

*Girl's Happy Life*

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Making a woman's day  
a happy day, every day.

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T-Garden



*Vision* The Future We See

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## Making T-Garden the world's happiest company.

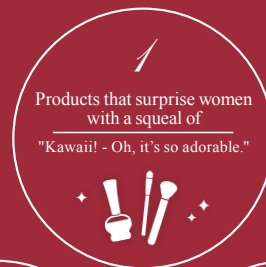
Japan is the top country in Asia for fashion resources. Whilst in it, we, as the trendsetter, aim to make more women as happy as can be. We also aim to produce a trend that we can offer not only to Asia but also to the rest of the world in the future to make our company the world's best happiness-producing company. We will, therefore, constantly challenge new trials and keep holding a strong spirit to advance ourselves every day.



## *T-Garden's Mission* Our Mission

### Girl's Happy Life Making a woman's day a happy day, every day.

We present a "wow" experience for Japanese women who are most keen on "kawaii - cuteness" in the world. With this in mind, we will present more women with smile-filled, happy days. We will create and offer products and services firmly based on a triad of concepts.



## *T-Garden's Value* Our Values

### Let's enjoy the challenges that come our way.

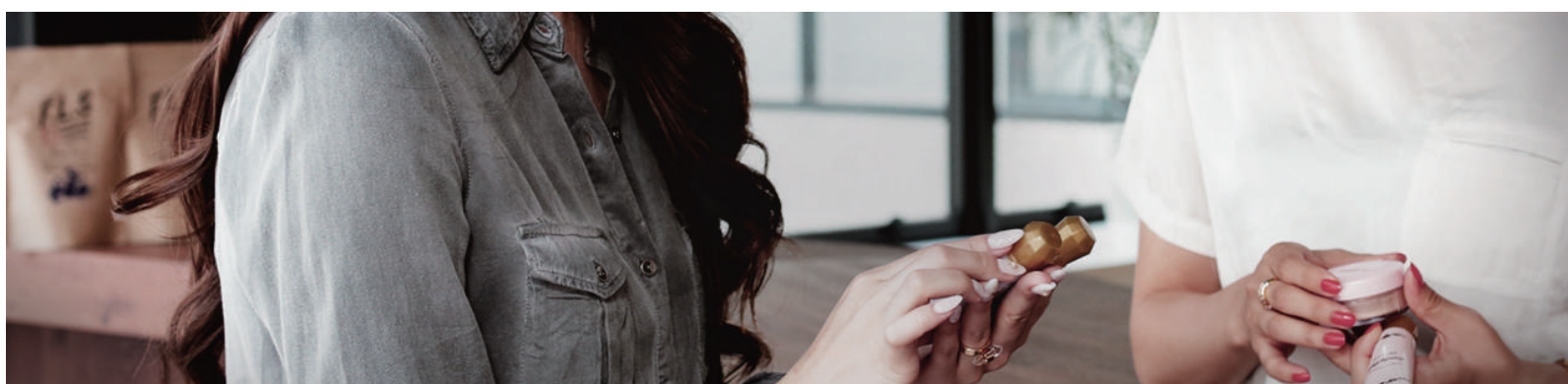
Making a profit is important while you work, but working only to make a profit is a bad idea. Profit comes from making our customers happy while enjoying all our challenges at work. In this sense, it is important, first and foremost, that we enjoy ourselves while working. If we don't, we can neither make our customers smile nor achieve good results. We spend more time with colleagues than with our friends, partners, or family members. Let's all face the fellow worker in front of us earnestly and cherish our camaraderie. Then, we can work together while enjoying a harmonious atmosphere without being afraid to face new challenges to achieving T-Garden's vision: growing and being the merriest company in the world. These are our heartfelt values.



# *Strategy* Summary of Business Strategies

## We provide "happiness" for all women

At the core of the corporation's activities is the motto "Girls' Happy Life" held up in the company's vision. This vision is to provide an impressive experience through all the products and services women need to lead a happy life every day. Our company plan-do-study-act (PDCA) cycle will revolve around the following four business flows.



