



Matsumoto KiYoshi
Holdings

Corporate profile 2014

Matsumoto KiYoshi Holdings Co.,Ltd.





Message from the Top Executive

Aiming to become a corporation with 1 trillion Yen in sales

"1st for you." is the management philosophy of Matsumotokiyoshi Holdings Co., Ltd., which has inspired our drive for sustained growth and enhanced corporate value since our incorporation. The group is composed of 19 companies, operating a wholesale and management support business centered on core chain retail businesses, such as drugstores and health insurance prescription pharmacies. As of the end of March 2014, 1,486 retail stores were spread among 45 prefectures in Japan.

With today's uncertainties in the economy, we foresee difficulties in the business climate going forward into the future. Nonetheless, we strive for a company with 1 trillion Yen in sales, which is our management goal. We also positively promote the area dominant strategy, as well as establish competitive superiority through development of our business focus which puts into consideration changes in lifestyles, development and sales reinforcement of our private label products based on considering our customers' viewpoints, offering highly specialized and convenient services, etc. By doing so, we aim to be an essential corporate group in the beauty and health fields.

Matsumotokiyoshi Holdings Co., Ltd.
Chairman

松本南海雄

Corporate Data

(as of April 1, 2015)



Corporate name	Matsumotokiyoshi Holdings Co., Ltd.
Address	9-1 Shinmatsudo-Higashi, Matsudo-shi, Chiba 270-8511 Japan
Phone	+81-47-344-5110
Incorporated	October 1, 2007
Common Stock	22,051 billion yen
Book Closing	March 31
Lines of Business	Management and supervision of subsidiaries, purchase and sale of products
Issued Shares	54,636,107

Chairman	Namio Matsumoto	Executive Officer	Takao Watanabe
President	Kiyoo Matsumoto	Executive Officer	Kunio Yamazaki
Senior Managing Director	Kazuo Narita	Executive Officer	Keiichi Okano
Managing Director	Takashi Matsumoto	Executive Officer	Takao Ota
Director and Advisor	Tetsuo Matsumoto	Executive Officer	Yukio Koyama
Director	Masahiro Oya	Executive Officer	Hidesato Hiramatsu
Director	Ryoichi Kobayashi	Executive Officer	Shingo Obe
Director	Kenichi Ohyama	Executive Officer	Akio Ishibashi
Standing Corporate Auditor	Tetsuo Omori	Executive Officer	Fujio Owa
Corporate Auditor	Satoru Suzuki	Executive Officer	Kazunori Sugito
Corporate Auditor	Minoru Hino	Executive Officer	



The Aim of Kiyoshi Matsumoto

At the age of 23, Kiyoshi Matsumoto opened the Matsumoto Pharmacy in the Kogane district of the city of Matsudo (currently the Matsumotokiyoshi Kogane Store). In addition to selecting a strategic location along the Joban railway line, in a town without a pharmacy, Kiyoshi displayed empty boxes to show the appeal of the store's broad product lineup, and even went to other stores to buy a product if he did not have it in stock, to ensure a prompt response to orders. These and other such aspects of the pharmacy garnered it a reputation as a friendly and diligent store.



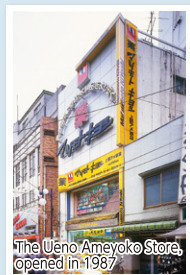
Founder
Kiyoshi Matsumoto

1932 Establishment of Matsumotokiyoshi

Kiyoshi Matsumoto founds Matsumoto Pharmacy as a privately-run enterprise at 44 Kogane, Matsudo City, (December 26)

Establishment of Ueno Ameyoko Store Revolutionizes the Industry

At the time, people tended not to visit pharmacies unless they had ill health or other such reasons. Learning from American drugstores, the company moved away from the dark and intimidating image of Japanese pharmacies, toward a bright interior and an inviting storefront, transforming the store into a place with new products and a wide range of other items, a place where customers could test cosmetics, and a place where shopping was enjoyable.



The 80-year Trajectory of Matsumotokiyoshi Holdings

Matsumotokiyoshi Holdings Co., Ltd. has roots going back to the company Matsumotokiyoshi, which was founded in 1932 in the Kogane district of the city of Matsudo, Chiba Prefecture (not far from Tokyo). The founder's name was Matsumoto Kiyoshi (it is from him we get our corporate name). The store he opened as an independent business was called Matsumoto Pharmacy. His philosophy did not follow the business concepts current at the time—the ideals he embraced for his business were sincerity and empathy, and from these ideals came two slogans: Consideration for Customers, and Good Products at Better Prices. Customer satisfaction was the base he built on, and when he went to the United States and learned about chain store practices, he had the tools he needed to grow his business.

1990 Public offering of over-the-counter shares

The company receives approval from the Japan Securities Dealers Association to register its shares on the over-the-counter market. (August)

1994 Opens first suburban-type drugstore

First roadside-type drugstore opens in Kaga, Kashiwa City. (March)



Arrival of the Era of Suburban Stores

Matsumotokiyoshi continued to change its type of business according to customer needs, while at the same time moving ahead with the operation of large drugstores with parking lots, located along suburban thoroughfares. As young customers of urban-type Matsumotokiyoshi stores moved to the suburbs, the company responded to the needs of customers in each region with large drugstores that handled not only the drugs and cosmetics available at urban-type stores, but also a broad range of products that included items such as household and baby products.

1995 Company achieves largest sales in the Japanese drugstore market

(March)
Sales: 101,778 millions of yen / 216 stores

1996 TV commercials start

(April)

Garnering Attention through TV Commercials



1999 Company listed on the First Section of the Tokyo Stock Exchange

(August)

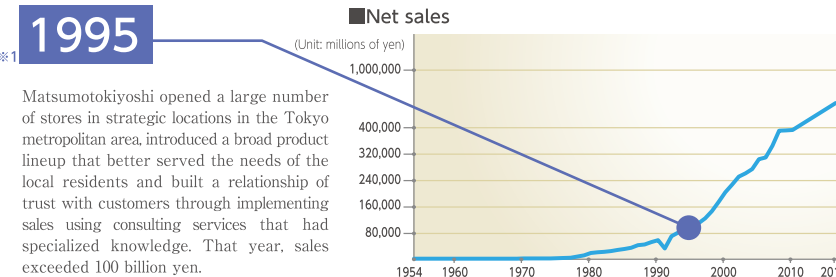
2001 Group expansion strategy starts

Company commences business partnership with leading regional companies. Number of drugstores reaches 500 (March)

Listing on the First Section of the Tokyo Stock Exchange



The drugstore with the highest sales in Japan



Matsumotokiyoshi opened a large number of stores in strategic locations in the Tokyo metropolitan area, introduced a broad product lineup that better served the needs of the local residents and built a relationship of trust with customers through implementing sales using consulting services that had specialized knowledge. That year, sales exceeded 100 billion yen.

2002 Point card services start

(April)

Accelerating on the path of expansion



In addition to aggressive opening of new stores, Matsumotokiyoshi launched its group expansion strategy through business partnerships/capital alliances with leading regional companies and entering into franchise agreements. The number of stores reached 500 in the fiscal year ended March 2001. The company partnered with other companies for the mutual supply of products to take advantage of economies of scale, development of private brand products, etc., in an aim to achieve its new target of forming the Matsumotokiyoshi Group on a national scale in order to resolve issues such as a decreased profit ratio caused by an intensified race to open stores, new entry by companies from outside the market, and price competition.

2003 Business partnership/capital alliance established with Tobu Drug Co., Ltd.

(December)

2005 New type of franchise package starts

Keikyu Hantsu Store opens (August)

Introduction of the point system



2007 Holding company Matsumotokiyoshi Holdings Co., Ltd. established

(October)

2012 Celebrates 80th year since establishment

(December)

Toward achieving the vision of 2,000 stores

In accordance with the founder's conviction to "first create the framework then work to fill in the framework," Matsumotokiyoshi will begin work on transformation into a chain, and expand the number of its stores along with the changing times. In 1981 the company exceeded 100 stores, then building on the success of the new urban-type Ueno Ameyoko Store, opened the Shibuya Store in 1995, establishing it as the information transmission base. The expression "do Matsukyo" was born, and the store became a popular spot for female students and students on pre-graduation school excursions. At the end of March 2001, the number of drugstores reached 500. At the end of March 2010 as the formation of the group proceeded, the number of group stores reached 1,000. There are now only two prefectures in which Matsumotokiyoshi has not yet opened a store. In addition to the management target of achieving a 10% share of the drugstore market during the fiscal year ending March 31, 2016, Matsumotokiyoshi is pushing ahead toward the goal of 2,000 group stores.



