

GRAPHICO, Inc.



141-0032 東京都品川区大崎1-6-1 TOC大崎16F 電話番号: 03-5759-5077 FAX: 03-5759-5088
PHONE:813-5759-5077 FAX:813-5759-5088 TOC Osaki16F,1-6-1 Osaki, Shinagawa-ku ,Tokyo, Japan 141-0032, www.graphico.co.jp

Graphico, Inc.

0. Table of contents



GRAPHICO, Inc.

1 . Who is Graphico, Inc?	P. 3
2 . Company Outline	P. 4
3 . Track Records	P. 5
4 . Patent/Idea Recovery Plan Structure	P. 6
5 . Transaction Flow	P. 7
6 . Product Line	P. 8
7 . Business Scheme	P. 9

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, appared 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】

- 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 Branch
- Customer :
 - Ida Ryogokudo
 - Arata
 - Paltac
 - Chuo Bussan
 - Pip
 - J-NET
 - SB Foods
 - Tokyu Hands
 - Tokyu Express Railroad
 - Nihon Shinyaku
 - Hanshin Department Store
 - Loftand 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」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 Ranqueen」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」: 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
- ・「Tokyu ranking ranQueen」2009 : Korea esthetic: 1st prize

Media

Media Posts

More than 1,000

As of June 2016

※Please see the following HPs:
<http://www.graphico.co.jp/business/media/media.php>