### Market Research

We can conduct research for a future trend by using not only consumer opinions in the current market but also the voices of fashion models and TV entertainers, who are opinion leaders and influencers.



### Sales Promotion & Web Services

We create appropriate advertising messages that center on the attractiveness of products that meet the needs of consumers. We promote our own products and provide consultation for customer products by utilizing our in-house product planning capability.



### Product Planning

We can conduct research for a future trend by using not only consumer opinions in the current market but also the voices of fashion models and TV entertainers, who are opinion leaders and influencers.



### Logistics

We have geographically dispersed logistical hubs to ensure the timely delivery of high-quality products to our customers at a low price, and we strive daily to constantly optimize the distribution of goods.



## *Strategy* Growth Strategies

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Based on T-Garden's strengths, we will expand services to appeal to the ever-diversifying market.

T-Garden has been building a network of women who are opinion leaders and influencers. We have an absolute competitive advantage in the market for women in their teenage years and twenties, in particular. Our trend research network and dominant market leadership let us engage in planning our products and the product promotion to our customers. Varying senses of values are held by women at the present time; therefore, we are expanding T-Garden's business network and service range to prepare ourselves to approach women in every single age group in addition to T-Garden's core age groups. All staff, as a whole, keeps improving our business to enjoy further growth in the years to come.



# *T-Garden's Service* Service

## T-Garden's Dual-Axis Business

T-Garden's business line consists of a dual-axis of Consumer Products (Planning & Development Business) and Interactive Media (Order Processing Business).

### Planning & Development Business

Planning and sales of products that are targeted toward women.

We manage the planning, sales, and distribution of products, including cosmetics, color contact lenses, e-commerce, toiletries, and daily goods. Based on our research capacity, we always intend to generate products that are acceptable to the most sophisticated segment of the market.



Cosmetics



Color contact lenses



Toiletries



Daily goods



E-commerce

### Order Processing Business

We promote product sales by making the most of our business network.

We promote clients' products by leveraging the know-how and information network acquired in Consumer Products. We will deliver messages about alluring products to the market using word-of-mouth marketing sites, and blog and SNS advertisements, as well as our events.



Word-of-mouth marketing site



Blog advertisements



SNS advertisements



Events

## Planning & Development Business

### Cosmetic Business

#### CandyDoll

#### CandyDoll

CandyDoll is a cosmetics brand entirely produced by Masuwaka Tsubasa and was established in October, 2008. Masuwaka Tsubasa released numerous trial products until she was satisfied with the results to grant girls' wishes to be "always youthful" and "always cute." It is a cosmetics line with Masuwaka Tsubasa's unique style in everything from the design of the packaging to the product itself. Her brand is now loved by a wide range of women from teenagers to women in their 20s to 50s with its best-selling Face Powder, which gives you "marshmallow-porcelain skin."

#### AC by AngelColor



AC by AngelColor is a cosmetics line of AngelColor and came on the market in December 2007. Its base makeup, a.k.a. AC Powder, was created from the concept of outstanding coverage for "ideal skin that girls wish to have" and has been loved by young women all over the country for years. The brand also carries limited collaborative products featuring popular characters from Disney's Tinkerbell and Urusei Yatsura. Their collaboration with Sanrio's Little Twin Stars features the embroidered fluffy powder puffs with a character's face on, which are a hot topic on SNS and magazines because of their cuteness.

#### UPS



The Harajuku-style cosmetics brand UPS was established in September 2014 with a lineup starting with the most desired product, "eyebrow mascara," which was devised after multiple information-gathering meetings with around 20 "Aomoji—more individualistic style" models. Makeup is a part of fashion for fashion-conscious girls. This brand is for all girls who love fashion and is based on the voices of unique "Harajuku-style" girls such as, "I wish to add cosmetics in my coordination just like clothes and hairstyle!" UPS makes your makeup part of your fashion statement. It is a brand of "ASOBU—playful" cosmetics that let you coordinate your entire looks based on your mood of the day.

