pharmacies are increasingly diverse. By developing pharmacies that can be the first point of contact for patients and customers, we are positioning the pharmacies as the bases of the "establishment of a healthcare network" we aim for.





An essential part of the healthcare network

Aiming to build "health-support pharmacies" in the era of self-medication, our policy is to open not only stand-alone dispensaries but also combined outlets that include a drugstore and pharmacy under the same roof, and strengthen initiatives for providing pharmacy services to patients who are receiving treatment at home, proposing use of generic drugs, increasing bases for at-home dispensing and reinforcing our commitment to around the-clock dispensing. As well as offering conventional dispensing services, our pharmacies are a source of added value for patients that are easy to visit. They sell products conducive to health and wellness, are equipped with specimen measurement offices, and encourage patients to attend their health advisory gatherings regardless of whether they have prescriptions.

Initiatives for on-site dispensing pharmacies that require specialized knowledge

To contribute to enhancement of the quality of life of people in the communities that our pharmacies serve, we are fostering specialized pharmacists and other staff with the expertise needed to offer personalized support to patients with dementia, diabetes, or cancer. In each area, we are establishing a network encompassing a wide variety of related sectors such as healthcare and nursing care. Taking advantage of these strengths, we are vigorously opening on-site pharmacies that require more specialized knowledge. We also sell drugs and daily necessities, and will promote development of on-site pharmacies by taking advantage of our economies of scale.





2

Pharmacists and staff with specialized expertise capable of offering support attuned to individual patients

The cocokara fine Group is striving to enhance the skills of its pharmacists by utilizing specialized in-house training and e-learning. In particular, we are focusing on diabetes countermeasures. The diabetes patient support training program includes several sessions provided by specialists. The cocokara fine staff who have completed this program wear the "diabetes patient supporter" badge at stores. They actively provide advice about diabetes medication and conduct awareness raising activities, including communication of the risk of postprandial hyperglycemia and prevention of diabetes and complications, at stores and in the communities.



Utilization of ICT and participation in a pilot scheme

We have launched the "cocokara fine Drug handbook app" that can be used at all pharmacies nationwide. Make a reservation by using your smartphone to photograph the prescription and sending the image to the pharmacy of your choice. When the drug is ready, you will be notified via the app. Thus, you can pick up the drug without wasting time. We became the first drugstore operator to gain a license for provision of "remote medication instruction services in a national strategic special zone" in Fukuoka City and started providing online medication instructions remotely. We are vigorously employing new technologies to enhance convenience for patients.



Feature 3

eatu A

Emphasizing "at-home dispensing" in collaboration with community healthcare services

With at-home dispensing, pharmacists visit patients at their homes and provide explanations of the drugs and drug administration guidance, etc. Working closely with doctors and nurses, pharmacists identify the condition of patients' taking of medication and provide appropriate advice and management of leftover medicine. Over 200 pharmacies of the cocokara fine Group in Japan offer at-home dispensing. In collaboration with hospitals and nursing care facilities in the communities, we help people continue to live soundly in the communities to which they are accustomed.



Offering added value, going beyond dispensing services

At some 300 dispensing pharmacies of the cocokara fine Group nationwide, we periodically offer various health events free of charge, such as health consultation and bone density analysis, which are held over a thousand times each year. Some of our stores are equipped with measuring devices that are available for use by customers freely, providing opportunities for people in the communities to consider their health.





Business Outline

Nursing Care Services Business • Provision of nursing care and home-visit nursing care services

Expanding our business to meet the needs of at-home medical care, a major issue of the ageing society

In line with the trend toward shorter hospitalization periods, outpatient treatments and home care are being emphasized. To help people return home and live at home without anxiety, we provide high-quality, team-based healthcare and nursing care through collaboration among the cocokara fine Group's pharmacists, nurses, care managers, physiotherapists, occupational therapists, and certified care workers and also in cooperation with healthcare institutions, home-visit doctors, the Community General Support Center, and other relevant parties in the communities. FINECARE Inc. is offering high-quality care meeting the needs of users and their families, including provision of at-home nursing care services, operation of home care stations with day-care services for functional training, and assisted-living homes, which benefit from extensive collaboration with healthcare services. Aianju Co., Ltd., which joined the Group in 2017, sells and leases nursing care equipment and provides housing improvement services, etc., enabling the Group to offer more extensive nursing care services.



