



# CHARLE

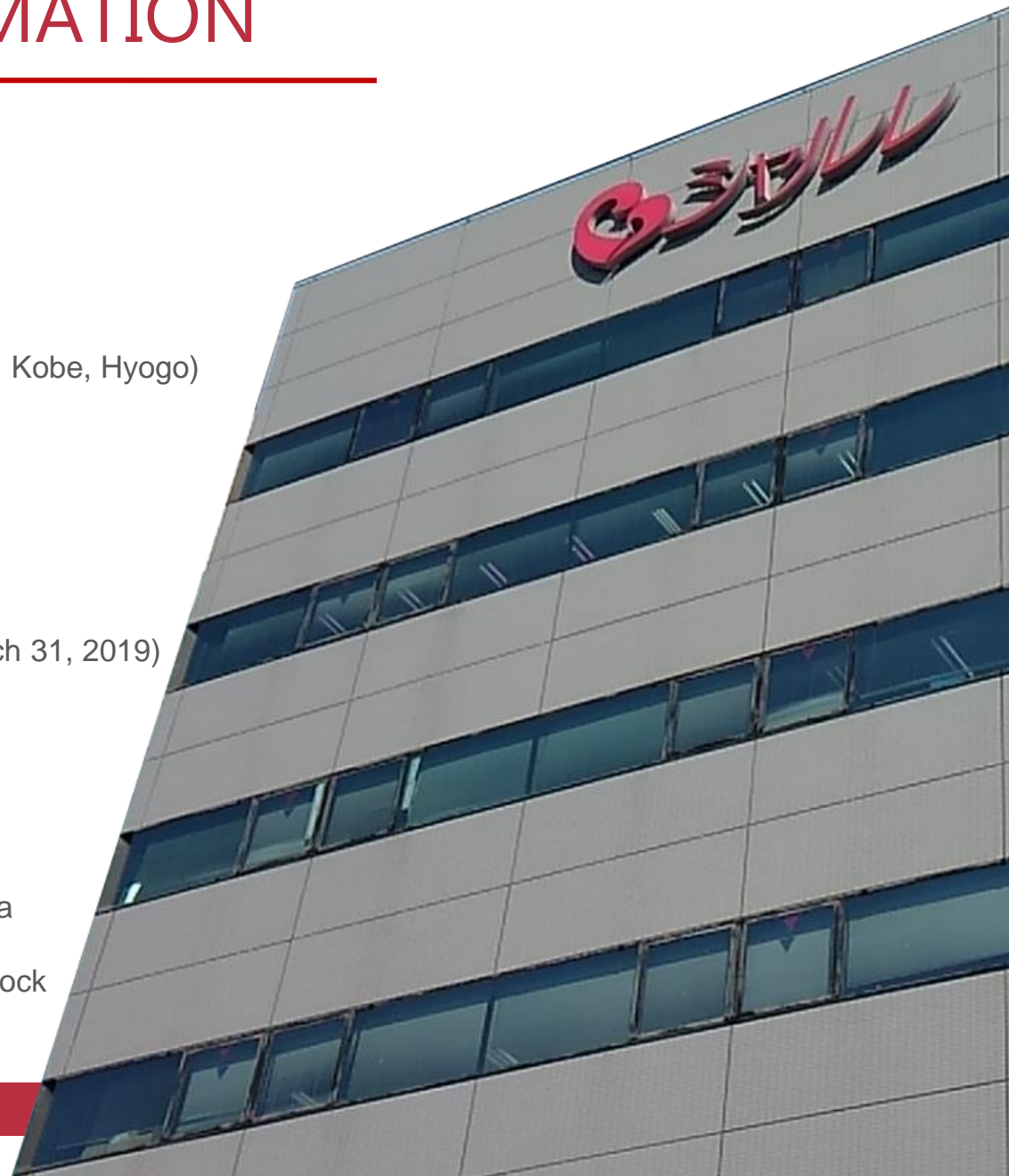
COMPANY PROFILE



# COMPANY INFORMATION

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COMPANY NAME :	CHARLE CO., LTD. <a href="http://www.charle.co.jp">http://www.charle.co.jp</a> (Japanese Only)
ESTABLISHMENT :	November 19, 1975
HEADQUARTER OFFICE :	3-1-2 Yasakadai, Suma-ku, Kobe, Hyogo, Japan Tel: +81 78-792-7000 (Head office: 7-7-1, Minatojima Nakamachi, Chuo-ku, Kobe, Hyogo)
CAPITAL :	3. 6 billion yen (as of March 31, 2019)
BUSINESS CONTENTS :	Sales of clothing items, cosmetics, health foods, etc. mainly based on ladies' innerwear
REPRESENTATIV :	President Kazuyoshi Okuhira
PERFORMANCE : (non-consolidated)	16,510 million yen (44th period/ fiscal year ended March 31, 2019)
NUMBER OF EMPLOYEES : (non-consolidated)	298 (44th period/ fiscal year ended March 31, 2019)
HISTORY :	November 1975 Company Established March 1990 Over-the-counter registration November 1998 Listed on the second part of the Osaka Securities Exchange market July 2013 Listed on the second section of the Tokyo Stock Exchange along with integration of the cash market



# BASIC PHILOSOPHY

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Everyone must prosper

Everyone associated with us is wealthy

This basic philosophy is the guiding force behind all people associated with Charle and has remained so ever since our inception. By “wealthy” we do not just mean physical or economic riches. The values of people and society are diversified, so we want to deliver real ‘wealth’ that enriches people’s minds. We want to build the value of our company by including each individual in the process and by providing great satisfaction to our esteemed customers.

As a company we want to keep getting better at enriching people’s lifestyles. We will continue to make breakthroughs in future.





