



amifa Co., Ltd. Corporate Summary

amifa.[®]

『we are smile producers!』 — Everything is for your SMILE

I	: Company Profile	P.4
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II	: amifa's Feature & Strength	P.15
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III	: Growth Strategy	P.22
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IV	: Appendix	P.26
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- ◆ amifa has grown as a **“producer & maker of low price & good design lifestyle miscellaneous goods”**, grasping the changes of consumers' trend & preference.
- ◆ We have strength in planning & developing goods of **“High-level design” & “Fun to use.”**
- ◆ Normally, **amifa realizes gross-profit over 40%**, by concentrating on design & development.
- ◆ Our main clients are major 100 yen shop companies **those target on fashionable & cute products.**
- ◆ Currently, business inquiries are increasing from retail sellers **other than 100 yen shops.**
- ◆ We will achieve growth **by expanding sales channels & increasing the variety of product categories.**

I Company Profile

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In Aoyama, the most fashionable town in Japan, we always run cutting-edge...



Trade Name	amifa Co. , Ltd.
Office	3F AOYAMA SUNCREST BLDG, 2-13-5 Kita-Aoyama, Minato-ku, Tokyo 107-0061, Japan
President	Yuzo FUJII
Foundation	October, 1973
Capital	37.22 million yen
Business	Produce reselling merchandises in Gift Wrap category, such as Paper Bag, Paper Box, Gift Wrap Paper, Ribbon, Plastic Bag, and in DIY or stationery category such as Washi Tapes, Sticky notes, Memo pads, Journals, and Tableware, Paperwares, etc.
Employees	83 (permanent employee, as of September 30, 2023)

After entering into business with 100 yen shop companies in 1999, we have achieved high-growth

Oct. 1973	Founded as Fuji Sangyo Co., at Taito-ku, Tokyo (Capital: ¥32mil.)
	Started business specialized in manufacturing woven fabric for the gift-wrapping
Jun. 1999	Started the sale of lifestyle miscellaneous goods for 100-yen shop companies
Apr. 2000	Organized corporate structure & changed the company's name to amifa Co., Ltd.
Jun. 2001	Started production out-sourcing of goods for 100-yen shops to tie-up factories in China
Feb. 2004	Started import & sale business of "preserved flower"
Jun. 2007	Relocated the head office to Sanbancho, Chiyoda-ku, Tokyo
Sep. 2012	Started sale of new lifestyle miscellaneous goods brand, "Aimez le style™"
Jun. 2013	Relocated the head office with a showroom to Kita-Aoyama, Minato-ku, Tokyo
Sep. 2019	Listed on the JASDAQ Standard market(now the Standard Market) of the Tokyo Stock Exchange
Oct. 2023	Celebrated the 50th anniversary of the company's founding

October, 1973
Founded as Fuji
Sangyo Co. Ltd.

June, 1999
Started sale of
lifestyle goods for
100-yen shops

September,
2019
Listed on JASDAQ
Standard of TSE

Manufacturing woven fabric for the gift-wrapping ...