International Business

 Development of overseas store operation, imports of overseas products and exports of Japanese products, and sales promotion thereof

Promoting wholesale (imports and exports) business in East Asia where major growth is expected

In China and elsewhere in East Asia, market for Japanese products is expanding in line with the upward trend of personal incomes fueled by economic growth. We are vigorously developing business in East Asia where prospects for further growth are promising. At present, we are importing and exporting in China and Thailand. Our local bases are collaborating with one another to increase the presence of cocokara fine in Asia.



Staffing Business • Employment of diverse human resources and new businesses

Encouraging diverse human resources to flourish in support of sustainable core business growth

In accordance with our policy on diversity, we are enhancing the working environment so employees can bring their capabilities into full play while achieving work-life balance. By dispatching qualified personnel (pharmacists and registered salespersons) and through work under con-

tract, we support the Group's store operations and administrative work. With regards to employment of people with disabilities, we address the needs and expectation of society by establishing a special subsidiary offering a working environment that allays the anxieties of people with disabilities while giving them working opportunities to fulfill their potential.



COCOKARA FINE NEWS

NEWS

Opening of two on-site pharmacies

We opened two on-site pharmacies at hospitals to capitalize on the expertise of our pharmacy operations. Taking advantage of the Company's economies of scale, these pharmacies also have retail functions for over-thecounter drugs, daily essentials, and other items.

Pharmacy at Izumi City General Hospital (Opened on April 2, 2018)





NEWS

Participation in a demonstration experiment of an information sharing system using electronic tagging

The Company participated in a demonstration experiment for dynamic pricing and advertising optimization organized by the

Ministry of Economy, Trade and Industry at Kiyosumi Shirakawa Store (Tokyo). The objective is to share the information obtained from electronic tags affixed to products subject to the experiment so as to help resolve social issues such as by reducing food waste.



NEWS

Participation in TOKYO GIRLS COLLECTION 2019 for the first time

TOKYO GIRLS COLLECTION, one of Japan's largest fashion festivals, has been held twice each year since 2005 under the theme of "bringing Japan's girls' culture to the world." At this event we opened a booth jointly with Shiseido Company, Limited where visitors could try out cosmetics. Our employees offered makeup advice to visitors at a makeup trial corner and we publicized cocokara fine's official app.



NEWS

Opening of Sports Club AXTOS Will_G

In December 2018, Sports Club AXTOS Will_G operated by AXTOS Co., Ltd., a subsidiary of

Valor Holdings Co., Ltd., opened on the second floor of the Company's Nisshin Kaguyama Store (Aichi Prefecture).



NEWS

Start of provision of remote medication instruction services in Fukuoka City

As part of initiatives to enhance convenience for patients, we became the first drugstore operator to gain a license for provision of remote medication instruction services in a national strategic special zone in Fukuoka City. We started providing online medication instructions remotely at Nata Store.



NEWS

Renewal of Revirsia in-bath line



Revirsia launched in 2015 is a hair care series focusing on keratin, one of the substances of which hair is composed. In November 2018, Revirsia's in-bath line was upgraded. With the new addition of black pearl extract and doubling the quantity of the beauty



ingredients derived from the ocean, Revirsia repairs damage-prone hair from the core and helps users achieve a transformation to silky and smooth hair.

Initiatives contributing to people's health in mind and body in various scenes

We are convinced that management and CSR activities should be rooted in business operations based on our management principle, "Pursuing healthy mind and body, and contributing to the community," as well as our corporate slogan, "Omotenashi No. 1," for the benefit all our stakeholders, including customers, shareholders, suppliers, employees, and communities.



*SDGs: Short for Sustainable Development Goals, SDGs are international goals for the period from 2016 to 2030 described in the 2030 Agenda for Sustainable Development adopted at the United Nations Summit held in September 2015 in order to resolve issues facing the world and create sustainable societies.

cocokara fine recognized as "Certified Health & Productivity Management Outstanding Organization 2019 (White 500)"



In February 2019, cocokara fine was recognized in the large enterprise category as a White 500 under the 2019 Certified Health and Productivity Management Organization Recognition Program held under the auspices of the Ministry of Economy, Trade and Industry and the Nippon Kenko Kaigi. To realize the management principle, we train all employees so that they gain accurate knowledge and learn methods and strive to promote the health of themselves and their families and communicate the accurate knowledge and methods to customers. This approach was highly recognized.