#### L:oil



The new skincare brand L:oil, established in March 2015, targeted for women in their late 20s to 30s is based on the concepts of "Bringing Oil into Life," "Every day that instantly becomes alluring, enriched, and full of happiness," and "My life is bursting with happiness." Focused on the mechanism of dry skin, L:oil's two-layer face mist is a simple way to replenish your skin's moisture and oil and locks in and prevent the evaporation of moisture. Fortified with makeup-setting ingredients, it can be sprayed over makeup to add a finishing touch for shimmering skin preventing clogging and deterioration of makeup due to dryness.

#### It's Grimoire



"Natsuumi" is garnering attention around the world and Japanese pop icon, she produced "It's Grimoire" was released in August 2015. By opening the Grimoire was made with the hope that "As applied to the magic, as girls can makeovers cute", "As everyone becomes more HAPPY" cosmetic brand. Twin color lip that becomes the first step, combined the vertical beautiful matte color and Glossy glitter pearl color, goodness of color, apply additional coats to glitter pearl, you can make the mat and Glossy yourself, Color and texture changes the magic of the lipsticks.

### Color Contact Lens Lines

#### AngelColor



The AngelColor color contact lenses were released in August 2005 and were T-Garden's first private brand, whose project began at the start of the business. This brand item, which was originally conceived after thorough research into the needs of the segment of women called "gals" and "girls in Shibuya-style" at the time, became a big hit among fashion magazine amateur models and triggered the subsequent color contact lens boom. With a wide range of products, featuring 30 different types in 12 different series along with the collaborations with popular fashion models, AngelColor continues to garner attention from a wide consumer demographic. As a result, the brand is expanding its market share, having accumulated sales of 2.1 million boxes for one-month use lenses and 2 million boxes for one-day use lenses.

#### loveil



The brand "loveil," which was released in June 2012, is a one-day color contact lens brand produced by Japan's sexy, fierce pop queen Koda Kumi. Midnight Amber, the first design, adopted the trace of Koda Kumi's retina and printed it inside the lens, which is a design technique that had never been used before. It is the first color contact lens "designed based on Koda Kumi's eyes." Sheer Hazel, the second design, is a gradient lens featuring an exquisite mix of hazel and olive colors to enhance your eyes with bright yet subdued sparkles. A total of 6 colors including the 2 colors designed and produced by Koda Kumi are currently on the market.





#### Putia

Putia, released in January, 2014, is a one-day color contact lens brand produced by popular TV personality and fashion model Yoshikawa Hinano. Yoshikawa Hinano has a large female fanbase and her "kawaii - cute" sense is expressed throughout her products, right down to the design of the packaging box. Just holding it in your hands makes your heart skip a beat! Combining the femininity and loveliness of an adult woman, Yoshikawa Hinano's design features lightly nuanced colors with delicate rims. She has produced a total of 3 styles, including Sepia Pict and Trad Chic.

#### Vanitica

#### Borica



Borica is a cosmetics brand based on the concept "bring the present into a spectacular eternity." It provides products for working women in their 20s and 30s to be confident and at their best every day. Focused on high functionality with ease of use and safety, the cosmetic items are meticulously designed, which makes you feel as if you are a lady with a higher degree of class by just owning them. "Beauty essence for your lips" is the concept behind Lip Plumper (lip emollient), which was released in May 2012, and Lasting Rouge, which was released in November 2014. A promotional activity with Yoshikawa Hinano as the brand image model for both products was held in March 2015.

#### Mish



A survey of 2,000 women between the ages of 10 and 49, asking if they wash their hair every day revealed that over half of the women in their 20s only washed their hair every so often. The fragrance scalp mist Mish was developed based on the candid opinions from those surveyed and went on sale in June 2014. A new limited-edition anti-UV type Fragrance Scalp Mist UV is now also for sale after another survey in April 2015 revealed that women wanted a hair cologne mist that protected hair from UV rays. Mish is at the forefront of our developing and selling products based on the opinions of women.