Stores

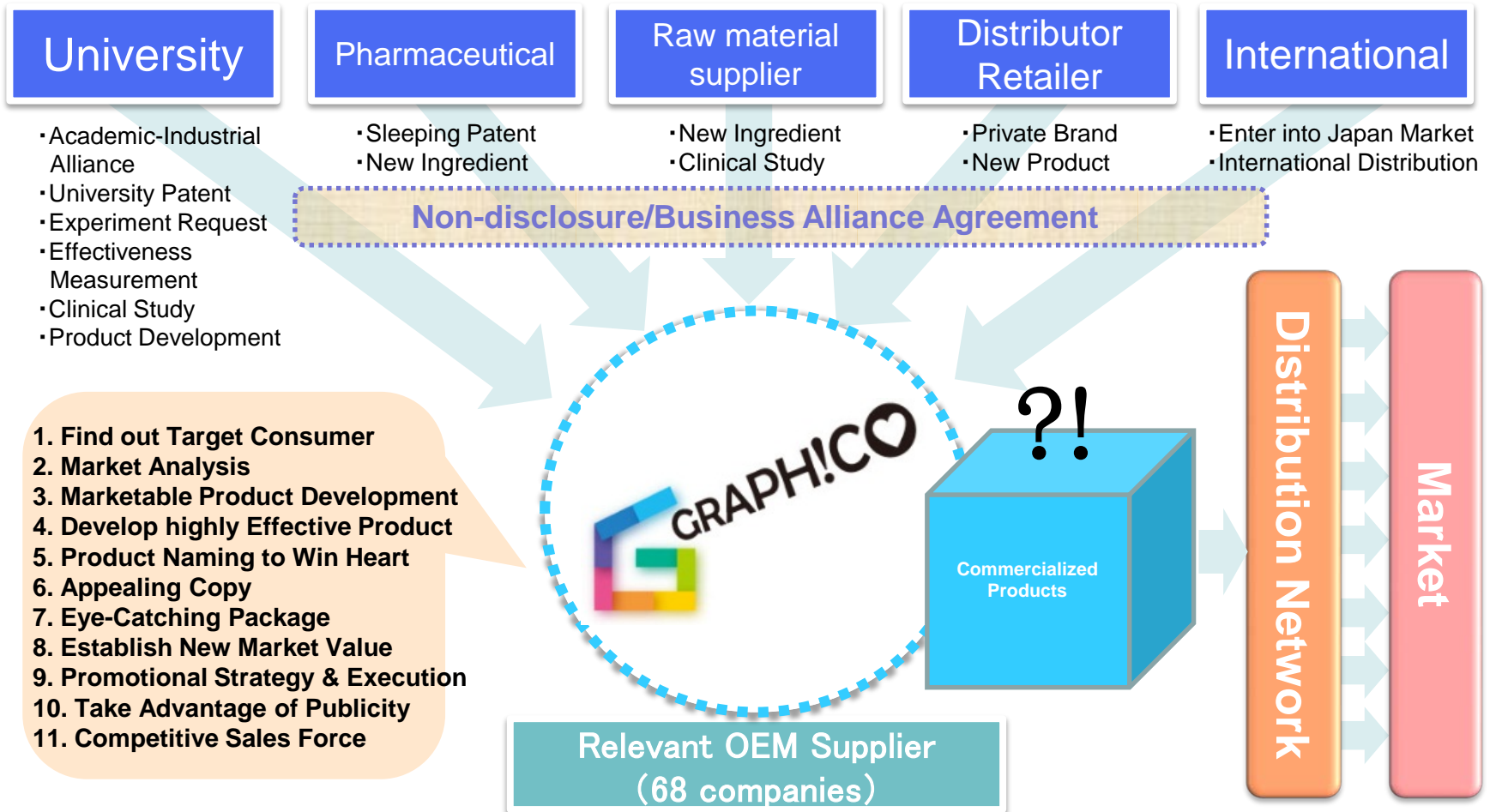
Sales stores

More than 22,000 shops

As of June 2016

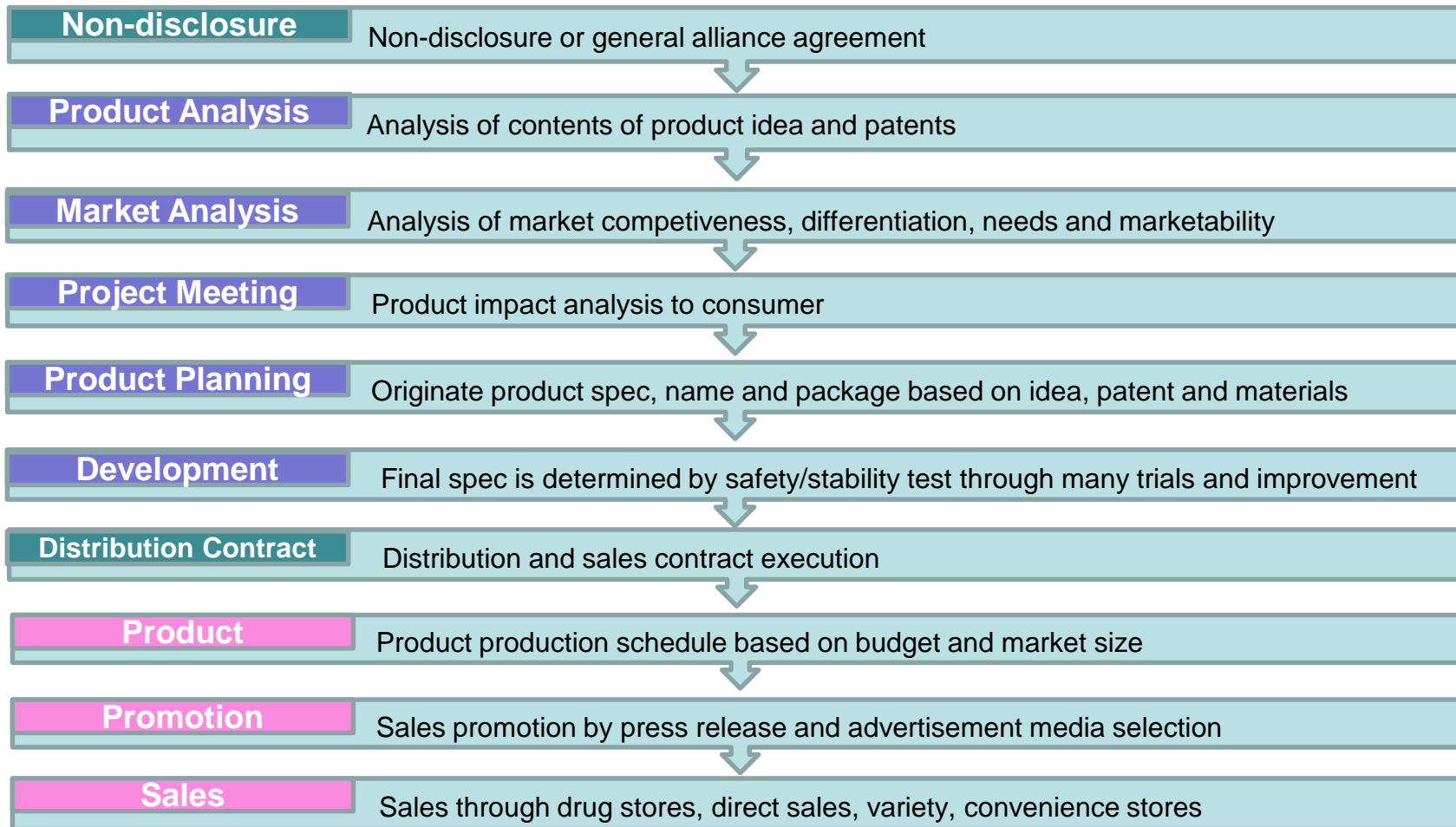
※Please see the following HP
<http://www.graphico.co.jp/business/shop.php>