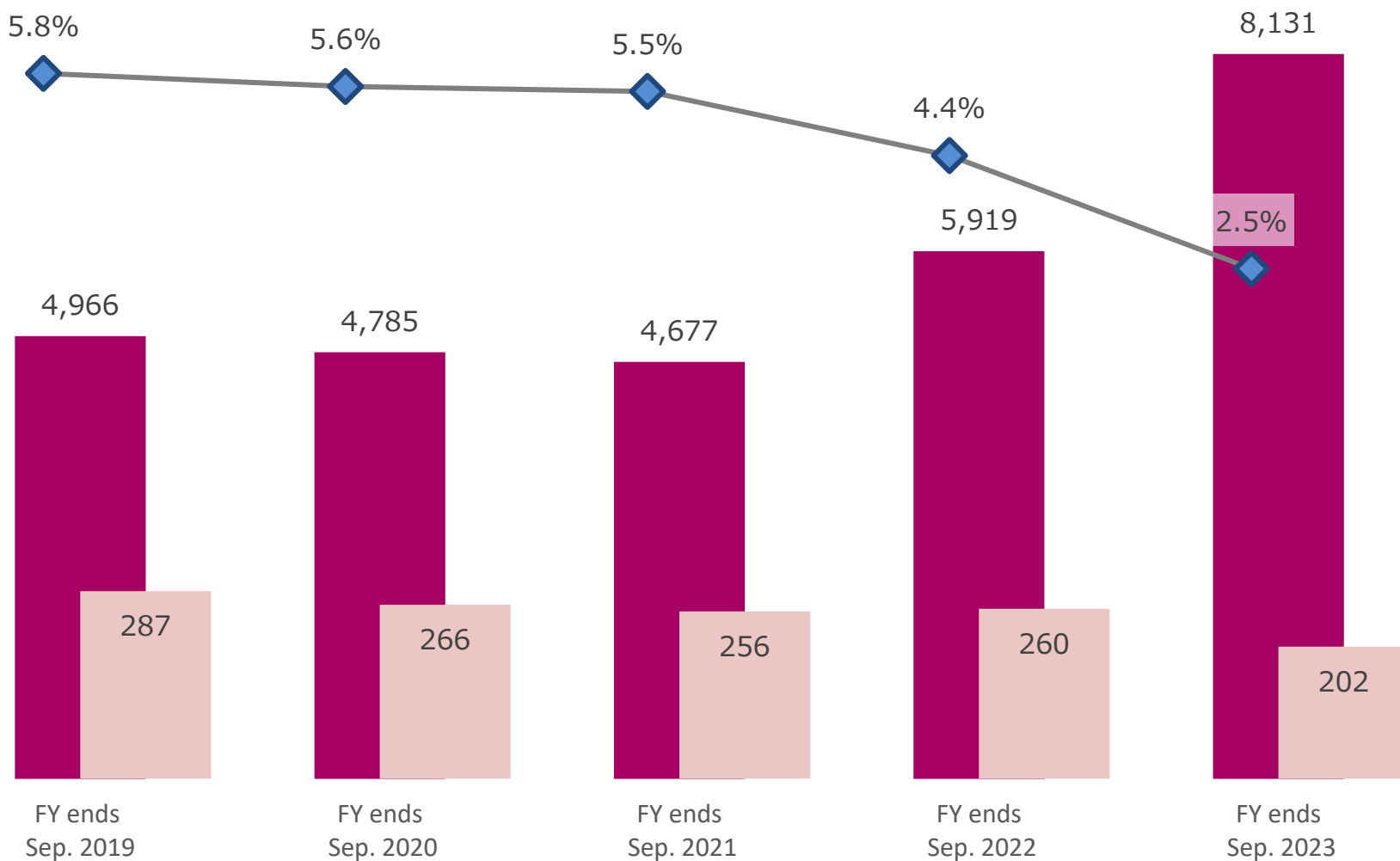
**Leapt to a producer & maker
of lifestyle miscellaneous goods**

Keeping high-growth...

Trend of business results

We realize higher profit rate by specializing in high-value favorite items, not in daily necessities

■ Sales (¥mil.) ■ Ordinary Profit (¥mil.) ◆ Ordinary Profit Ratio (%)



Everything is for your SMILE

We are Smile Producers

Our products provide the joy of touching art in your everyday life.
We propose goods those you can select, customize with your own idea,
so that you can create your treasure which is one & only.

By sending such pleasurable time, excitement & smile to all, we are
aiming at the company which is truly required among the community.

Origin of Our Company Name



We enhance smiles with lifestyle goods

Typical scenes where we provide happy hours, feeling of exciting expectation through our lifestyle goods

Warm up events, outdoor activities

Warm up more your happy hours in seasonal events (i.e. Halloween, Christmas, Valentine's day etc.) , camping with amifa.



Entertain daily scenes

Brighten your every-day scenes in business, household chores as you like with "Fun to use miscellaneous goods..."



Enjoy hand-made craft hobbies

We supply raw materials, semi-finished goods for hand-made craft hobbies...



We enhance smiles with lifestyle goods

Value of amifa goods: ①Hi-quality design, ②High cost-performance, ③Feeling of exciting expectation

Basic concept: Goods of your own choice, devise & combination ideas for your happy hours.