#### F.L.S



F.L.S or Fresh Life Smoothie was produced by two popular fashion models, Yamamoto Yuuki and Miyagi Mai, based on the concept "tastiness you can continue." It went on sale in August 2014. The two types, Pinched-in Waist and Slim Legs Type and Beautiful Body and Detox Type, were carefully developed to meet their strict criteria to provide the perfect smoothie with a full-flavored taste. They're ideal for meal replacement or as an everyday beauty supplement. They also include health- and beauty-oriented ingredients women love, such as maqui berries that are making big waves as the next-generation super fruit among celebrities and fashion models overseas.

#### PALUHANA



PALUHANA, named after the combination of the Hawaiian words "palupalu - soft" and "pumehana - a warm heart," is our very own and first natural organic cosmetics brand released in May 2015. Yoshikawa Hinano was chosen as the image model for this brand because she is a goodwill ambassador to Hawaii, and she proposes an organic lifestyle that is gentle to the earth. Each product in the brand is made in hopes for women who lead busy lives at work or home and who wish to have a healthy mind and body not to be overrun every day and to keep being bright and warm like the sun.

#### THE FLAVOR MASK



Scented design masks THE FLAVOR MASK went on sale in April 2013 and was produced by Ozawa Kaori, more commonly known as "Zawachin," a professional impersonator. From the observation of a large increase in "girls wearing face masks for vanity reasons," a survey of women from 10 to 39 of age found that about 90% of respondents said that they had worn a face mask even when they were not sick or suffering pollen allergy. Designed based on popular vote, these fashionable masks incorporate ideas from both female and consumer perspectives and are loved by a wide range of women users not only when they're sick but also when they just want to look fashionable without wearing any makeup on.

#### dresy



Dresy was established in April 2015 as a body-care brand with Yoshikawa Hinano as the image model. It focuses on what girls love and are particular about during a luxurious bathing time. Just like the elegance and gracefulness you feel when you step into a ball gown, the femininity brought by Dresy slides right down to your fingertips and makes any woman look dazzling. Dresy aims to provide all women with body-care products that let you wear confidence with richness and fragrance. Its products are elegantly scented with natural botanical ingredients that are gentle to the skin and leave it soft and nurtured, letting your feminine beauty shine through. A new addition to your daily beauty regimen, the Oil in Shower Milk series can be easily spread and washed off while bathing to have supple skin.

## Online Stores

### Luvlit



Luvlit came live in October 2010 as a general cosmetics e-commerce website. It was merged with the teen-oriented e-commerce website Candywalker Shop in April 2014 and became a new website targeting the groups F0 and F1 (ages 18–34). As an official online retailer of popular color contact lenses and cosmetics, it features a large variety of trendy beauty items carefully selected by our buyers. It also offers special items produced in collaboration with fashion models and limited-edition items. Luvlit is your one-stop shop for everything in fashion. It's the perfect website for girls who love color contact lenses and cosmetics, and it will also satisfy their curiosity about what celebrities use and wear.

### Luvlit DeNA SHOPPING Store



Following the main and Rakuten stores, the Luvlit DeNA SHOPPING Store opened in March 2015 to develop a brand new market. Similar to the Luvlit main store, the Luvlit DeNA Store sells T-Garden's color contact lenses, as well as a wide range of products, such as collaborative items using characters or produced with popular fashion models, and the latest beauty products hand-picked by the buyers. The DeNA market is also the perfect place for not only those who love color contact lenses and makeup, but also for those who love to know about what celebrities are wearing and using.

### Luvlit Rakuten Store



Aiming for e-commerce market expansion, Luvlit Rakuten Store opened its CandywalkerShop Rakuten Store in October 2010. It was renovated in May 2014 as an integrated site of Luvlit and CandywalkerShop. Similar to the Luvlit main store, the Luvlit Rakuten Store offers a wide range of the latest and most popular beauty items, focusing on T-Garden's best-selling color contact lenses and makeup hand-picked by the buyers. It's the perfect store for not only those who love color contact lenses and makeup, but also for those who love to keep up with what celebrities are wearing and using.