Promoting education of children about medication

As part of our support for education of children on whom the future will depend, we have a pavilion for pharmacist role playing at a profession and social experience type facility, "KidZania Koshien," and participated in *Oshigoto Nenkan 2019*, a career advice and support project by The Asahi Shimbun Company. We

offer children opportunities to understand the role of drugstores as places where customers/ patients can pursue health in mind and body, familiarize them with healthcare, and encourage them to learn about the importance of self-medication.



Initiatives for preventing diabetes

Initiatives for customers

We are emphasizing diabetes countermeasures as part of efforts to promote the health of people in the communities we serve. Going

beyond sales of products at stores, we are committed to preventing diabetes in various ways, including measurement of blood sugar level at events, equipping pharmacies with

specimen measurement office, and provision of support for

diabetes research at universities and other institutions.





Health promotion events held around Japan

We hold health promotion events around Japan, ranging from large events featuring bone density check, measurement of blood sugar level etc., health consultations, beauty seminars, and various other activities to small-scale health consultation



events at our stores, in our efforts to raise awareness of self-medication among people in the communities we serve.

Became a partner of the Ministry of the Environment's "Re-Style"

In March 2019, cocokara fine became a partner of "Re-Style," an initiative of the Ministry of the Environment to promote lifestyles for a recycling-based society. In cooperation with the government, we will work to gain support for 3R (reduce, reuse, recycling) and, in

order to help realize a recycling-based society, communicate how precious finite resources are.





Initiatives for employees

We are promoting the "cocokara Health Campaign" consisting of initiatives to deepen the specialized knowledge of our employees. We hold workshops in which a diabetes expert is invited and events at which employees try out the urine glucose test strips sold at our stores and get their blood sugar level measured.

By encouraging our employees to heighten their awareness of the need for diabetes prevention, we seek to enhance their ability to offer proposals to customers and patients.



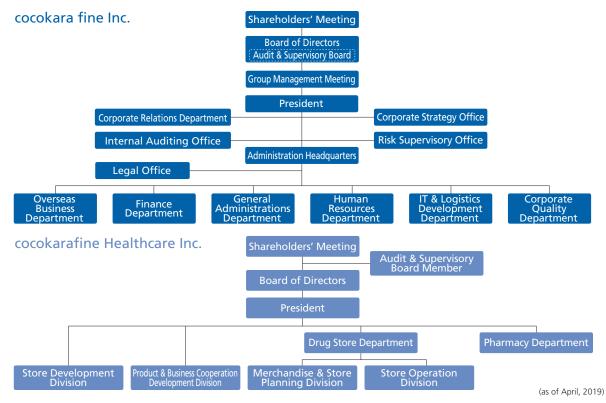
Company Profile

CORPORATE PROFILE

Name	cocokara fine Inc.					
Business Description	Corporate planning, management and other ancillary operations for group companies and subsidiaries engaged in drugstore chain operations.					
Head Office	Inotech Bldg., 3-17-6 Shin-Yokohama, Kohoku-ku, Yokohama, Kanagawa 222-0033 Japan Tel. +81-45-548-5929					
Established	April 1, 2008					
Paid-in Capital	1,000 million yen					
Officers	Representative Member of the Board/ PresidentAtsushi TsukamotoMember of the Board/ Executive Vice PresidentTsuyoshi YamamotoMember of the BoardTakayuki TomidaOutside Member of the BoardMakoto Tanima	Outside Member of the Board Junko Kawai Outside Member of the Board (Full-time Audit & Supervisory Committee Member) Outside Member of the Board (Audit & Supervisory Committee Member) Outside Member of the Board (Audit & Supervisory Committee Member) Manabu Hashimoto				
Group Companies	 cocokarafine Healthcare Inc. Inotech Bldg., 3-17-6 Shin-Yokohama, Kohoku-ku, Yokohama, Kanagawa 222-0033 Japan IWASAKI KOHKENDO Co., Ltd. 5636-5, Ichinoide, Shunan, Yamaguchi 745-0882 Japan Koishikawa Pharmacy Co., Ltd. Nishiguchi Chikagai 1, 1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 160-0023 Japan FINECARE Inc. 2F, Daily Care Seijo Minami Urawa Nishiguchi Chikaga 2, 10wwa Minami Ingura 	 Aianju Co., Ltd. 2112-28, Onogi, Iga-shi, Mie 518-0033 Japan cocokarafine Associe Co., Ltd. 2-12-2, Miyoshicho, Fuchu-shi, Tokyo 183-0045 Japan cocokarafine soleil Co., Ltd. 2-12-2, Miyoshicho, Fuchu-shi, Tokyo 183-0045 Japan cfenergy Co., Ltd. Inotech Bldg., 3-17-6 Shin-Yokohama, Kohoku-ku, Yokohama-shi, Kanagawa-ken 222-0033 Japan Tel. +81-45-548-5255 				

