GRAPHICO, Inc.



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1. Who is GRAPHICO, Inc?



Business Outline

We are the health related product planner, developer, manufacturer and distributor which targets at women from 20's to 50's in Japan. Using different skills such as marketing, product planning to sales and promotion, we have been developing hit products in rapid-fire succession.

We also have been distributing our products over more than 15,000 stores (mainly drug stores).

We are very sensitive at market needs and good at creating new value in the market though innovative products and keep profitable for 15 years without any debt.

Vision

Connect creating products to smile for everybody

Our best wishes are to connect all people around the world to smile.

Graphico always makes the best of inventiveness to make everybody happy in favor of customer through innovative products. Our goal is to establish business model to contribute our society.

In order to create "enjoyable products through the five senses", we will catch the "Real Needs" from many various aspects and provide the customer with satisfaction and merit by high quality product.

Philosophy

To move the people's interest, empathy and appreciation is always "heart".

Graphico is positively aimed at achieving the contribution to the world through highly-conscientious, compassionate to not only yourself but also others around you and the world with maximum devotion and growth.

2. Company Outline



[Background]

Graphico, Inc. has started the consultation for major cosmetics and pharmaceuticals, apparels as an outside brain for creative, product development and marketing.

Through exclusive collaboration with foreign companies such as USA and Korea, we experienced and made major hit product track record. We take such advantage of such skills to produce original products and distribution channel.

[History]

Tristory 2					
1993	Creative Office, Studio Graphico, Established				
1996	Limited liability Company, Studio Graphico Inc				
2000	Studio Graphico Corporation				
2005	Business Merger with Transforce Inc.				
2008	Feel Peace Project begins				
2013	Office moved to Osaki Shinagawa, Tokyo				
2013	Name changed to Graphico, Inc.				
2014	Opened Osaka branch				
2015	Business Alliance with Tri-x, Inc.				
2016	Business Alliance with ADERANS, Inc.				

[President]

CEO Sumiyo HASEGAWA (Ms.)

Graduated from Tokyo Kasei University Established Graphico to produce advertisement for major companies.

Starting from creative to product planning, development and sales, she also manage setup and human resources totally.

■Company : Graphico, Inc.

■President : Sumiyo HASEGAWA (Ms.)

■ Address : TOC Osaki 16F, 1-6-1 Osaki, Shinagawa, TOKYO

■Telephone : 813-5759-5077

■ Operation : Women's health related product producing and sales

■Established: November 17, 1996

■Capital : USD100K

■Sales : USD18 million (June, 2016)

■Bank : Sumitomo Mitsui Banking Corp., Ebisu Brunch

■Customer : •Ida Ryogokudo

ArataPaltac

•Chuo Bussan

PipJ-NETSB FoodsTokyu Hands

Tokyu Express Railroad

•Nihon Shinyaku

•Hanshin Department Store

Loft

and more than 40 companies

3. Track Records



Sales Records



Over 3 million Sales

*total number of sales

- 1. FootMedi (フットメジ)3.82mil
- 3. Forget About It! (なかったコトに!) 3.76mil
- 2. Lunar Beauty (優月美人) 9.79mil
- 4. Fills You Up x30 (満腹30倍) 4.57mil

Awards



[skin PEACE]

- Nikkei Design J 2013 Package Design: 1st place
- · [@cosme] 2011 annual ranking: Hand cream category: 4th place out of 3,453 items
- 「@cosme」 2012 annual ranking: Hand cream category: 4th place out of 2,763 items
- Tokyu Ranking Rangeen 2010: Hand cream category: 1st prize

【Forget About It! (なかったコトに!)】

- 「VOCE」 Top sales ranking: diet category: 1st prize
- Tokyu ranKing ranQueen J: New category: 1st prize (consecutive 13 weeks)
- 「ainz & tulpe」 2011: Diet category: 1st prize
- •「Shop in」2012: Diet category: 1st prize

【Lunar Beauty (優月美人)】

- 「@cosme」 2013 Body bath goods category: 1st prize
- 「@cosme」2012: Bath category: 8th
- •「FYTTE Diet Prize」Bath goods category: 1st prize
- · 「ainz & tulpe」 Best hit ranking: 2nd