Started the test marketing for our private label products in Thailand.

2014 Kiyoo Matsumoto assumed as President

(April)

Business cooperation with Central Food Retail Company Ltd. (May)
Started the test marketing for our private label products in Thailand.

2016
Target of achieving 10% share in the drugstore market, with 2,000 stores by the fiscal year ending March 31, 2016.

2000

Number of drugstores





Matsumoto KiYoshi Holdings Co., Ltd.
Management Philosophy of the Group

1st for You.

There is no rank higher than No.1

We will always...
 Treat all of our customers with respect,
 Provide them with the help and advice
 they need to maintain and improve
 their health and beauty,
 Strive to be the friendliest drugstore.



- The logo of Matsumotokiyoshi Holdings shows three fully grown birds in dynamic flight.
- The three birds in our logo represent our three-fold commitment to further growth: listening attentively to our customers, helping them improve their health and beauty, and achieving the further growth of our group.



Kiyoo Matsumoto
 President
 Matsumotokiyoshi Holdings Co., Ltd.

Our business objectives

- Customers** We are proud to bring satisfaction to customers by supporting their pursuit of good health and beauty.
- Employees** We want our employees to find satisfaction in their work, and to achieve personal growth as contributing members of society.
- Client enterprises** We are promoting the development of the company together with client enterprises and all people and organizations we have business relations with.
- Local communities** Through our activities as a corporate entity we contribute to the well-being of local communities.
- Shareholders** We share profits with shareholders. These are the ways we work for our many stakeholders.

It is “a universal principle that we should always revert to.”

I think that “1st for you.” is a principle of business activities based on the way of Matsumotokiyoshi and can be defined as “a universal principle that we should always go back.” At present, I am mainly handling management operation and feel the necessity to be flexible according to the rapidly changing market environment. Under these circumstances, I try to be aware of the next three main points when I react. First, whether I am helping our store fulfill our customers’ requirements; second, whether I am the one most trusted by my staff; and third, whether I am the one who is making my friends and family smile. I will continue working with the principle, “1st for you.”

Supervisor Noriyuki Okada



A word
from
the staff

What is the
1st for me?

It is a principle related to everyone

My role as a buyer is selecting items which are offered by our sales staff to provide beauty and health to our customers in cooperation with our clients. When I engage in business discussions with our clients, sometimes I find it difficult to make decisions; however, I am aware of the next three main points to obtain positive results. First, whether I am offering items (services) which can satisfy our customers; second, whether I am giving information which can be clearly understood by my staff; third, whether I am a reliable partner for our clients. For me, “1st for you.” is a necessary principle which can be applied to every business relationships I have.

Buyer Mikiko Tomita



It is the smile of our staff.

I think that the smiles provided by our staffs quickly leads to our customers’ smiles. New ideas are generated when our staff finds their work rewarding and feels joy in it. Through sharing of joy and compassion among the staff and mutual understanding, we can all enhance respect among each other and unitedly aim for the same purpose. I believe that by realizing this, we can build a store where our customers can comfortably enjoy shopping. I, as a store manager, am aiming at making the store a place our customers love, through my efforts to create a store environment where our staff enjoy working with a smile.

Pharmacist Mika Kinumura



It means supporting beauty

For me, the “1st” means supporting our customers’ beauty. As a cosmetic counselor, of course, selecting the appropriate products for customers according to their skin condition and demands is my primary role. However, I keep it in mind that my role is also to provide information which helps to purify the inner bodies using my professional knowledge as a registered dietitian. I participate in monthly nutrition consultation meetings at one of our stores nearby to measure bone mass and give advice regarding lifestyle and diet according to the customer’s needs. Being healthy is basic premise for beauty. I would like to continually support our customers’ beauty and health as an approachable adviser.

Cosmetic Counselor and
Registered Dietitian
 Ayako Tanuma

It is the word “thank you” from our customers and patients

I aspired to be a pharmacist, because I wanted to do something that people appreciated. And I learned that pharmacists can suggest medication by way of over-the-counter counseling. Since I felt more of an attraction to be a pharmacist for a drugstore rather than a pharmacist at a hospital pharmacy, I decided to work for Matsumotokiyoshi. My dream finally came true, and my customers thank me during OTC counseling at the drugstore. My main duty is still only providing medication. However, I would like to widen my knowledge and handle daily necessities and miscellaneous goods. My goal is to someday become a pharmacist who is able to answer any questions and be appreciated by my clients.

Pharmacist Jun Hagiwara

1st, is “people”

It might be customers, staff, or clients. Sales figures are not the only important thing in store management. I believe the genuine smile of our staff can make our customers smile. Therefore, the work environment is also very important. Employees Satisfaction creates customer satisfaction (CS). A smiling person creates smiling people. Person-to-person. It is the greatest joy for me to enact, cultivate, and treasure relationships with various people. The people I have met are my true and invaluable treasures.

Store Manager Kazuyuki Tsuburaya



Aiming to become a corporation with 1 trillion Yen in sales

Mid to Long-term Management Strategy

The group has been implementing three management reforms: "Reform of our business structure," "Reform of mindsets and behavior" and "Reform of our marketing process." Since we achieved some positive results, we will set new management strategies under the renewed system starting from April 2014.

Specifically, we continuously engage the expanding business scale on the axis of "collection, use and application of big data" and "improvement of marketing methods" specialized for beauty and health fields (H&B business), which we excel at. By doing so, we aim to be a necessary corporate group in the beauty and health fields.

Main initiatives for that are as follows:

① Deepening understanding of customers

We offer products and services suitable for each customer through optimization of handling and communication with our customers. In addition, we offer the best services for our customers through discerning the tastes and habits our customers have from our customer data while at the same time drawing out their existing and potential needs.

② Establishment of specialization and uniqueness

We consolidate our support for the customers' beauty and health through building a foundation for area medical cooperation and fostering of human resources. Regarding private label products and exclusive merchandise, we strengthen our consistent system which includes market research, projects and development of products, test marketing and after sales services, in cooperation with makers and vendors.

③ Expansion of business magnitude

We promote awareness of our shop brand through aiming at expansion of the group chain network all over Japan and owning No.1 share within the dominant geographic area. To survive in this competitive industry, we not only seek to promote self-interests, but also develop cooperative relationships with other corporations in and out of the industry, and cope with the competition as a team member.

Trends in Business Achievement

Mid-term Management Goals
600 billion yen in group sales
 Return on equity (ROE) exceeding **10%**

Long-term Management Goals
10% share of the Japanese drugstore market
2,000 stores under our group's umbrella

Challenges the Group Must Address

We anticipate that the business environment of the group will continue to be severe and present an unclear future.

In such circumstances, the group will enhance our potential for higher revenues and aim for sustainable growth. The group will unite to address the following priority issues.

Focus Strategy

1 Establishment of narrow ranged business and enhancement of one-to-one marketing

We continuously engage in building the business model focusing on aged customers through seeking their convenience and locating more chains which can respond to an aging society and a population decline. We also stimulate new demands through researching our customers' tastes and interests.

2 Expansion of the medicine dispensing business in cooperation with community health care

We strengthen the cooperation with community health care to contribute to better health in the areas. We also make an effort to play important roles in supporting an aging society through fostering highly specialized human resources and expanding our services.

3 Revitalization of our group corporations

We promote dominance by area and optimized the group network. We also activate communications and personnel exchanges among the group through a lateral spread of know-how and successful cases of each group corporation.