4. Patent/Idea Recovery Plan Structure

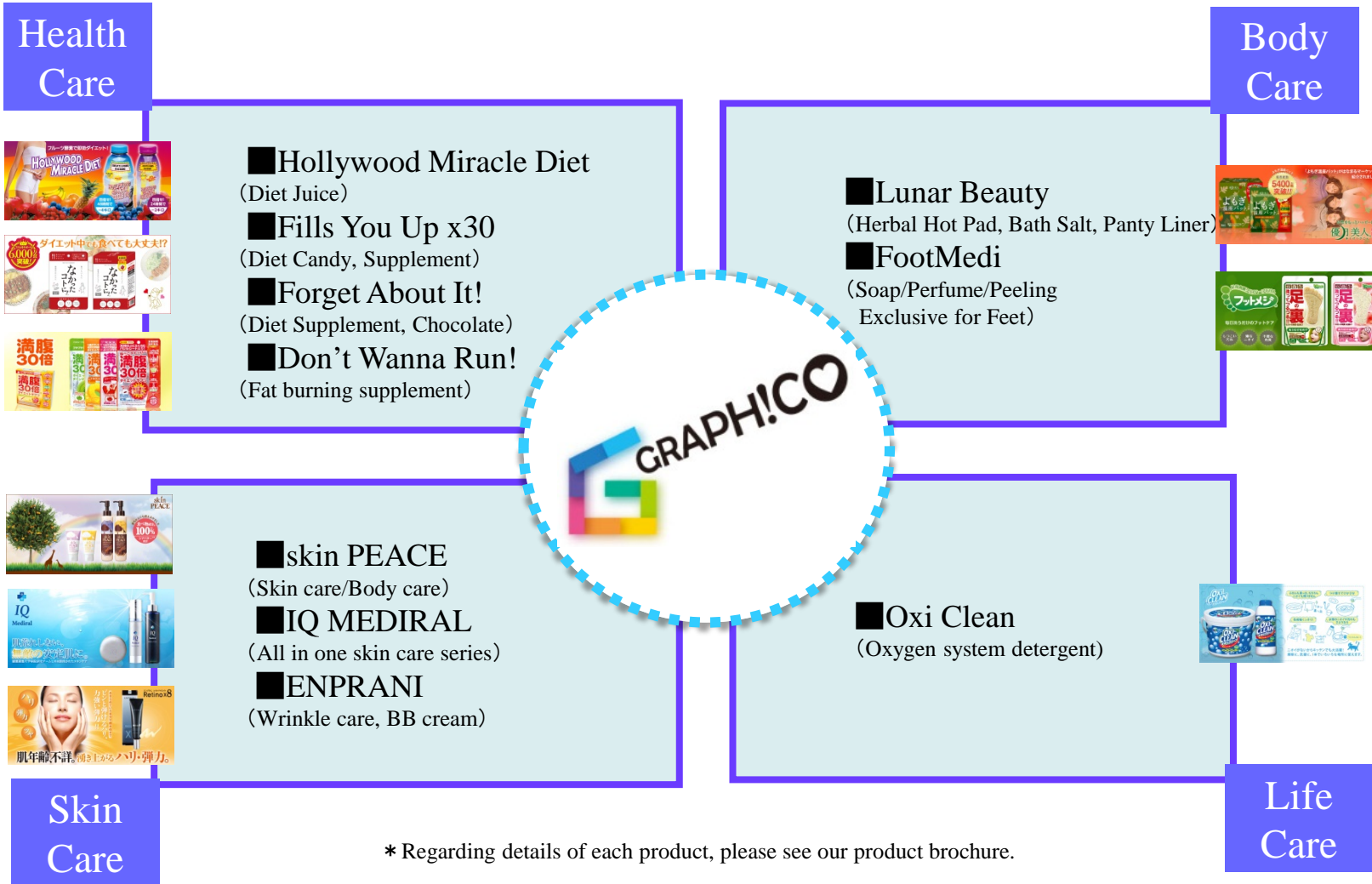


Final decision about the best product with high quality and effectiveness will be made based on many trials over 68 OEM suppliers in and out of Japan.

5. Transaction Flow



6. Product Line



* Regarding details of each product, please see our product brochure.

7. Business Scheme