## MESSAGE FROM US

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Past 45 years, Japanese women have loved our beauty and health products. And now, our domestic consumer base has grown to 25 million.

Based on “customer first principle”, we strive to make best quality products with careful selection of materials and stringent quality control at each stage of the manufacturing process.

We always work for making high quality products.

The special features of our products, "Comfortable Texture" and "High Functionality", are highly acclaimed by Japanese Women.

Many Japanese women love our products.

We really hope many Asian women also feel delight and satisfaction by our products.

# BUSINESS FIELD IN JAPAN



## CLOTHING ITEMS CENTERED ON LADIES INNERWEAR

To make you feel beautiful from inside. We mainly focus on innerwear such as brassieres, girdles, body suits and underwear / shorts.  
We design the innerwear that feels absolutely comfortable in the skin.

ANNUAL SALES  
Approximately

12.5  
Billion  
JPY



## COSMETICS

Quality skin care that provides smoothness and elasticity to the skin. We focus on quality control right from the raw material selection stage and stick to it throughout the manufacturing process. We specialize in skin care, base makeup, body care, hair care products.

ANNUAL SALES  
Approximately

2.5  
Billion  
JPY



## HEALTHY FOOD

Considering the rising health concerns, we ventured into health foods in 2014. Focusing on the nutrients derived from natural foods, with an aim "to extract the powerful nutrients and concentrate them so that they are easier to consume and more beneficial for the body". Hence "ns" brand was born. We will help you stay healthy everyday.