Growth Strategy

4 Promotion of omni-channel

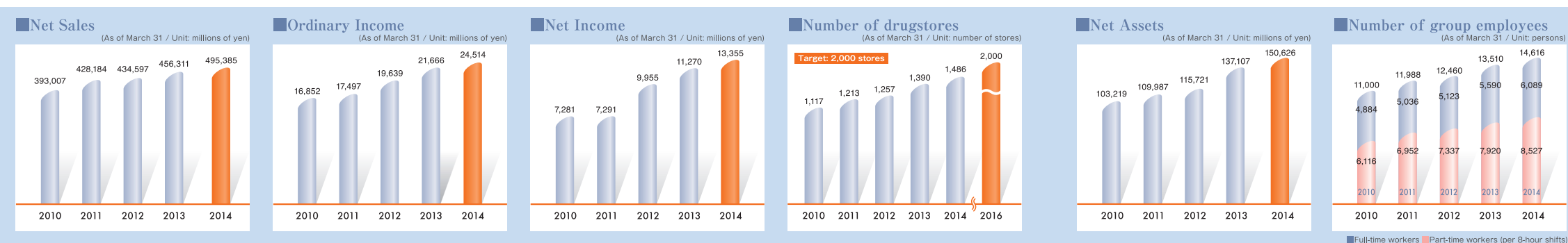
We are improving the omni-channel infrastructure, such as integration and optimization of the system, data, organization and operations. We also optimize the usage of a combination of various media forms such as through advertisement, corporate Public relations and word of mouth to build new relationships with our customers.

5 Creation of a vertical partnership structure

We expand cooperative partners and areas to aim at improvement of management efficiency. We are also creating the system through fusing the makers and vendors' ability to develop and produce products, as well as our group's ability to handle customers, and sales and analysis of customer data which is specialized for the H&B business.

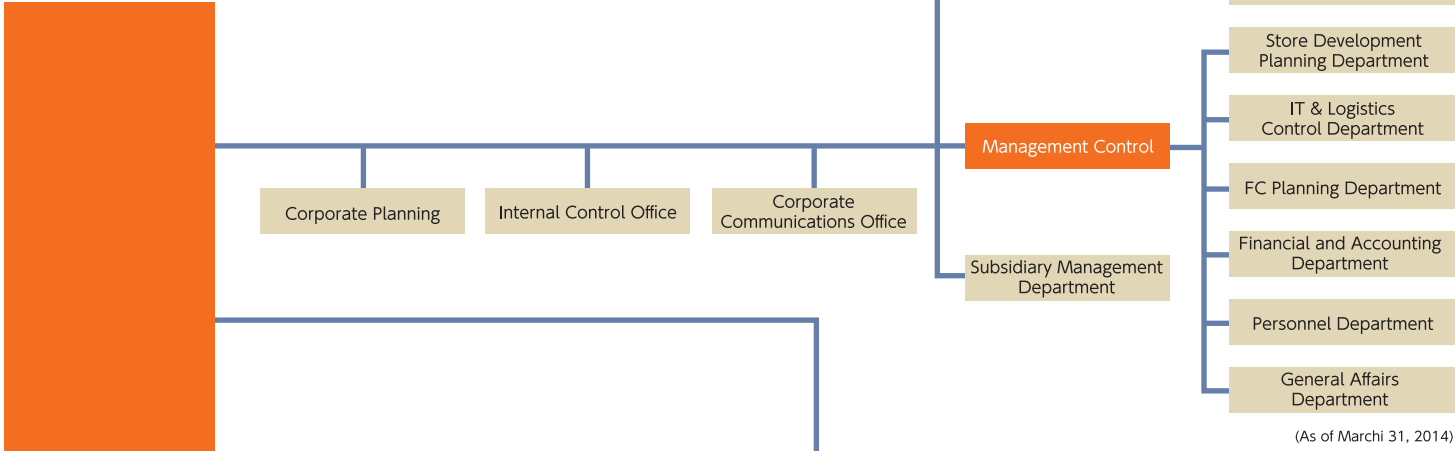
6 Promotion of operation and M&A

We continuously promote M&A, expanding franchise business and cross industrial cooperation. Regarding overseas business, for a while, we are continuously focusing on an early establishment of H&B business model in Thailand.



1st for You.

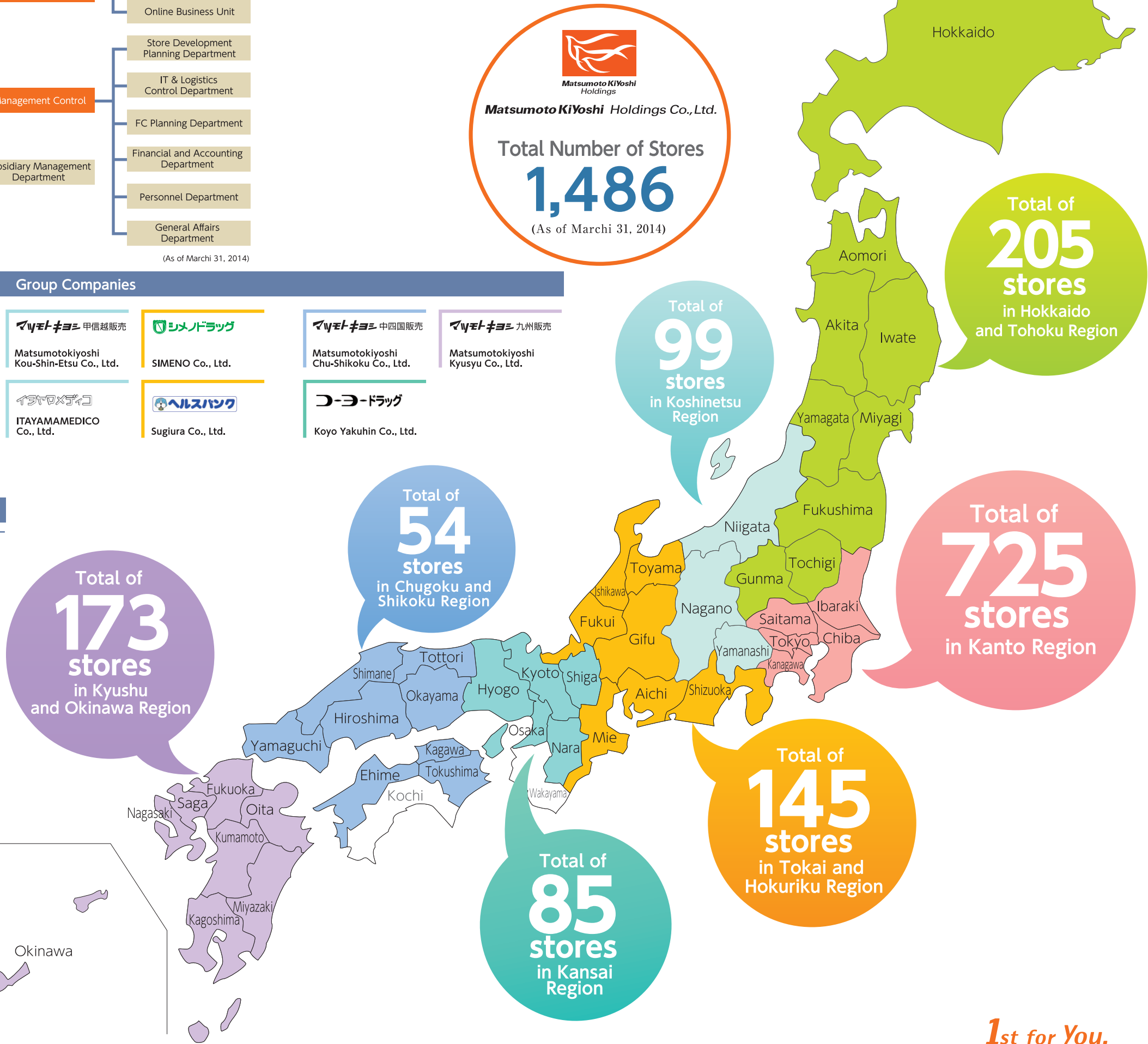
The Mastumotokiyoshi Group's family drugstores



