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Company: YA-MAN LTD.
Stock code: 6630, TSE (Prime Market)
Representative: Kimiyo Yamazaki, CEO
Contact: Masaya Miyazaki, Director,
General Manager of
Administration Division
Tel: +81-3-5665-7330
URL: <https://www.ya-man.co.jp/>

Notice Regarding Establishment of Medium-term Investment Plan

YA-MAN LTD. has drawn up a medium-term investment plan for the period from April 2023 to April 2025. Details are as follows.

The years from 2010 to 2021, following our listing on the JASDAQ market in December 2009, was a period for laying the foundations for future growth. The 10-years from 2022 to 2030 will be a period of active and systematic investment focusing on core strategies with an eye on realizing our goal of becoming a “global brand company.”

In the three years up to the fiscal year ending April 2025, the emphasis will be on four categories for further increasing corporate value. Investments will focus on global expansion, growth of new businesses, new technologies and product categories, and branding. We intend to aggressively invest a total of 14 billion yen for growth over the next three fiscal years.

YA-MAN LTD.

Explanatory Materials on Medium-term Investment Plan

June 14, 2022

2010-2021 – Laying foundations for growth after listing

Global expansion

2015: Established YA-MAN U.S.A LTD.

2020: Established YA-MAN (SHANGHAI) BEAUTY TECHNOLOGY CO., LTD.

2015: Launched marketing in mainland China

2020: Established a joint venture named EFFECTIM Co., Ltd.

2018: Started marketing in Southeast Asia

2021: YA-MAN ranked first for the sixth consecutive year in terms of sales and share of sales on the Tmall online marketplace in the beauty care device category on China's Singles Day (November 11)

2020: Established a joint venture named MACHERIE BEAUTY TECHNOLOGY CO., LTD.

Expand marketing channels in Japan

2016: Expanded the chain of directly operated stores

2018: Increased the number of shop-in-shops in home appliance stores

2017: Increased the number of shop-in-shops in department stores

2020: Increased the number of Face Lift Gyms (face fitness centers), a service business.

2017: Increased sales through the beauty salon route

2020: Started distributing live commerce

New technologies

2013: Radio frequency facial care device "Photo PLUS"

2020: Opened Facial Expression Line Research Center

2014: Optical beauty device "Rei Beauté"

2020: Set up a new technology research center with a third party

2018: Wearable beauty device "MediLift"

Branding

2015: Launched the YA-MAN Professional brand

2018: Launched the YA-MAN TOKYO JAPAN brand

2017: Rebranding / upgraded CI

2019: Launched the mysé brand

2018: Broadcasting company CMs

2021: Won the "Rising Stars" prize at Japan Branding Awards 2021

2022-2030 – Period of investment in core strategies

A new beautiful.

(1) Step up expansion in the global market.

The goal is to become the world's No. 1 maker of beauty care devices.

(2) Accelerate expansion of the chain of Face Lift Gyms, a new service

(3) Promote in-house development of new technologies and creating new categories

(4) Step up branding activities

(1) Step up expansion in the global market.

The goal is to become the world's No. 1 maker of beauty care devices.

Invest in subsidiaries
(China, the U.S.)

Accelerate growth in Europe, the U.S. and China

Invest to expand markets

Accelerate growth in regions other than Europe, the
U.S. and China

Invest for obtaining FDA and
NMPA certifications

Reinforce product development; Speed up
globalization

(2) Accelerate expansion of the chain of Face Lift Gyms, a new service

(3) Promote in-house development of new technologies and creating new categories

Invest for increasing the number of Face Lift Gyms

Increase customer contacts to strengthen our service business

Invest in research through industry-academia collaboration

“HYOJO Science Lab”
Facial expression line research center

Develop unique new technologies and create new markets

Invest for developing new business and product categories

Expand integrated businesses through app development and personalized business development

(4) Step up branding activities

Invest for increasing the number of flag-ship and directly operated stores

Invest in corporate branding ads

Invest in human resources development



Build a winning global brand

Cash flow plan for the period from April 2023 to April 2025

Invest 14 billion yen over three fiscal years focusing on core strategies to increase corporate value.