Key Point I Hi-quality design

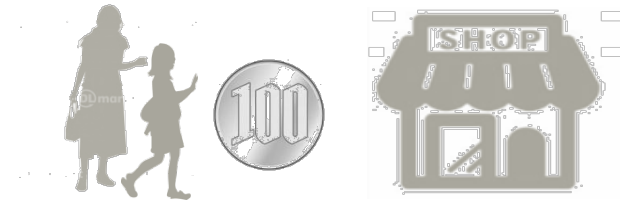
Featuring our cutting-edge world views, we dedicate to plan & design our goods in various themes...

amifa obtains strong supports from many fans who love Kawaii, fashionable designs.



Key Point II High cost-performance

Our main channel is 100 yen shops.



Key point III Feeling of exciting expectation

Basically, amifa's designs are colorful & positive. You can cheer you & everybody you love, every time, everywhere...

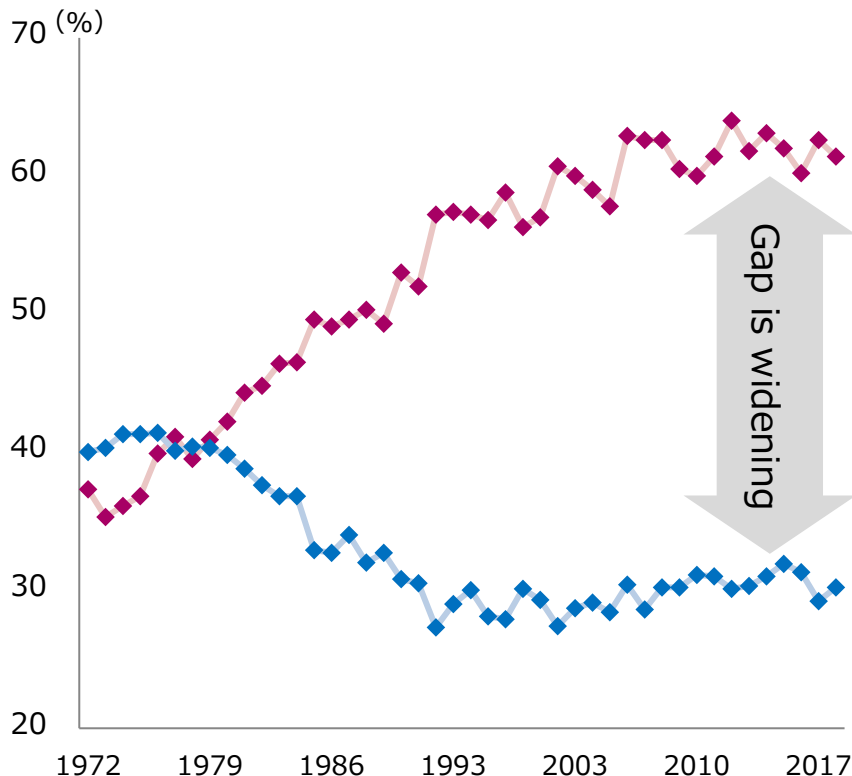


Consumers' trend is shifting from "Material wealth" to "Spiritual happiness"

Source: "Public Opinion Survey Concerning People's Lifestyles",
Cabinet Office, Japan

Q. "Material wealth" or "Spiritual happiness" ?

- ◆ Spiritual happiness is more important
- ◆ Material wealth is more important



Material wealth



= Satisfied with possession,
material consumption...

"Material wealth" has
mostly been saturated

Spiritual
happiness

= Satisfied with experiences,
joyful moments...

Market focus of amifa

Consumers who love familiar
entertainment & joy

amifa provides

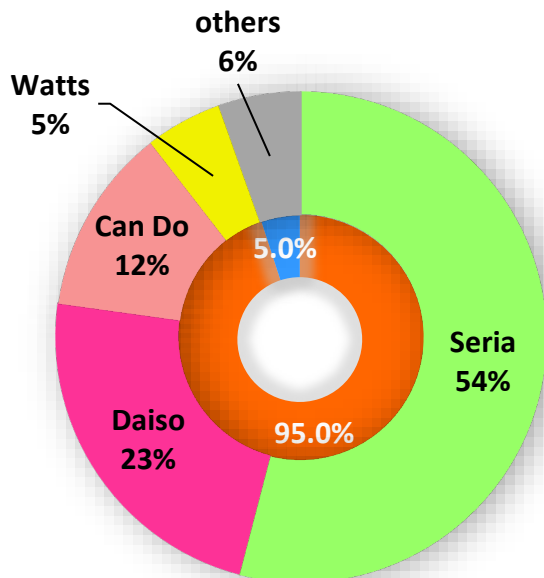
**feeling of exciting expectation
& happy hours !**

Sales figures by sectors / FY2023

We are always challenging a wide variety of designs, sales channels

One Price Goods

amifa.