- Franchise Stores and Business Partners**
- KEIKYU HAUTSU Co., Ltd. (HQ) Yokohama-shi, Kanagawa Pref.
 - Kohnan Shoji Co., Ltd. (HQ) Sakai-shi, Osaka Pref.
 - SAN-A Co., Ltd. (HQ) Ginowan-shi, Okinawa Pref.
 - Izumi Co., Ltd. (HQ) Hiroshima-shi, Hiroshima Pref.
 - BEST DENKI Co., Ltd. (HQ) Fukuoka-shi, Fukuoka Pref.
 - Kyoei Co., Ltd. (HQ) Tokushima-shi, Tokushima Pref.
 - JA-IZUMO (HQ) Izumo-shi, Shimane Pref.
 - Meijido-Yakuin Co., Ltd. (HQ) Ama-gun, Aichi Pref.
 - Ishii Co., Ltd. (HQ) Yoro-gun, Gifu Pref.
 - SUPER VALUE CO., LTD. (HQ) Ageo-shi, Saitama Pref.
 - Yasui Co., Ltd. (HQ) Ichikawa-shi, Chiba Pref.
 - OKUWA Co., Ltd. (HQ) Wakayama-shi, Wakayama Pref.
 - Entetsu Store Co., Ltd. (HQ) Hamamatsu-shi, Shizuoka Pref.

- SAPPORO DRUG STORE Co., Ltd. (HQ) Sapporo-shi, Hokkaido
- Komeya Drugstore Co., Ltd. (HQ) Hakusan-shi, Ishikawa Pref.
- CHUBU YAKUHIN Co., Ltd. (HQ) Tajimi-shi, Gifu Pref.
- LAWSON, INC. (HQ) Shinagawa-ku, Tokyo

Our network of stores covers 45 prefectures in Japan.



1st for You.



The company, Matsumotokiyo was founded in 1932 in the Kogane of Matsudo City, Chiba Prefecture as a private-run enterprise, "Matsumoto Pharmacy," and has now celebrated its 82nd anniversary of founding. In 1995, the company achieved the highest sales in the industry, and still actively promoting area domination in Kanto, Tokai and Kansai regions as the core company of Matsumotokiyo Holdings Co., Ltd. The company has started issuing the "Matsumotokiyo Point Card" since 2002 and has 19.35 million card members as of March, 2014. Since the current demographic shift in Japan is 127.3 million, people who have the card which is over 15% of the population. The number of "LINE" friends which restarted July 2012 exceeded 8.77 million within one and a half year. We carefully maintain precious relationships with our many customers and aim to be "an advanced marketing company in the fields of health & beauty."



President
Kazuo Narita

Aiming for further progress fully using strategies.

[Corporate name] Matsumotokiyo Co., Ltd.
[Address] 9-1 Shinmatsudo-Higashi, Matsudo-shi, Chiba 270-8501 Japan
[Phone] +81-47-344-5111
[Incorporated] December, 1932
<http://www.matsukiyo.co.jp/>



Ginza 5th Store

Aiming to be an advanced marketing company in the fields of health & beauty

Business Contents

Matsumotokiyo Store Model

Matsumotokiyo opens stores in various locations, in different forms and according to specific customer bases.



Urban-type drugstores
Ikekuro Higashiguchi Annex Store



Stores with long opening hours
9 urban-type stores currently operate around the clock.



Suburban-type drugstores
Saitama Hongo-cho Store



Prescription pharmacies
Shinmatsudo Dispensary



Sweetie Nail
Operates 24 of Matsumotokiyo's nail salons



Matsumotokiyo mail order website
Offers a wide-ranging lineup of products, including some only available on the website.
<http://www.e-matsukiyo.com/>

Providing the latest information



The number of friends
About 8.77 million
(As of the end of March, 2014)

Participate through a public account on the much-talked-about communication site "LINE". Now providing product information and coupons



Matsumotokiyo
Mobile Site

More convenience with contactless wallet phones

Point Application
(can be used on cell phones and smartphones)



Unique approaches

Matsumotokiyo Members Card

Membership:
19.35 million members
(as of March 2014)



Credit cards



Cash point card



Our goal is to expand our group share throughout Tokyo



Our motto is "to stand in the shoes of our customers when conducting business and to create stores loved by them." Our ultimate goal is to be the company with the No.1 rate of customer satisfaction in the 21st century. To accomplish this goal, we will of course develop products that meet the needs of our customers, but also give our maximum effort to securing excellent personnel and enhance the training of our employees. In addition, youth is a time to grow, and our company is filled to overflowing with the power of growth. Customer satisfaction is a never-ending pursuit.

In addition to continuous improvement, we will also make efforts to become a unique company where employees feel satisfaction from their work. It is our desire to contribute to local communities as advisors for self-medication.

Business Contents



Drugstores

Drugstores are the core business of PAPASU and provide a wide variety of products at reasonable prices based on the various lifestyles of our customers. In this way, we contribute to the betterment of society.



Pharmacies

Aiming to become "family pharmacies" for our customers, our businesses contribute to society through our abundant expertise, careful handling of prescriptions, professional advice, and sincere, heartfelt service.

Store introduction



PAPASU Doshida Store

We will aim to become the exclusive customer-focused and community-based store by raising the point card acquisition ratio and increasing the number of repeat customers, as well as by adhering to our corporate philosophy of always standing in the customer's shoes and creating a store that is loved by our customers, considering that a high percentage of our customers are senior citizens.

Unique approaches



Along with donating masks as support following the Mt. Kirishima-Mt. Shinmoedake disaster, we donated masks to each ward in Tokyo as a countermeasure against influenza.

In February 2011, we donated masks as support for victims of the Mt. Kirishima-Mt. Shinmoedake volcanic eruptions, and to residents of the Tokyo wards as a countermeasure against influenza and to help maintain health. We received certificates of gratitude from Tokyo's Kita and Bunkyo wards.

トブドラッグ



Drugstores fully trusted by customers and patients

President
Masami Kato

Expanding group market share, especially near Tobu Railway stations in Greater Tokyo



Since our company was established in 1967, our main sphere of operations has been near stations on Tobu Railway lines serving Greater Tokyo. Guided by our motto Customers First, we serve as full-fledged healthcare advisors focusing on customers' good health and beauty. Our multi-faceted consulting services are designed to be proactive and effective. In addition to pharmaceuticals we offer a wide range of products, even everyday items, assisting customers in their pursuit of convenience in daily living. Always friendly and positive in outlook, our staff aim for the satisfaction of the customers and patients we meet at our stores.

[Corporate name] Tobu Drug Co., Ltd.
[Address] 9-6 Gamou Asahi-cho, Koshigaya-shi, Saitama 343-0842 Japan
[Phone] +81-48-990-7051
[Incorporated] April, 1967
<http://www.tobudrug.co.jp/>

Business Contents

Drugstores Pharmacies



1st for You.

Hokkaido and Tohoku Region

マツモトキヨシ 東日本販売



President
Masashi Takano

Always bearing in mind the smiles of our customers, we do our best to provide people in the community with health and more abundant lifestyles.

[Corporate name] Matsumotokiyoshi East Co., Ltd.
[Address] Sendai MKD Building 3rd floor, 2-2-24 Chuo, Aoba-ku, Sendai-shi, Miyagi 980-0021 Japan
[Phone] +81-22-268-1780
[Incorporated] October, 2006
<http://mk-east.co.jp/>

Business Contents



Drugstores

Our stores sell a wide range of products and offer advice based on the needs of customers. Through our consulting sales service we are improving our standing as trusted stores in our communities.



Pharmacies

Deploying pharmacy/drugstores in mainly station buildings, we are aiming to become the best in the community, providing customers with everything from preventive medicine to prescription drugs.

Unique approaches



Each year, we conduct a campaign to improve customer service as part of our efforts to become "1st for you." We listen to our customers and help them with their problems.



Aiming to expand the group's market share focused on the Tohoku Region



Under our motto "Bringing health and an abundant life to local residents," we will strive to be an accessible and familiar drugstore where you can consult with us with peace of mind.