## Order Processing Business

### Girls Blogger Style



GIRL'S BLOGGER STYLE (GBS) is a world-class female blogger event that began in 2010 and has attracted over 120,000 guests over the past 7 events. Based on the theme "a blogger event that bloggers create and in which bloggers can enjoy themselves," GBS puts the focus on Japanese female bloggers who create a next-generation style, with the condition that everyone in attendance, including fashion models, must be a blogger. One of its main features is an introduction of contents during which cell phone pictures are okay. There is a photo session time after each stage show, thereby allowing bloggers to create what they do best because they communicate with customers via SNS on a daily basis.

### Blogirls

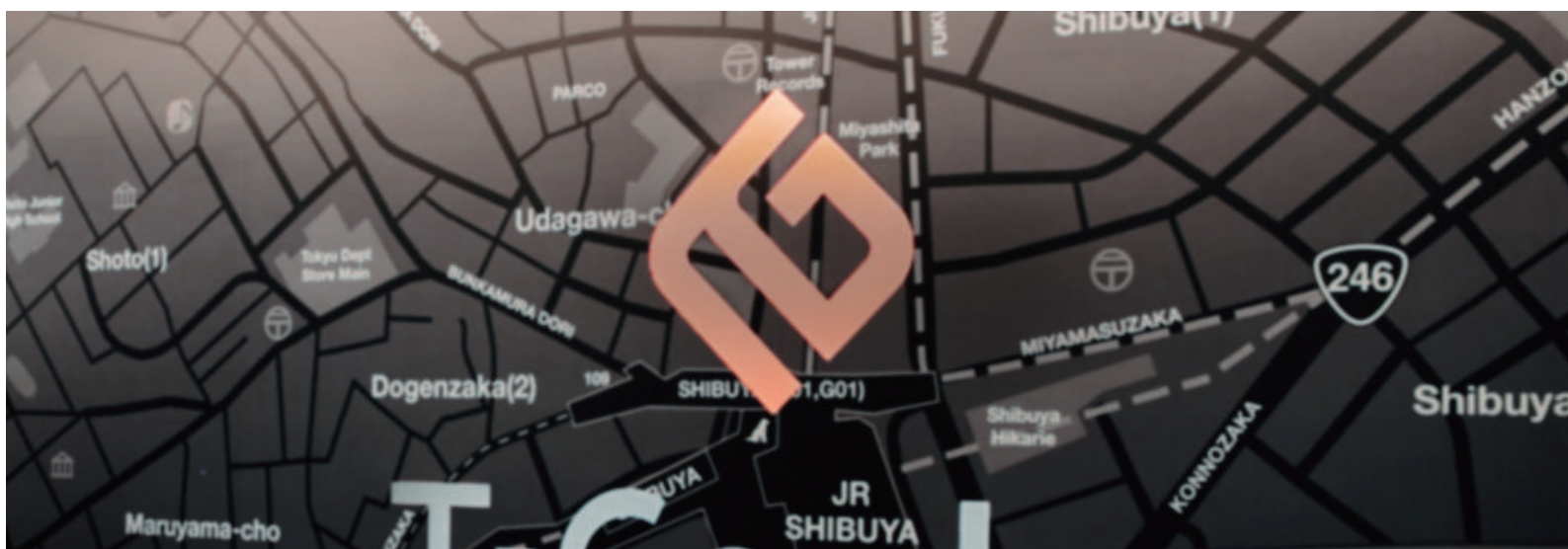


Blogirls is a group of power bloggers formed in July 2009. It began as a group of ordinary girls gaining popularity from and influencing girls aged 10-29 through their blog entries, which were made via mobile phones. Yunkoro, the most popular member and charismatic beauty blogger, recorded a maximum of 1,300,000 top-page views in one day, with a daily average of 150,000 views. Thanks to her work as a member of Blogirls, she now creates products, appears in magazines and TV shows, and has become an evangelist for the female market. Many other power bloggers belong to Blogirls, and this has led to their success not just as bloggers but also in a variety of other areas.