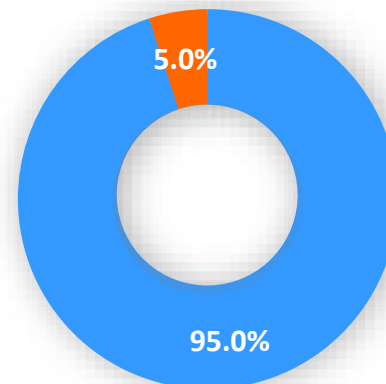
Goods:

Gift-wrapping
Fancy stationery
Handmade craft
Kitchen & tableware

Sell to:

Mainly, 100 yen shop companies

Petit price Goods



OEM Goods

Goods:

Wrapping materials,
Display service & material for
sales promotion

Sell to:

Retailer (domestic and foreign)
wholesaler

Fleur Goods

Goods:

Preserved flower
Herbarium
Flower materials/vessels
Flower wrapping materials

Sell to:

Flower arrangement schools
Flower retailer, wholesaler

Others

Goods:

Handmade craft (middle price)
Fancy stationery (middle price)
Kitchen & tableware (middle price)

Sell to:

department stores
Stationery shops
miscellaneous shops

Current main business is "One price lifestyle goods", which we wholesale 80mil. P.a. products to clients

One price goods

Seasonal event goods



(▲Christmas)



(▲Valentine day)



(▲Halloween)

All season goods



(▲Wrapping)



(▲Fancy stationery)



(▲Kitchen & tableware)

Powered by the high-quality design capability, we are expanding markets other than 100yen shops

Petit price Goods

OEM Goods

Wrapping materials, Display service & Materials for sales promotion



Fleur Goods

Preserved flower, Herbarium, Flower materials/vessels
Flower wrapping materials



Others

Aimez le style™



I amifa's Feature & Strength

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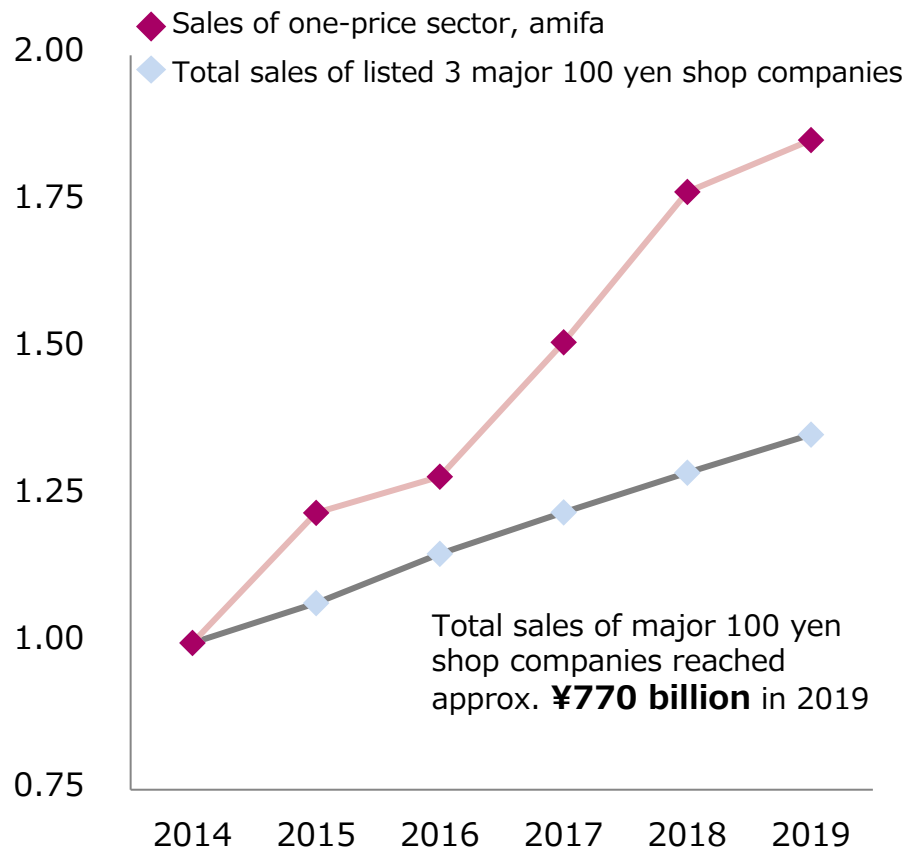
"Fashionable & kawaii", a growing trend among 100yen shops