President
Keiichi Okano

[Corporate name] DARUMA DRUG STORE CO., LTD.
[Address] Sendai MKD Building 3rd floor, 2-2-24 Chuo, Aoba-ku, Sendai-shi, Miyagi 980-0021 Japan
[Phone] +81-22-722-2574
[Incorporated] July, 1946
<http://darumadrug.co.jp/>

Business Contents



Drugstores

We have engaged in drugstore business focused on Miyagi Prefecture. Our stores range in size from small-scale, 33-square-meter stores to large-scale, 1,300-square-meter stores, and include terminal stores, roadside stores, and other stores that are suited to the location.



Pharmacies

While the separation of prescription and dispensing continues in Japan, we currently have pharmacies and stores with dispensing facilities in operation.

Unique approaches



Daruma Club (e-mail communication)

Daruma Club has excellent immediacy, and specific dates can be set to send e-mails. We have been able to draw many customers to the store by transmitting information at the right time in a variety of cases.

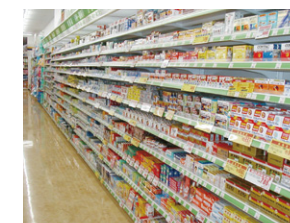
Koshinetsu Region

マツモトキヨシ 甲信越販売

Aiming to expand the group's market share in the Koshinetsu Region



Business Contents



Drugstores

We are promoting our drugstore business according to our company's keywords, "Everyday" and "New discovery." We provide a wide range of products at reasonable prices based on the daily needs of our customers. We will continue to bring new discoveries to our customers through our products and services.



Pharmacies

The division of medical-related services has been accelerated due to the restructuring of the medical insurance system. The number of prescriptions issued by hospitals has been increasing, so the role of drugstores that fill prescriptions has become more important in our communities. We combine our expertise in handling prescription medications with the convenience of a drugstore to contribute to the healthy lives of our customers.



President
Toshiaki Nishino

We are proud of our community-based support through responding to an aging society and parallel establishment of dispensing corners!

[Corporate name] Matsumotokiyoshi Kou-Shin-Etsu Co., Ltd.
[Address] 1-4-18 Akahane, Okaya-shi, Nagano 394-0002 Japan
[Phone] +81-266-22-8496
[Incorporated] March, 1993
<http://www.mk-koushinetsu.co.jp/>

In July 2009, Kenko Kazoku Drug Corporation merged with MAX Co., Ltd. to become Matsumotokiyoshi Kou-Shin-Etsu Co., Ltd. The former had a strong base in Nagano Prefecture, while the latter had most of its stores in Niigata Prefecture. By combining the two we have been able to utilize the strengths each had in their respective areas to offer our customers even better services. In January 2012, we merged with Nakajima Family Pharmacy Co., Ltd. which had spread throughout northern Nagano Prefecture, to form the new "Matsumotokiyoshi Kou-Shin-Etsu Co., Ltd.," thereby continuing to expand the scale of our business. In addition to a diverse product lineup built on a foundation of health and beauty products, we provide expertise through a dispensing pharmacy in order to accommodate external prescriptions in Nagano Prefecture, and in Niigata Prefecture, we have opened full-scale stores that sell food, daily goods, and other items that make it possible to cover every aspect of the customer's life. This gives us strength in the development of community-based business.

Unique approaches



Responding to an Aging Society

The aging rate in our area is higher than the national average. As a measure for the aging society, we are trying to handle our customers in a highly specialized way. For example, we display product samples using mannequins at the nursing care diapers corner and train nursing care diaper counselors at our courses. We also introduced a "senior members" system for our over 60 year old customers, a customer loyalty strategy to obtain senior customers who can be mainstream customers in the future.

Store introduction



Matsumotokiyoshi Sanjohigashi Shinpo Store

Our store is located in the shopping center which has a supermarket as a core tenant in Sanjo City of Niigata Prefecture. We only have basic foodstuffs, however, as a community based health solution store, we permanently have the health consultation corner and the skin diagnosis corner where periodical health consultation meeting and cosmetic counseling activities are held.

イトヤロメディコ



Business Contents Drugstores

We play a role in expanding the group's share of the market centered on Yamanashi Prefecture



President
Kazumasa Itayama

We strive each day to be a store where customers can stop casually and consult with us comfortably.

[Corporate name] ITAYAMAMEDICO Co., Ltd.
[Address] 643-1 Sakurai-cho, Kofu-shi, Yamanashi 400-0803 Japan
[Phone] +81-55-222-3456
[Incorporated] April, 1988
<http://www.itayamamedico.com/>

We operate drugstores mainly in Yamanashi Prefecture. Our goal is to be a community-based "family drugstore" that supports health and beauty needs. We base these efforts on service that will satisfy all customers and offer them an abundant life. In the future as well, we will support the varied and changing needs of our customers and work to expand the group's market share further.

1st for You.

Tokai and Hokuriku Region



Aiming to expand the group market share in the Hokuriku region



President
Hisanori Seki

We maintain a spirit of challenge and unity to grow further and keep refining the company culture.

[Corporate name] SIMENO Co., Ltd.
[Address] e-town Kanazawa, 1-48-1 Takayanagi-cho, Kanazawa-shi, Ishikawa 920-0005 Japan
[Phone] +81-076-253-9595
[Incorporated] May, 1962
<http://www.simeno.co.jp/>

The mission of SIMENO is fulfilling the four responsibilities in the management policy. First, being the best drugstore in the area through providing full-hearted customer service. Second, as a responsibility to the staff, making a work environment where all staff can work for the same purpose and vision and cooperate with management to build the store. Third, as a responsibility to the area, positively participating in the area's activities, health improvement activities and safety educational activities. Fourth, continuously producing a wholesome profit to be a useful store for our customers. We believe that SIMENO has to keep challenging itself to be a company creating markets while early predicting the future.

Business Contents



Drugstores

We have stores in Ishikawa, Toyama and Gifu prefectures. "Cheerful, enjoyable and lively" are our motto. Our priority is to maintain our customer first attitude and seek further convenience from our customers viewpoints. We are aiming to be the No. 1 store in the area.



Pharmacies

To fulfill our role to be a pioneer toward a preventive medicine society, we offer medical advice and counseling, and nutrition and child care counseling. We also aim to be the No.1 family pharmacy and engage in-home pharmaceutical business centered on giving guidance for management of in-home medical services.

Unique approaches



We are developing initiatives and cooperation with care homes for elderly. We are aiming to establish the system to deliver items and dispensed medicines for people who have difficulty to go out shopping, while giving guidance for management of in-home medical services.



Playing a role in the expansion of the group market share in the Tokai region



President
Hiromasa Nomura

Aiming to be a company and stores trusted by our customers and staff.

[Corporate name] Sugiura Co., Ltd.
[Address] 170 Kawahigashi, Wada-cho, Konan-shi, Aichi 483-8014 Japan
[Phone] +81-5-8754-1938
[Incorporated] April, 1967
<http://www.s-healthbank.jp/>

We have drugstores and prescription pharmacies mainly in the Owari area in Aichi prefecture and the southern part of Gifu prefecture. Since our establishment in 1957, we have been improving our specialized knowledge regarding Health & Beauty Care with the theme, "solutions for health and beauty," aiming to be a drug store which is trusted by its customers. We also take up "a more convenient life for the community," as a theme and expanded the lines of daily goods and food. We are aiming to be a store, called "my shop, my health bank," so that customers can say "I am happy to have my health bank, or the store is my health bank." Since we became a part of the group in February 2013, we are implementing an entire reform based on the group CI to promote to be a more suitable part of the Matsumotokiyoshi group, while introducing projects to expand our line of items, planogram and sales promotions.

Business Contents



Drugstores

As an urban-type drugstore, we aim to be a store for a convenient life and offer community based select items and prices and carefully maintain communications and relations with our customers through our kind support and services.



Pharmacies

While separation of prescribing and dispensing functions is promoted, we develop a business style, such as store with dispensing facility and Prescription pharmacy located near a hospital. We aim to be the area's family pharmacy through giving clear and kind advice considering customers' circumstances using our highly specialized knowledge.