### Galmoni



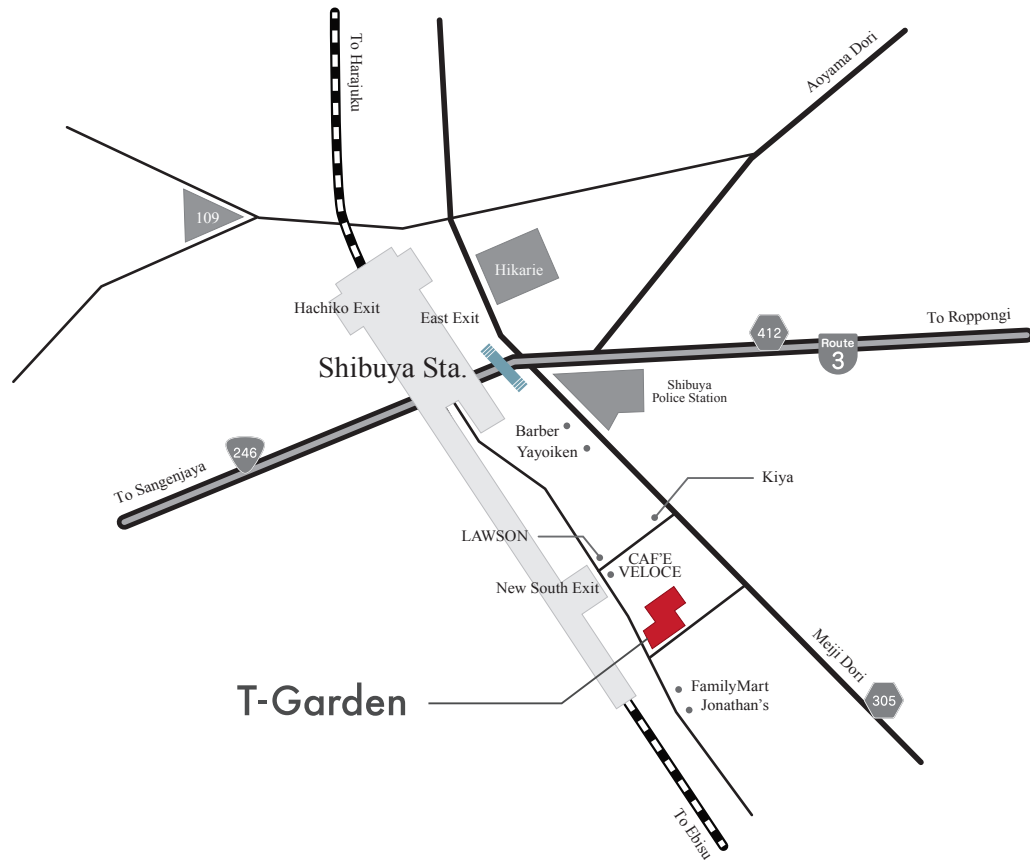
Galmoni (formerly Girls' Monitor), launched in May 2010, is an interactive word-of-mouth media site serviced by users and the Galmoni editing department. It is focused on consumer perspectives. It has undergone a site-wide renovation. With the vision of becoming "each and every consumer's shopping partner," it aims to be a service with which consumers can share the joy of shopping by being at their side and guiding them to buy what they really need. Because questionnaires and sampling can be managed directly to the 270,000 (as of April 2015) fashion- and makeup-loving members, who were gathered only by word-of-mouth, it is possible to conduct high-quality market research and product development, as well as promotion of in-demand products.



## *Company* Corporate Information

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Company Name	T-Garden, Inc. <a href="http://www.t-garden.jp/">http://www.t-garden.jp/</a>
Location	Yushin Bldg. New Annex 5F,6F, (Reception 5F) 3-27-11 Shibuya, Shibuya-ku, Tokyo, 150-0002
TEL	03-4500-9320 (Main)
Business	Planning and development of cosmetic products, managing and maintaining media and e-commerce sites, and sales promotion.
Capital	74 million yen
President,CEO	Tatsuyuki Fumikura
Established	February 2004
Employees	Approximately 54 (as of September 30, 2016)
Legal Adviser	Syuusuke Fukamati (Foresight Law Offices)



Yushin Bldg. New Annex 5F,6F, (Reception 5F) 3-27-11  
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