

MatsukiyoCocokara & Co. Responsible Advertising and Marketing Policy

The Group's philosophy is 'Creating the future "normal" and innovating lifestyles.' In line with this philosophy, we remain dedicated to 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. To achieve this, we conduct responsible advertising and marketing activities.

1. Product and Service Safety

- As professionals engaged in healthcare and medicine, we place the utmost priority on the safety and peace of mind of our customers and patients, and we approach our work with the highest integrity.
- In the research, development, manufacturing, sales, and disposal of products and services, we consistently prioritize safety and fully comply with all laws and regulations related to product and service safety.
- Upon receiving any information regarding the safety of our products or services, we will immediately verify the facts and, if an issue is identified, promptly take appropriate measures.
- We provide appropriate, clear, and accurate information about the products we manufacture or sell.
- Across the products and services we handle—including pharmaceuticals, cosmetics, daily necessities, and food products (such as processed foods and beverages)—we carefully consider the health impacts of misuse or excessive intake. We strive to ensure the safety of our products and services while committing to the delivery of accurate and easy-to-understand information to our customers.

2. Prevention of Alcohol and Tobacco Sales to Minors (under 20)

- To prevent underage drinking and smoking, which carry risks such as health hazards and addiction, we strictly enforce age verification at the checkout counter, along with clear signage and separated product displays in alcohol sections, in compliance with applicable laws.

3. Promotion of Proper Use of Pharmaceuticals

- In the sale of pharmaceuticals, we comply with the PMD Act (Act on Securing Quality,

Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices) and all other relevant laws and regulations, actively promoting the proper use of medications.

4. Responsible Promotion and Review Systems

- In the sales and advertising of products and services, including processed foods and supplements, we eliminate exaggerated advertising and practice responsible marketing activities to ensure that customers receive accurate information.
- We strictly comply with the Act against Unjustifiable Premiums and Misleading Representations, the PMD Act, and the Health Promotion Act, and we thoroughly prohibit exaggerated nutritional claims or efficacy statements that lack scientific evidence.
- We conduct internal training at least once a year on proper health claims and responsible promotion for marketing personnel involved in advertising, as well as registered dietitians and registered sales clerks who provide in-store counseling, while continuously verifying compliance.
- For web and social media advertisements, news releases, and in-store promotional materials, we endeavor to conduct a prior double-review by relevant internal departments—such as Quality Control, Public Relations, and Legal and Compliance—depending on the specific content, to ensure the appropriate dissemination of information.

5. Legal Compliance and Ethical Conduct

- We fully understand and strictly comply with laws, regulations, and social norms regarding consumer protection, advertising representations, and data privacy in all regions and countries where we operate.
- In our international business activities, we respect local cultures and customs in addition to complying with local laws, ensuring that our operations are conducted ethically.
- We promote fair and transparent corporate activities and refrain from any actions that undermine public trust.

Revised July 2026 (Enacted November 2025)

MatsukiyoCocokara & Co.

Kiyoo Matsumoto, President and Representative Director