Unique approaches



The Tokai region has a unique food culture centering on Nagoya, represented by Misonikomi Udon (Thick noodles with miso based soup). In the same way, many of our pharmaceutical items are from the local makers and our "life line" is a fine selection of items suitable for the community. Therefore, we are strengthening assortment merchandising for group merchandising.

Chugoku and Shikoku Region



Matsumotokiyoshi Chu-Shikoku Co., Ltd. was founded on October 1, 2012, to take over the drugstore business of Matsumotokiyoshi Co., Ltd. in the Chugoku and Shikoku regions as well as the Himeji City area in Hyogo Prefecture. At the same time, LOVEDRUGS Co., Ltd. was made a consolidated subsidiary for the purpose of optimizing the group store network in the region and further increasing the group's market share in the Chugoku and Shikoku regions. We are extending area domination and merged with the Morris Co., Ltd. on March 1st, 2014.

In addition to opening urban-type stores, in which Matsumotokiyoshi excels, we will strive to provide stores that are always designed from the standpoint of the customer, increase convenience and expertise, and work to become a drugstore that is loved by local residents, in an aim to be the "family drugstore" that can provide customers with consultation regarding health and beauty, something that LOVEDRUGS has continued to engage in up to this point.

We strive hard for even higher levels of customer satisfaction and for employee satisfaction as well—we want our workers to be proud they belong to our company, and to find their work meaningful.

Unique approaches



Senior Card introduced by LOVEDRUGS

LOVEDRUGS has introduced the "Love Senior Card" a point card for customers aged 60 or older, and is attracting senior citizen customer base with a high level of consumer confidence. In addition to regular points, Senior Card holders receive points at the time they make purchases at the store, as well as additional points on the monthly "Senior Day." In addition to the Senior Card, measures to attract elderly customers include: providing a full lineup of traditional Chinese herbal medicines, establishing business hours that start earlier in the day, and a variety of other services.

Expanding group market share in the Chugoku and Shikoku regions



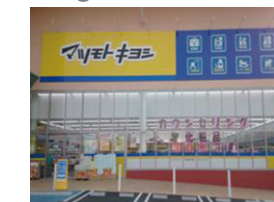
President
Hiroshi Kamimura

Earning the trust of customers and patients with professional community-based drugstores

[Corporate name] Matsumotokiyoshi Chu-Shikoku Co., Ltd.
[Address] 1-20-32 Fukutomi-Nishi, Minami-ku, Okayama-shi, Okayama 702-8031 Japan
[Phone] +81-86-265-4161
[Incorporated] October, 2012
<http://www.mkc.matsukiyo.co.jp/>

Business Contents

Drugstores



We have suburban-type drugstores in commercial and residential areas, as well as urban-type stores around train stations and bus terminals. We value good communication with our customers, and always aim to give them the personalized service they appreciate.

Pharmacies



In the Okayama and Harima areas, we empathize with patients, taking their point of view into account. Through close, friendly relations with our customers, we can be sure they will continue to choose us.

Kansai Region



We play a role in expanding the group's share of the market centered on Osaka Prefecture



President
Takashi Mori

Our motto is to create a workplace in which employees are motivated in their jobs, are able to contribute to the community, and can be proud of where they work.

[Corporate name] Koyo Yakuhin Co., Ltd.
[Address] 1-7-17 Katsuyama-Kita, Ikuno-ku, Osaka-shi, Osaka 544-0033 Japan
[Phone] +81-6-6731-1351
[Incorporated] February, 1959

Our mission is to aid our customers in their health management. To accomplish this, we have opened drugstores and prescription pharmacies mainly in Osaka, and provide product and services related to health and beauty. In the future, we will further expand the group's market share by implementing a variety of measures suited to the regional characteristics and environment in a context of markets in shrinking trade areas.

Business Contents



Drugstores

Under the basic philosophy of "administering the appropriate medicine for the illness," we aim to provide a product lineup that will not disappoint the customer's expectations, by courteously interacting with our customers and establishing "the most appropriate rather than the biggest convenience to the customer." In addition, we will strive to be a community-based family drugstore for our customers, as well as to contribute to our customers with an even stronger commitment to hospitality than in the past.



Pharmacies

In the midst of the recent dramatic increase of the separation of prescribing and dispensing, we, as a company that aims to be trusted by local residents, believe that this is a business that should be strengthened. We strive to be a store that meets the expectations of the patient, and works in close partnership with regional healthcare institutions. At our pharmacies, we focus a large amount of effort on training our employees to enable them to fulfill their duties leaders in local healthcare. In addition, we are putting effort into the creation of a system in which we are the "family drugstore" that is trusted by local residents.

1st for You.

マツモトキヨシ 九州販売



Aiming to expand the group's market share in the Kyushu Region

Matsumotokiyoishi Kyusu Co., Ltd. was newly established on April 1, 2012 through a company name change from MIDORIYAKUHIN Co., Ltd., for the purpose of taking over the handling of drugstore business in the Kyushu Region (wholly owned outlets in the Kyushu Region and Shimonoseki City in Yamaguchi Prefecture) of Matsumotokiyoishi Co., Ltd., and consolidating administration in that region and market, thereby increasing the efficiency of management and establishing a solid structure in the Kyushu Region.

Japan is facing a low birthrate and an aging population, the markets are shrinking, and the needs of the customer are becoming more diverse. In the Kyushu Region as well, differences are emerging between business/entertainment districts and areas immediately around train stations, and residential areas, suburbs, and other residential areas, in the product lineups and services expected by customers in those areas. Our strength is our ability to provide detailed support for those needs and become the trusted and community-based family drugstore for our customers.



Unique approaches

To respond to the diversifying and detailed needs of our customers, we aim to expand our share of the market in the area while utilizing the characteristics both the Matsumotokiyoishi and the MIDORIYAKUHIN type stores. The population of Kyushu is aging particularly fast compared to the rest of Japan, so we operate stores on the three pillars of "convenience," "expertise," and "hospitality," with the "customer-first mindset" firmly in place.

Store introduction Matsumotokiyoishi Canal City Hakata Store

The store is located 10 minutes on foot from Hakata Station, on the Basement Floor in the Business Center Building of Canal City. The Tenjin area, Kyushu's largest business and entertainment district, is also nearby, making the area around the store a gathering place for many people. We have many female customers, and with a full-scale cosmetics corner near the store's entrance, beauty products are big sellers. Because Canal City is a commercial complex, it is visited by many foreign tourists, and the area is bustling each day with customers who have come to Canal City.



President
Kunio Yamazaki

Aiming to be a company that contributes to the community as a specialist in beauty and health.

[Corporate name]
Matsumotokiyoishi Kyusu Co., Ltd.
[Address] 2-2-1 Sumiyoshi, Hakata-ku,
Fukuoka-shi, Fukuoka 812-0018 Japan
[Phone] +81-92-283-3211
[Incorporated] August, 1984
<http://www.mkq.matsukiyo.co.jp/>

Business Contents Drugstores



Eager to maintain personal contact with our customers, we do our best to sell medical and cosmetic products after consultation. Our goal is to contribute to the beauty and health of everyone in our communities. We place a person in charge at each section, such as the medicine sales section and cosmetic sales section, to give customers every opportunity to discuss their needs and get advice in our face-to-face sales.

Pharmacies



As doctors and pharmacies become separate operations, we have begun operating pharmacies in our drugstores. This allows us to become further specialized and contribute to local medical services as a family drugstore.

マツモトキヨシ ファーマシーズ



President
Tomiharu Otake

We aim to contribute to the local community through healthcare, and be "the family pharmacy" that is the most trusted by patients.

[Corporate name] Matsumotokiyoishi Pharmacies Co., Ltd.
[Address] 9-1 Shinmatsudo-Higashi, Matsudo-shi,
Chiba 270-8501 Japan
[Phone] +81-47-344-5150
[Incorporated] April, 2012
<http://www.matsumotokiyoishi-hd.co.jp/company/pharmacies/>

We will play a role in the healthcare field by operating prescription pharmacies and entering new business domains

We were established for the purpose of anticipating changes in the social environment, entering a variety of healthcare fields in partnership with healthcare institutions based on a higher level of expertise, and further expanding our pharmaceutical dispensing business. In the context of a rapidly aging society, we believe that the role of Matsumotokiyoishi Pharmacies in the healthcare field will grow in importance in the future.

