

MatsukiyoCocokara & Co. Better Access to Nutrition Concepts and Initiatives

1. Basic Concepts

Our group philosophy is 'Creating the future "normal" and innovating lifestyles.' As a corporate group, we will continue to foresee the future of health and beauty, and contribute to the realization of enhanced lives and livelier communities through the creation of new customer experiences.

Today, health problems related to age, diet, and lifestyle, such as lifestyle diseases and nutritional deficiencies, are growing concerns worldwide. With the increased realization of the importance of health and nutrition, our society faces a major challenge of how we can improve healthy life expectancy while living a beautiful, healthy, and enjoyable life in the era of 100-year life.

One of our key strengths is the fact that we have a wide range of ways to connect with our customers, such as our stores, applications, and e-commerce websites. Making the most of them enables us to maximize our customers' access to better nutrition through the products and services tailored to their needs. Furthermore, many qualified professionals belong to our corporate group, such as pharmacists, registered salesclerks, and registered dietitians. Their considerable expertise contributes to supporting the healthy and nutritious lives of our customers.

Moreover, in our private brand (PB) "matsukiyo LAB," we develop our own products, including low-sugar options and the Athlete Line, intending to provide our customers with easier and convenient access to better nutrition.

Based on our experience and achievements accumulated, and under the three pillars of health, beauty, and wellness, we are committed to maintaining and promoting our customers' health and raising health awareness through many different initiatives. We always stay close to our customers and support a society of healthy longevity by delivering greater security and joy to local communities.

2. Specific initiatives

- **matsukiyo LAB**

To support the healthy lifestyles of local customers, we aim to provide a healthcare service where our pharmacists and registered dietitians offer professional and comprehensive support from a perspective of health and beauty. We carefully listen to their concerns about health and beauty and provide informative suggestions, including the best-suited products and methods for health and nutrition management.

- **SUPPLEMENT Bar**

Our registered dietitians are available to answer health and nutritional concerns our customers may have. We will listen to their dietary habits and other details to offer them tailored solutions.

- **【PB】 matsukiyo LAB Sustainable LOCABO Line (Low carb)**

We develop each of our products, aiming for the 'optimal point of good taste,' the very edge of deliciousness, with a focus on enabling customers to continue and enjoy the flavors. We assist the sustainable and low-carb lifestyle of consumers through products that are low in sugar and yet delicious. We actively develop limited-time-only flavors and new genres of products so we can promote our customers' healthy and fun low-carb lifestyle in their daily eating.

- **【PB】 matsukiyo LAB Athlete Line**

This series of matsukiyo LAB is designed for athletes who are fully committed to sports on a daily basis. Our registered dietitians have supervised product development for the purpose of supporting athletes to maximize their performance.

- **Health counselling sessions**

To promote the local community's health, we regularly host health counselling sessions in selected stores.

- **Registered Dietitian Recipe Contest**

As part of the training of registered dietitians, this program aims to enhance their ability to devise recipes through actual recipe making, improve their capacity to propose strategies for maintaining and promoting the health of customers and patients, and differentiate us from other companies.

- **Children's cafeteria (*Kodomo Shokudo*)**

By providing support with children's cafeterias and food banks, we are committed to promoting the health of children. We regularly donate a wide range of products, including confectionery and processed foods, to deliver those to families and children's cafeterias in need of support.

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MatsukiyoCocokara & Co.

Kiyoo Matsumoto, President and Representative Director