Organizational Chart

Nishiguchi Store, 2-2-1Bunzo, Minami-ku, Saitama, Saitama 336-0025 Japan



History

April 2008	Segami Medics Co., Ltd. and Seijo Co., Ltd. undergo a management merger and establish Cocokara Fine Holdings Inc. through the	De 20
	transfer of shares.	Se
October	Merges with Allied Hearts Holdings Co., Ltd. and	20
2010	changes its trade name to cocokara fine Inc. Relocates head office to Yokohama, Kanagawa.	
November	Acquires all outstanding shares in KODAMA Co.,	Ja
2012	Ltd., an operator of drugstores and pharmacies in the Koshinetsu and Tohoku areas, with a	20
	focus on Niigata, and makes it a subsidiary.	Ap
April	Integrates six subsidiaries Seijo Co., Ltd., Segami	20
2013	Medics Co., Ltd., Zip Drug Co., Ltd., Lifort Co.,	~
	Ltd., Suzuran Co., Ltd., and Medical Index Co.,	Se
	Ltd. to form cocokarafine Healthcare Inc.	20
November	r Acquires all outstanding shares in IWASAKI	Fe
2013	KOHKENDO Co., Ltd., and makes it a subsidiary.	20
July 2014		
	jor operator of pharmacies.	

December 2014	Establishes cocokarafine soleil, Co., Ltd., a subsidiary, to expand employment opportunities for the disabled.
September	Acquires shares in Aianju Co., Ltd., a provider of
2017	nursing care equipment sales and rentals, and house renovations business, etc. in Mie and makes it a subsidiary.
January	Forms a business tie-up with Valor Holdings Co.,
2018	Ltd., an operator of supermarket stores, drug-
	stores and home improvement retailers.
April	Forms a capital tie-up with Medcare, Inc., a
2018	developer and provider of services to prevent progression of lifestyle diseases.
September	Establishes cfenergy Co., Ltd., a subsidiary
2018	engaged in electricity sales to group companies.
February	Makes Koishikawa Pharmacy Co., Ltd.,
2010	a pharmagu aparatar a subsidiaru

2019 a pharmacy operator, a subsidiary.



 Number of stores by category

 Total
 Prescriptions

 1,307
 1,304
 1,322
 1,354

 232
 249
 271
 292

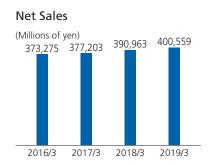
 2016/3
 2017/3
 2018/3
 2019/3

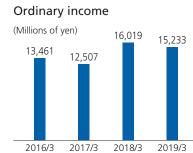
Overseas

BJC & CF (Thailand) Co., Ltd. Bangkok, Thailand

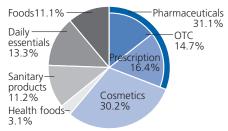
Development of commodity supply operations focusing on other East Asian regions.

Financial Highlights





Net sales by product segment



Note : Year ended March 31, 2019



Brand Origin

The cocokara fine brand was born from the belief that we want to improve the health of our customers' minds and bodies. The word Coco combines the word "co-work," which refers to the relationship we maintain with our many different stakeholders, and the phrase "koko kara hajimaru" in Japanese, which means everything starts from here.

Corporate Logo

Cocokara fine's corporate logo was designed based on the keywords: "active," "friendly," and "comfortable."

The color coral was chosen for our corporate logo because of the comfort and peace of mind it affords. The "C" shape stands for cocokara fine, while the colon at right is used to articulate the fact that we play many roles for our customers.

The white cross formed between the "C" and colon represents our steadfast commitment as a pharmaceuticals dispenser to ensure safety, security and reliability for every customer.

Mascot

Mascot embodying cocokara fine's aspiration to offer *omotenashi* hospitality like a concierge