Business Contents Prescription pharmacy



Matsumotokiyoishi Pharmacies' first prescription pharmacy
Koshigaya Station West Store

Prescription laboratory



By introducing the latest devices, we provide patients with safety and reassurance.

Unique approaches



Fully enhanced training system

We ensure that our pharmacists are solidly trained in the fundamentals, and support the advancement of their careers in accordance with their individual life plans, whatever their specific goals may be.



We emphasize a good balance between work and life

We provide employee benefits for working mothers, such as maternity and childcare leave.

Our mission as a member of the group

- 1 ... Expand the market share of the group's pharmaceutical dispensing business by opening new prescription pharmacies.
- 2 ... Secure personnel by proactively hiring pharmacists and pursue expertise.
- 3 ... Promote contract management and opening of specialist pharmacies within the group.
- 4 ... Provide at-home dispensing and other services in partnership with local healthcare institutions.
- 5 ... In addition, strengthen each type of development related to pharmaceutical dispensing, pharmacists, and specialized fields.

1st for You.

Matsumotokiyoshi Holdings

Concept of Corporate Social Responsibility

We regard "Management philosophy" and "Company ethics" as the basis of CSR. The basic policy of CSR is being the "1st for you." for every stakeholder through each employee's acts with awareness of society in everyday duties.

Under such a policy, we, as a corporate group playing a role in the healthcare fields, engage in various activities with the themes, "Self medication" and "Community based family pharmacies" as our corporate social responsibility.

CSR through business activities
(Positive CSR)



With the community

AED(Automatic External Defibrillator) was installed in the stores



Fibrillation treatment (applying electric shock to the heart) used to be handled only by people with medical qualifications, such as physicians and emergency life-saving technicians. However, now it is allowed to be handled by unqualified people using AED. Since that, the number of AED installations has been increasing at stations, airports, local governmental facilities and public facilities.

We are planning to install AED from May 2014. As a company playing a role in community healthcare, we keep contributing to the communities life saving activities.



Inner training for the operation and life saving treatment

Participation in the Kodomo 110-ban child protection program



Kodomo 110-ban* is a program established with the cooperation of the police to protect children from becoming victims of crime by providing emergency safe havens where they can go to seek help. Our group's CSR activities include support for this program, and in this way too we contribute to the safety and security of communities, helping them protect children, who are our future. (*Dialing "110" connects the caller to the police.)

Matsumotokiyoshi Holdings caused by the Great East

To support in their efforts to rebuild their devastated the general public in our drugstores. In response to doing what we can to assist people in the stricken

1.Donation of relief funds

The Matsumotokiyoshi Holdings group has donated a total of 120 million yen to the five prefectures most severely affected by the disasters (Iwate, Miyagi, Fukushima, Ibaraki and Chiba Prefectures).

2.Collection of donations

Group stores have encouraged the general public to make cash donations in boxes and donations of their Cash Points. A total of 87,734,270 yen raised this way was donated through the Japan Association of Chain Drug Stores (JACDS) to the Japanese Red Cross Society, to be given to afflicted areas.

3.Dispatch of pharmacists

The group represents working pharmacists as member of the Japan Association of Chain Drug Stores (JACDS). In that role, the group dispatched pharmacists to an evacuation site in Fukushima Prefecture in March 2011, and to Miyagi Prefecture in May. As support for the affected areas, the pharmacists provided prescription and over-the-counter drugs, as well as health consultation and mental healthcare.



A temporary pharmacy at an evacuation site in Fukushima Prefecture (Paruse Iizaka)



A temporary office for the Ishinomaki Pharmacists Association in Miyagi Prefecture (VITAL-NET Ishinomaki Branch)

extends its condolences to the many victims of disasters Japan Earthquake that struck on March 11, 2011.

communities, our group of companies donated relief funds and supplies, and collected donations from the ongoing electric energy shortage, we are continuing to conserve energy in our operations. We are also areas, so that they can return to their regular lives as quickly as possible.

4.Donation of relief supplies

In response to requests for aid from the stricken areas, our group has donated supplies valued at a total of 30 million yen, primarily products required for daily life and sanitation.



On Monday, April 18, 2011, relief supplies were loaded onto this truck at Matsumotokiyoshi Holdings HQ and delivered directly as a donation to the emergency supply center at Ishinomaki City Hall.



5.Employment support measures

Our group expanded its employment criteria to hire graduates who were not hired at other companies due to the disasters, and to hire other graduates unable to find work elsewhere.

6.Energy conservation

In response to electricity shortages, during our daily operations we are lowering energy consumption as much as our customers find acceptable, and are reducing electricity use at group offices as much as possible without jeopardizing business continuity.



Less illumination at Ginza 5th Store

"Hang In There Japan" Reconstruction Support Plan

Matsumotokiyoshi implemented a plan to donate 1% of all sales of products listed in the March 27, 2011 advertising circular. We donated 6,779,835 yen to Ashinaga (NPO), to be used for lump-sum payments, scholarship loans, conducting mental healthcare programs, and other activities for children orphaned by the Great East Japan Earthquake.



1st for You.

With the customer

Collection of donations for Solaputi Kids' Camp

The Solaputi Kids' Camp in Japan offer outdoor experiences and clinical facilities for approximately 200,000 children fighting incurable diseases in Japan. Our group, a member of the Japan Association of Chain Drug Stores (JACDS), is collecting donations for the camp construction to support the efforts of the association.

難病の子どものための診療所付自然体験施設
そらぶちキッズキャンプ
in 北海道 滝川市 丸加高原



Solaputi Kids' Camp
<http://www.solaputi.jp/>

Donation of portion of sales revenues for Pink Ribbon Campaign

Part of the revenues from sales of Lung Ta shampoo, an MK Customer brand product celebrating its second year on the market, was donated by our group to the Pink Ribbon Campaign, which is working to reduce the incidence of breast cancer.



ECO Together (power and water conservation, garbage reduction) campaign

Matsumotokiyoshi stores in Chiba prefecture donated a part of sales of object products (ECO Together campaign products: Kao household products) to Chiba Prefecture Environment Foundation for environmental conservation activities in Chiba prefecture. As a result, Matsumotokiyoshi President Kiyoo Matsumoto (at the time) and Managing Director Takashi Matsumoto honor to receive the certificate of appreciation from Chiba Prefecture Governor Kensaku Morita for two consecutive years.



Matsumotokiyoshi President Kiyoo Matsumoto (at the time) (left) receives a certificate of appreciation from Chiba Prefecture Governor Kensaku Morita (right).
Chiba Prefecture Governor Kensaku Morita gives a certificate of appreciation to Managing Director Takashi Matsumoto. We honor to receive that for two consecutive years.



The president Kiyoo Matsumoto (left) and the chairman of Chiba Prefecture Environment Foundation, Masaaki Saito (right).

The certificate of appreciation was presented at the main office of Matsumotokiyoshi.

The certificate of appreciation given for two consecutive years

Relief funds for flooded Amami district in southern Japan

In response to serious flooding in the Amami district of Kagoshima Prefecture in October 2010, the retail outlets of Matsumotokiyoshi Co., Ltd., MIDORIYAKUHIN Co., Ltd. (now Matsumotokiyoshi Kyusyu Co., Ltd.) and about 1,200 other outlets of the group's operating companies throughout Japan collected emergency relief funds.

Seminars in taking responsibility for one's own health



Our group is conducting promotional activities to educate the public in ways to maintain their own health, acting in a responsible advisory capacity to suggest how to improve their health and beauty. The program includes always-popular seminars facilitated by reputable experts.

Endowed Course Established at Chiba University



Chiba University President Yasushi Saito (center left) and Matsumotokiyoshi Holdings Chairman and President Namio Matsumoto (at the time) (center right) shake hands firmly towards making a contribution to community medicine.



