

MatsukiyoCocokara & Co. Responsible Advertising and Marketing Policy

Our group philosophy is 'Creating the future "normal" and innovating lifestyles.' As a corporate group, we will conduct responsible advertising and marketing activities to continue foreseeing the future of health and beauty and contributing to the realization of enhanced lives and livelier communities through the creation of new customer experiences.

1. Safety of products and services

- As we engage in the field of healthcare and medical service, we will make the safety and security of our customers and patients the top priority and work with integrity in our business operations.
- In researching, developing, manufacturing, selling, and disposing of products and services, we will always pay attention to safety and comply with laws and regulations regarding the safety of products and services.
- In receiving information concerning the safety of our products and services, we will immediately investigate the facts and take appropriate action as soon as possible if a problem is detected.
- We will ensure that the products we manufacture or sell show relevant information in an appropriate and accurate manner.
- In our products and services that involve pharmaceuticals, cosmetics, daily necessities, and foods, including processed foods and beverages, we will consider how they affect people's health due to misuse or overdose, ensure the safety of products and services, and strive to provide accurate and easy-to-understand information to our customers.

2. Prevent the sale of alcohol and tobacco to customers under 20

- To prevent drinking or smoking under age 20, which poses a risk of health hazards and addiction, we strictly obey the law that requires age verification at the checkout counter and the display and segregation of liquor in stores.

3. Promote the proper use of medicines

- In the sale of pharmaceuticals, we strive to promote their proper use through compliance with the Pharmaceutical and Medical Device Act (Act on Securing Quality, Efficacy, and Safety of Products Including Pharmaceuticals and Medical Devices) and other relevant laws and regulations.

4. Legal Compliance and Ethical Conduct

- We will accurately understand and strictly comply with all laws, regulations, and social norms concerning consumer protection, advertising labeling, data privacy, and other matters in all the countries and regions where we operate.
- In our international business activities, we will conduct ethical operations that respect local laws, cultures, and customs.
- We will conduct fair and transparent corporate activities and will not engage in any actions that undermine public trust.

November 2025

MatsukiyoCocokara & Co.
Kiyoo Matsumoto, President and Representative Director