

MatsukiyoCocokara & Co.

Better Access to Nutrition Concepts and Initiatives

1. Basic Concepts

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.

In modern society, global health issues driven by aging, diet, and lifestyle—including lifestyle-related diseases, nutritional deficiencies, and excessive sugar and sodium intake—are escalating. Furthermore, public awareness is rising regarding the potential negative health impacts of processed foods and beverages, such as the increased risk of obesity and diabetes. In this era of the 100-year life, extending healthy life expectancy and preventing health risks such as lifestyle-related diseases, thereby enabling people to lead beautiful, healthy, and fulfilling lives, is a core social responsibility fundamentally embedded within our business activities.

Leveraging our overwhelming number of customer touchpoints, including a nationwide store network, our official mobile application, and e-commerce platforms, the Group strives to maximize access to nutrition tailored to individual needs. Additionally, we harness our unique strength of employing a large team of certified professionals—such as pharmacists, registered sales clerks, and registered dietitians—to support dietary improvement and health maintenance for all.

Particularly in the development of processed foods, notably through our private brand (PB) "matsukiyo LAB," we look beyond mere convenience. We actively expand our lineup of health-conscious products that reduce excessive sugar, sodium, and fats, while offering an easy way to replenish essential nutrients such as protein, dietary fiber, and vitamins.

Based on our extensive experience and proven track record centered on 'Health, Beauty, and Wellness,' the Group will drive various initiatives to contribute to achieving a 'society of healthy longevity' in which all stakeholders can enjoy delicious, healthy dietary habits. To this end, we will ensure food safety across the entire supply chain, thoroughly practice responsible marketing, and support the health of children and those facing social or economic hardships.

2. Concrete Initiatives and Product Development (Mitigating Negative Health Impacts)

To mitigate the health risks associated with nutritional imbalances, such as the excessive intake of sugar and sodium, the Group leverages its privately developed products, including PB foods and supplements, to offer healthier options (better access to nutrition) at attractive prices, thereby empowering autonomous consumer choices.

- **matsukiyo LAB**

To promote the healthy living of local customers, our expert registered dietitians provide personalized advice on dietary habits, nutritional balance, and beauty concerns. This tailored dietary guidance and nutritional management drive our comprehensive healthcare services, fully supporting health and beauty.

- **Supup (formerly Supplement Bar)**

Our registered dietitians conduct detailed consultations regarding customers' daily diets to propose and custom-package personalized, made-to-order supplements, effectively replenishing micronutrients such as vitamins and minerals that are often deficient.

- **[PB] matsukiyo LAB Sustainable Locabo Line**

To curb excessive sugar intake in daily diets, we pursue the "optimal point of flavor" (the absolute minimum sugar level that still tastes delicious) for each product. By offering low-carbohydrate foods that deliver high satisfaction, we foster a sustainable, effortless low-carb (Locabo) lifestyle.

- **[PB] matsukiyo LAB Athlete Line**

Supervised by registered dietitians, this product series under the matsukiyo LAB brand specifically targets dedicated athletes. The line is meticulously formulated to focus on nutritional balance, allowing athletes to efficiently replenish essential nutrients such as protein and amino acids to unlock peak performance.

- **Health Consultation Events & Recipe Contests**

In addition to hosting regular "Health Consultation Events" at select stores, we hold an annual "Recipe Contest" for our in-house registered dietitians. Grounded in nutritional science, it aims to enhance our ability to deliver low-sodium, low-calorie, and well-balanced original recipes to our customers and patients, thereby driving competitive differentiation.

3. Responsible Promotion, Employee Training, and Compliance

In the sales and advertising of processed foods and supplements, the Group eliminates exaggerated advertising and engages in responsible marketing to ensure that customers receive accurate nutritional information.

- **Formulating Marketing Policy**

We strictly comply with the Act against Unjustifiable Premiums and Misleading Representations, the PMD Act, and the Health Promotion Act. Under these frameworks, we have established the MatsukiyoCocokara & Co. Responsible Advertising and Marketing Policy, which thoroughly prohibits exaggerated nutritional claims or efficacy statements lacking scientific evidence.

- **Education for Certified Professionals and Employees**

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.

- **Establishing Review and Confirmation Systems**

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.

4. Information Provision and Community Support for Healthy Choices Among All Customers (Including Children and the Elderly)

The Group engages in comprehensive initiatives to support healthy eating habits and maximize nutritional access for all customers, with a particular focus on children and the elderly who require appropriate dietary management, as well as those facing economic hardships.

- **Supporting Healthy Choices Through Clear Information Labeling (Product Development Considerations)**

We strive to present visually clear information, offering customers the ability to voluntarily manage their intake of sugar, sodium, and other components. For our health-conscious PB

foods, we implement a standardized design featuring large, prominent labels for nutritional characteristics on the front of the packaging, enabling intuitive, healthy consumer choices.

- **Preventing Excessive Intake and Proposing Dietary Improvements via Certified Experts (Counseling & Information Sharing)**

Through in-store counseling and various initiatives, our certified professionals, including pharmacists, registered sales clerks, and registered dietitians, provide appropriate advice tailored to individual lifestyles. They work to proactively prevent the excessive intake of health foods and supplements while actively sharing health information, such as low-sodium and low-calorie balanced recipes, with the local community.

- **Improving Local Nutritional Access Through Support for Children's Cafeterias and Food Banks**

We contribute to bridging the health gap (promoting health equity) in local communities by making regular food donations to 'Children's Cafeterias' (*Kodomo Shokudo*) and food banks, targeting households and children whose access to nutrition is limited by economic factors. We ensure a balanced selection of items, including nutritional supplement foods, rather than focusing solely on confectionery. Furthermore, we operate a system to systematically donate emergency food supplies from our Group offices before their expiration dates, simultaneously supporting nutritional access for those in need within the community and minimizing food waste.

Revised July 2026 (Enacted February 2024)

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