Lecture meeting scenes (July 4, 2013)

As part of our social contribution activities, we subsidized educational research at Chiba University and established the Drug Informatics (Matsumotokiyoshi Holdings) Endowed Course at the university's Graduate School of Pharmaceutical Sciences. A commemorative lecture meeting was held at Chiba University, and experts active in various industries spoke on such topics as the importance of the proper usage of pharmaceutical products in home health-care settings and in responsible self-medication as well as related issues, and the research themes of this endowed course.

With the staff

Matsumotokiyoshi Group's True professionalism, bolstered further by thorough training programs



Far-reaching training programs

We provide personalized customer services and conduct training programs for sales staff, to ensure customer loyalty in our local Family Drugstores.

Matsumotokiyoshi's human resource training programs:



Because we are specialists... The professional role of our specialist pharmacies

Pharmacists and OTC Medicine Counselors

Pharmaceutical Affairs Law amendments, which came into force in June 2009, divided Over-The-Counter medicines into three categories (Categories 1, 2 and 3), and established a per-category system designating the specialists qualified to sell them. The amendments were introduced to encourage people to take responsibility for their own health by coping with slight physical ailments on their own, treating minor illnesses on their own, and taking steps to prevent a condition from becoming a lifestyle disease or other serious illness. Promotion of these measures is expected to cut down on the cost of medical care in Japan, which is predicted to rise to 1.4 times the 2010 level by 2025.* When the new system becomes more entrenched, it is predicted that more OTC medicines will be marketed to prevent or at least ameliorate lifestyle diseases and other illnesses, making it possible to switch from prescription medicines to effective OTC ones available at local pharmacies. Our group continues to promote the development of a highly professional, responsive sales environment where our specialists, both pharmacists and OTC Medicine Counselors working at drugstores with local roots, help customers maintain and improve their health.

*Estimates from the Japanese Ministry of Health, Labour and Welfare



Pharmacists

Pharmacists handle all medications, including prescription pharmaceuticals. Category 1 non-prescription medicines (those that have a strong effect) can only be handled by a pharmacist. Pharmacists also provide written information and advice on medications.



OTC Medicine Counselors

OTC-Medicine Counselors provide information and give advice as needed regarding Category 2 and Category 3 OTC drugs.

Responding to diverse customer needs



Prescription pharmacy located near a hospital



Prescription pharmacy (mall location)



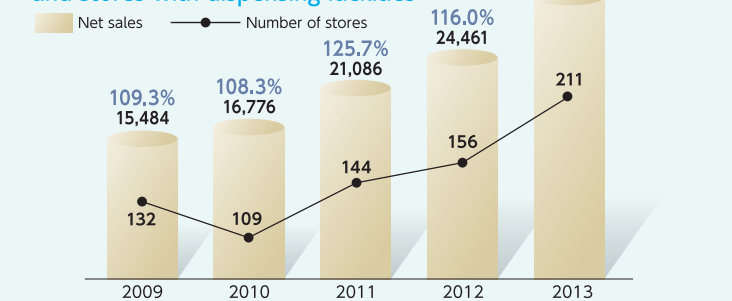
Drugstore with dispensing facility



Prescription reception counter

Our group will continue to open new drugstores that put customer needs and convenience first. We are always keen to offer even more comprehensive services in our prescription pharmacies and dispensing business and are increasing the number of pharmacies with extended business hours.

Number of prescription pharmacies and stores with dispensing facilities



*Net sales figures are the simple aggregate of sales of retail operating companies.
*For MIDORIYAKUHIN, LOVEDRUGS and Nakajima Family Pharmacy, sales figures begin from April 2010. For SIMENO, they begin from January 2014.

1st for You.



Passion toward Private Brand



Hitomi Kaneshima
OTC-Medicine Counselor
Matsumotokiyoshi

Sayumi Oikawa
Pharmacist
Matsumotokiyoshi

Miho Takeuchi
Buyer
Matsumotokiyoshi Holdings



Easy to imagine, easy to be understood “Have color consciousness for display”

Oikawa

The previous packages were black and white and had a masculine image. However, we redesigned them for female customers, who are actually the majority, to be easier to imagine and handle. I drew cute illustrations...(laughing)

Yes, the taste is carefully controlled for female customers to enjoy more. Two kinds of taste in one package ... , for example, “Green Tea & Milk” or “Sweet Chestnut & Pumpkin,” they are more delicious than before. The photos are used for the packages to stimulate people’s curiosity and give a satisfying answers to their question “how is the taste...?”

Kaneshima

Takeuchi

We designed the packages from the female customers’ viewpoints, off course, I also considered the balance for male customers, such as business men, who can buy the products without any hesitation.

Renewed healthcare product packages

Emphasizing easy to understand, because of healthcare products. “Understanding comes through putting ourselves in the position of users”

Oikawa

It is important for healthcare product packages to be easy to understand. We discuss from what viewpoints our customers select products and apply this to the design. For example, if we use the phrase “drinkable from 7 years old,” people think that the product is for children, we changed the phrase to “from 7 to adult.” About tablets for children, using images showing their actual size in the packages.

Many people carry around pain relief medicine, but not so many people carry around with the boxes. We describe how much they can take not only on the boxes, but also on the sheets.

Kaneshima

Takeuchi

Package design is the most effective tool to give product information to the customers, before they consult us. Packages which are easy to understand can help the customers selection of more suitable products. We can offer more suitable products through listening to the voices of actual users and product development sites, and apply the collected information to packages.

The MK Customer Private Brand

MK Customer is the name for products Matsumotokiyoshi has developed from the viewpoint of the customer to help them take responsibility for their own health.

■Cosmetics



ARGELAN

Created with strictness. Gentle on you.
Developed according to strict organic
standards to be gentle on your skin.



LUNG TA

The best hair I have ever had
with hair architecture concept.



PREDIENT
DEEP CARE ESSENCE

Carefully produced not only for
moisturizing the skin surface
but also deep inside the tissue.



INSTREAM

The gel mask busy women had been waiting for.



Retinotime
レチノタイム

Lively firmness, deep resilience
A skincare series that defies
aging



MELANO SCIENCE
メラノサイエンス

Each product contains an effective skin-whitening
arbutin formulation A melanin-enclosing focused
skin-whitening series

■Supplements



和 Wadaizu Bar

Supplements developed for Japanese
people by Physicians, Pharmacists and
Registered Dietitians based on balanced
nutrition with selected Japanese materials.



■Pharmaceutical Products



Zeria Pharmaceutical Co., Ltd.
Hepalyse DX
【Category-3 OTC Drug】

Liver hydrolysate, obtained by the
hydrolysis of fresh mammal liver,
improves metabolism and is
effective against gastrointestinal
disturbances, physical fatigue and
exhaustion, nutritional disorders.



Zeria Pharmaceutical Co., Ltd.
Chondro Bup
【Category-3 OTC Drug】

For alleviating difficulty in
standing and sitting down and
going up and down stairs, and
pain from arthralgia or neuralgia
when you can't raise your arms.

Five benchmarks guiding our operations QUALITY GUIDE LINE

- 1 Safety and security**
We always strive for safety and security, carefully selecting medicinal ingredients, rigorously checking manufacturing processes, and conducting strict final trials.
- 2 The customer perspective**
We monitor the development of new products, making sure that quality and function are in full concordance with customer perspective.
- 3 Reasonable pricing**
While ensuring high quality, we also keep prices as low as possible. We believe that reasonable pricing is an important business criterion.
- 4 Products for health and beauty**
We develop and recommend the type of products a pharmacy should carry for customers taking responsibility for their own health, especially products conducive to healthy living, and products that respond to customers’ needs for an attractive outer appearance and a more healthy inner condition.
- 5 Eco-friendly product development**
We emphasize eco-friendly manufacturing methods and packaging, and the use of ingredients that keep in mind the health of the planet.



INSTREAM Night Shield Gel



Matsumoto KiYoshi
Holdings

Matsumoto KiYoshi Holdings Co.,Ltd.

<http://www.matsumotokiyoshi-hd.co.jp/>
9-1 Shinmatsudo-Higashi, Matsudo-shi, Chiba 270-8511 Japan
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