ANNUAL SALES  
Approximately

0.9  
Billion  
JPY

# SALES SYSTEM IN JAPAN

## Carefully trying out products

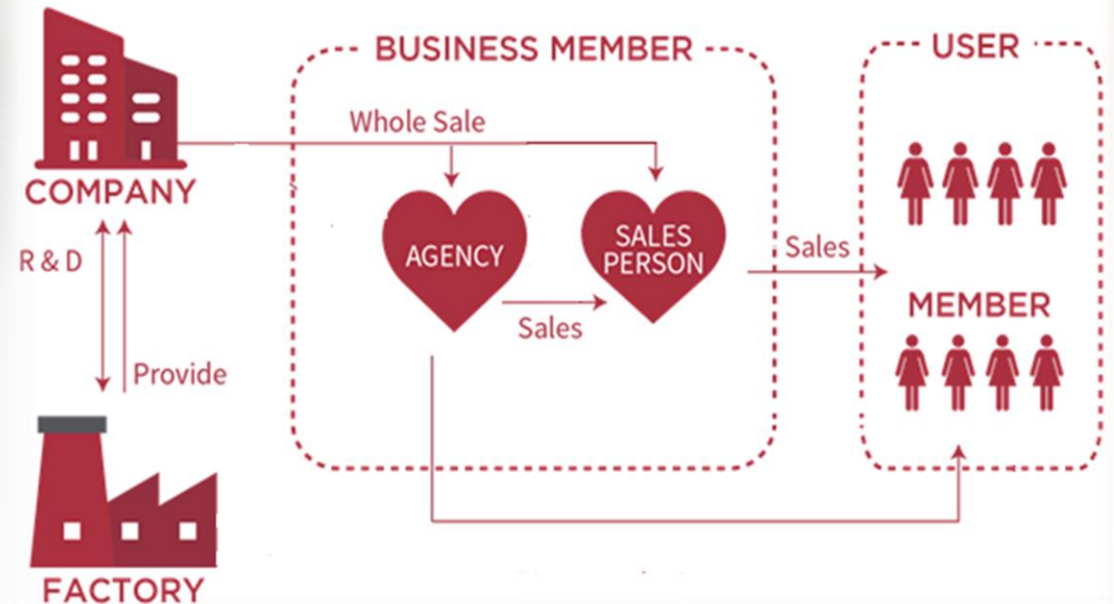
Since its inception, Charle has insisted that customers should test the products. We want users to check with their own eyes and feel the product on their skin to decide whether it is a good product for them. Our business members visit customers, get them to try the products and provide the products that they like.

At Charle, we believe that building strong relationships with business associates, customers and our employees we can help build a prosperous society.

We supply high quality products through our business members.

## Charle Business Related Information

	FY42	FY43	FY44
Agency	1,447	1,390	1,337
Sales Person	170,678	168,375	166,493
Member	2,576,514	2,644,364	2,699,794



Items of Charle are introduced by visiting sales associates, communication sales form. We offer wholesale prices and promotional material or products to business members.

# MAIN PRODUCTS LINE

## Foundation : Customized series line

Along with our original body data, emphasize monitor voice and feeling of wear. Every time a new product is created, we make a new pattern.



Arrange ideal body, produce elegant appearance



Set bodyline beautiful, comfortable touch and correction



Softly along the skin, casually correct bodyline.



Caring Breast by every body movement, "Figure-Enhancing Bra" and coordinated underpants.



Easy action, lightly feeling, body-making with colorful items

# MAIN PRODUCTS LINE



## Functional Inner Fashion : Spirited Days by "Wearing + Moving"

Products developed by our unique technique and certain theory, bring you active days.



**Girdle for belly and thigh support**



**Bottom wear for knee support**



**Inner and bottom wear for diet**



**Inner wear for beautiful posture**



**Inner wear for shoulder stretch**



**Bottom wear for muscles and joint support**



# MAIN PRODUCTS LINE

## Cosmetics : Bouncy beauty into your whole body

Fresh skin and shiny hair are symbol of women's beauty. Our products for skin and hair care are sought essence of the beauty.



### eterrite

To satisfied and shining future. Self-confident perfect skin. For beautiful skin, blend naturally origin ingredients .(Plant Extract)



### eterrite fredias

Blend our original ingredients for cuticle care, "Clearent Srume" and "Conalus Extract". Feel your skin full of moisture and translucency.



### CHARLE SELFIA シャルレセルフシア

Our original development ingredient "Hydroquinone EX" make your skin beautiful.



### CHARAISE シャルエーゼ

Produce healthy hair and scalp by plant origin ingredients. Focus on repair and precaution of accumulated damage.

# MAIN PRODUCTS LINE

## Healthy Food : Get natural blessings easily by science.

Focus on healthy ingredients in nature food, "ns" help you to get active elements efficiently. Eat and keep beautiful as new health habit



### Enagin Warmer

Live a healthy life everyday by the power from black ingredients.



### Kotsu Kotsu Born

Live every day with an energetic smile.



### Suya Sapo GABA

Support for a high-quality and uninterrupted sleep.



### Bihatsuness

The joy through beauty from daily care.



### Lactyplus

A comfortable habit with two types of lactic acid bacteria.



### Glucobewalk

Be more active and youthful.



### Nanolutebesight

Smile blooms with a clear vision



### Biwanoha-Iri Marugoto Hakkō Cha

Ferment tea with Japanese loquat leaves. A packet each day, a new habit for a healthy life.



### Link Up Collagen

Special moist care for myself now and in the future.



### Shiny Pearl Barley

Shiny day with pearl barley beauty powder.