Media

Media Posts

More than 1,000

As of June 2016

Stores

Sales stores

More than 22,000 shops

As of June 2016

XPlease see the following HP http://www.graphico.co.jp/business/shop.php

4. Patent/Idea Recovery Plan Structure



University

- Academic-Industrial Alliance
- University Patent
- Experiment Request
- Effectiveness Measurement
- Clinical Study
- Product Development
- 1. Find out Target Consumer
- 2. Market Analysis
- 3. Marketable Product Development
- 4. Develop highly Effective Product
- 5. Product Naming to Win Heart
- 6. Appealing Copy
- 7. Eye-Catching Package
- 8. Establish New Market Value
- 9. Promotional Strategy & Execution
- 10. Take Advantage of Publicity
- 11. Competitive Sales Force

Pharmaceutical

- Sleeping Patent
- New Ingredient

Raw material supplier

- New Ingredient
- ·Clinical Study

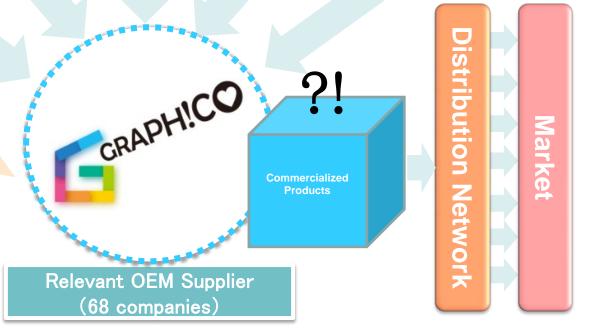
Distributor Retailer

- Private Brand
- New Product

International

- Enter into Japan Market
- International Distribution

Non-disclosure/Business Alliance Agreement



Final decision about the best product with high quality and effectiveness will be made based on many trials over 68 OEM suppliers in and out of Japan.

5. Transaction Flow



Non-disclosure Non-disc	losure or general alliance agreement			
Product Analysis Analysis	of contents of product idea and patents			
Market Analysis Analysis	of market competiveness, differentiation, needs and marketability			
Project Meeting Product i	mpact analysis to consumer			
Product Planning Originate	product spec, name and package based on idea, patent and materials			
Development Final sp	ec is determined by safety/stability test through many trials and improvement			
	<u> </u>			
Distribution Contract Distribution	tion and sales contract execution			
Product Product	production schedule based on budget and market size			
Promotion Sales pr	omotion by press release and advertisement media selection			
Sales th	rough drug stores, direct sales, variety, convenience stores			

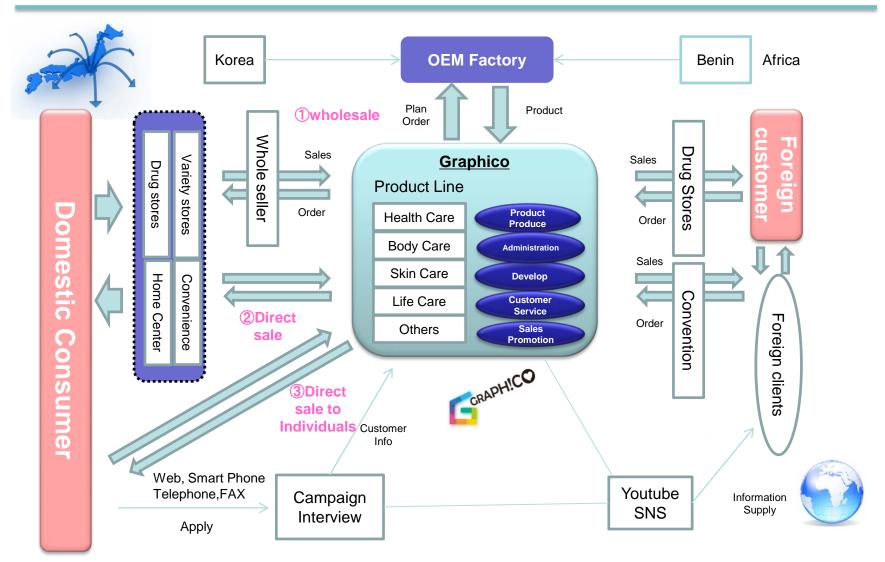
6. Product Line





7. Business Scheme





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