

Company: YA-MAN LTD.  
Stock code: 6630, TSE (1st section)  
Representative: Kimiyo Yamazaki, CEO  
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## Notice of Establishment of Joint Venture with SHISEIDO

YA-MAN LTD. (hereafter “YA-MAN”) and Shiseido Company, Limited (Headquarters: Chuo-ku, Tokyo, Japan; President and CEO: Masahiko Uotani; hereafter “Shiseido”) have signed an agreement to establish a joint venture in the beauty device business as detailed below.

### 1. Reason for establishing a joint venture

Under the corporate slogan “A new beautiful,” YA-MAN’s key strategic priorities for the medium to long-term will be to provide innovative products and services by leveraging the technological development capabilities we have accumulated as a leading beauty device company and establish our position as a “global brand company based in Japan.”

As part of the creation of new product categories, YA-MAN will combine the knowledge and expertise we have acquired in the beauty device business with the strengths that Shiseido has cultivated in the cosmetics business, primarily in skin care. We will also fully leverage the high degree of consumer recognition that both companies have attained in China. In view of the above, both companies have decided to establish this joint venture with the aim of providing new beauty value.

The new company will initially focus on the Chinese market and develop a cross-border business targeting Chinese customers who are interested in anti-aging and beauty devices.

By combining YA-MAN’s high-performance beauty device technology with Shiseido’s cutting-edge skin science and technology, the new company will create new safe and high-quality “Made in JAPAN” brands and products that are scheduled to be released in Japan and China and other countries starting in 2021.

### 2. Outline of joint venture business

#### (1) Description of joint venture business

The aim of the new company is to engage in businesses such as brand creation, product planning and sales so as to be able to provide new beauty solutions and create new value that cannot be realized with beauty devices or cosmetics alone.

#### (2) Overview of the joint venture

1) Name	EFFECTIM Co., Ltd.
2) Location	7-5-5 Ginza, Chuo-ku, Tokyo, Japan
3) Representative	Toshinobu Umetsu, Representative Director, CEO
4) Business	Businesses such as brand creation, product planning, and sales for the purpose of providing new beauty solutions and creating new value that cannot be realized with cosmetics or beauty devices alone
5) Capital	490 million yen
6) Established	October 1, 2020 (planned)
7) Investment ratio	Shiseido: 65%, YA-MAN: 35%

### 3. Profile of Shiseido

(1) Name	Shiseido Company, Limited		
(2) Location	7-5-5 Ginza, Chuo-ku, Tokyo, Japan		
(3) Representative	Masahiko Uotani, President & CEO		
(4) Business	R&D, manufacturing and sales of cosmetics and other products		
(5) Capital	64,506 million yen		
(6) Established	June 24, 1927		
(7) Major shareholders and shareholding ratios	<p>The Master Trust Bank of Japan, Ltd. (Trust Account): 12.51%</p> <p>Japan Trustee Services Bank, Ltd. (Trust Account): 6.09%</p> <p>Japan Trustee Services Bank, Ltd. (Trust Account 7): 2.99%</p> <p>BNYM TREATY DTT 15: 2.56%</p> <p>Mizuho Trust &amp; Banking Co., Ltd. as trustee for Retirement Benefit Trust of Mizuho Bank, Ltd. (re-entrusted by Trust &amp; Custody Services Bank, Ltd.): 2.50%</p> <p>Japan Trustee Services Bank, Ltd. (Trust Account 5): 2.05%</p> <p>THE BANK OF NEW YORK 134104: 1.78%</p> <p>JP MORGAN CHASE BANK 385781: 1.66%</p> <p>SSBTC CLIENT OMNIBUS ACCOUNT: 1.62%</p> <p>JP MORGAN CHASE BANK 385632 : 1.62%</p> <p>(As of June 30, 2020)</p>		
(8) Relationships between YA-MAN and Shiseido	Capital	Not applicable.	
	Personnel	Not applicable.	
	Business	Not applicable.	
	Related parties	Not applicable.	
(9) Consolidated results of operations and financial condition for the last fiscal three years			
Fiscal year	2019	2018	2017
Consolidated net assets	517,857 million yen	468,462 million yen	445,872 million yen
Consolidated total assets	1,218,795 million yen	1,009,618 million yen	949,425 million yen
Consolidated net assets per share	1,242.85 yen	1,123.19 yen	1,059.84 yen
Consolidated sales	1,131,547 million yen	1,094,825 million yen	1,005,062 million yen
Consolidated operating profit	113,831 million yen	108,350 million yen	80,437 million yen
Consolidated ordinary profit	108,739 million yen	109,489 million yen	80,327 million yen
Profit attributable to owners of parent	73,562 million yen	61,403 million yen	22,749 million yen
Consolidated net income per share	184.18 yen	153.74 yen	56.95 yen
Dividend per share	60.00 yen	45.00 yen	27.50 yen

### 4. Schedule

(1) Contract signing	August 6, 2020
(2) Start of operations	October 1, 2020 (planned)

### 5. Outlook

The establishment of this company is expected to have only a negligible effect on results of operations in the fiscal year ending April 30, 2021.