amifa has been blessed with clients' gravity change in needs from "Beneficial" to "Fashionable & kawaii"

amifa: 5year CAGR 13.2%

(listed 3 major 100 yen shop companies: av.6.3%)

Start value: 2014 sales of each as 1.00



Learnt from the harsh price competition, 100yen shops found **"Fashionable & kawaii"** is another value proposition;

➔ **Following wind for amifa**

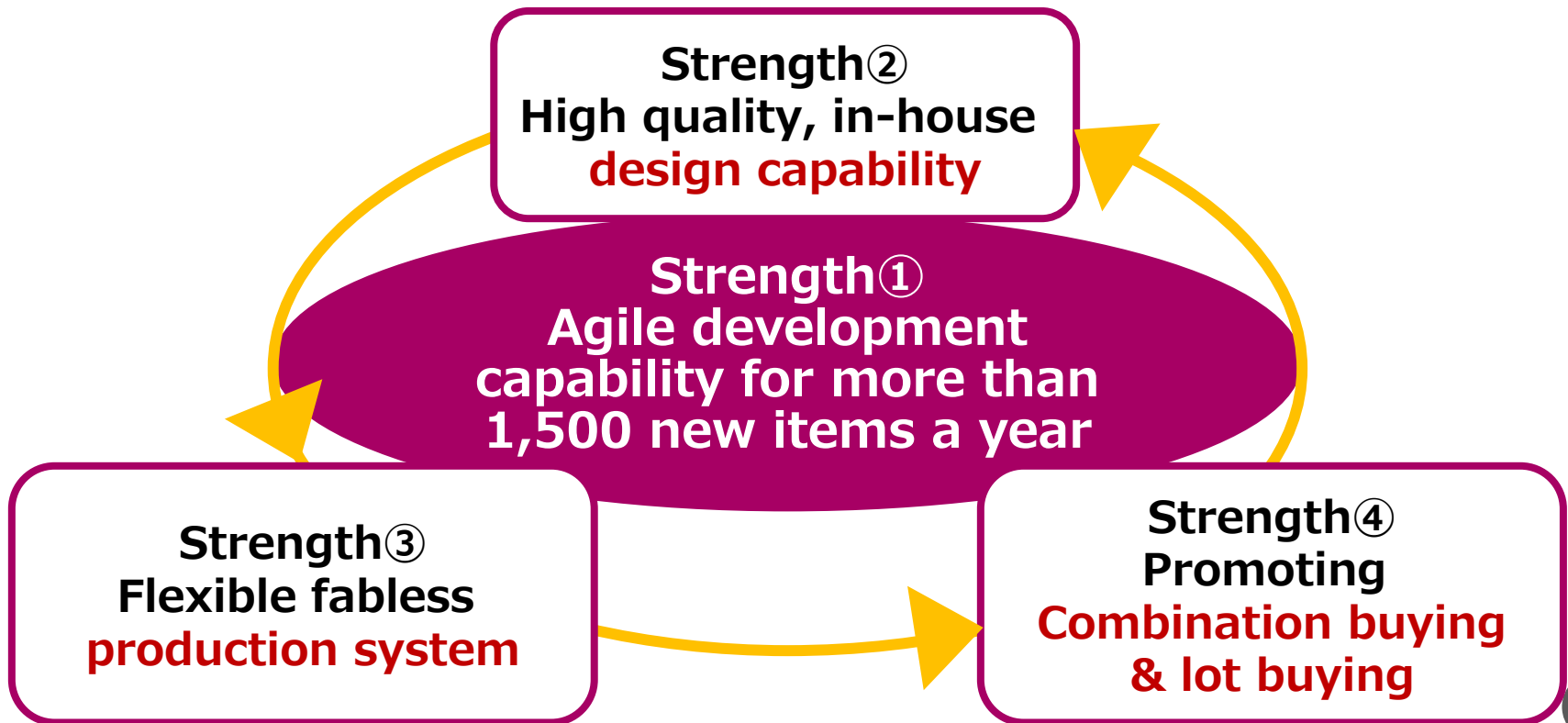


Focusing on lifestyle miscellaneous goods, amifa is differentiated from others

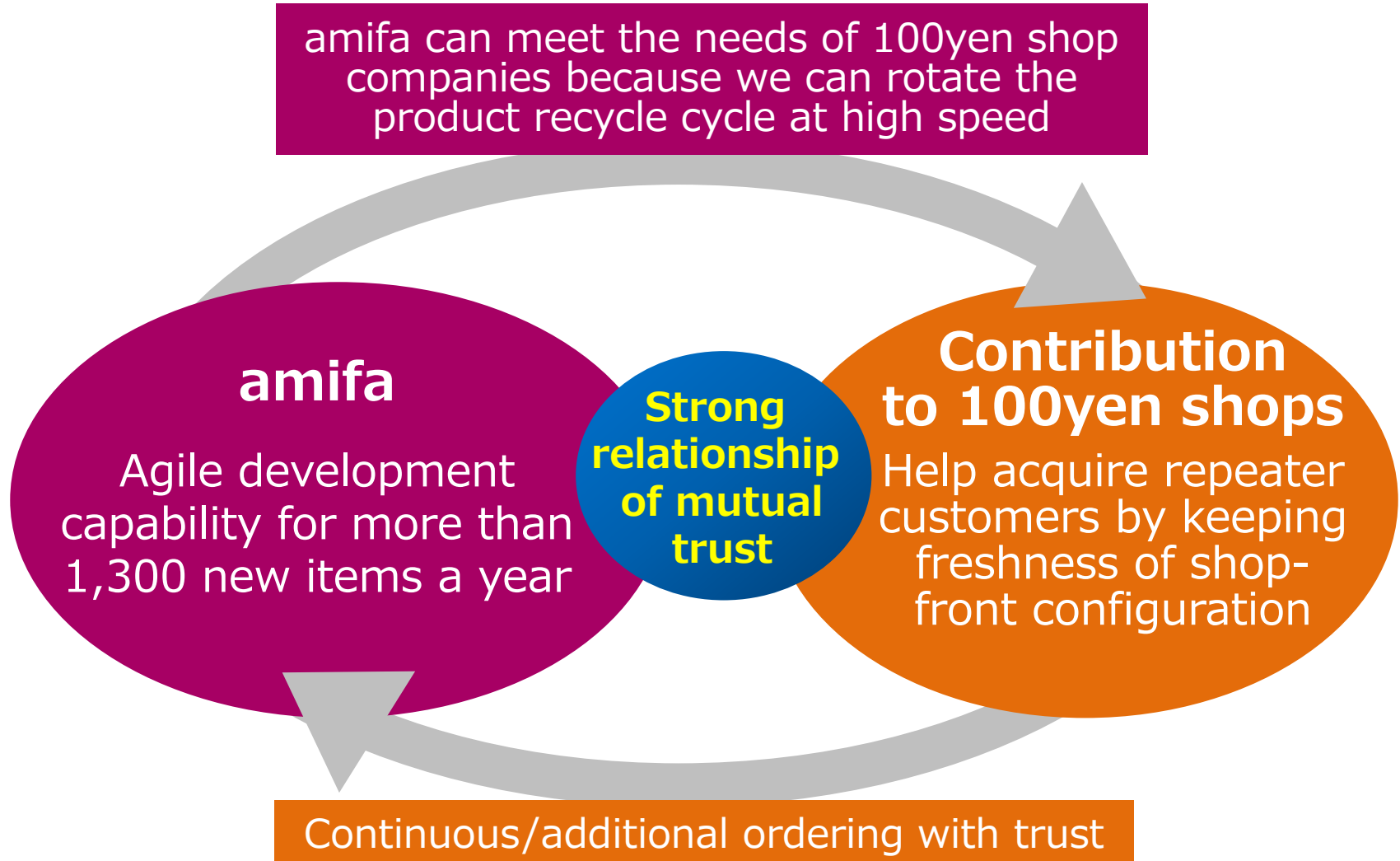


Focus of needs of 100-yen shop companies:

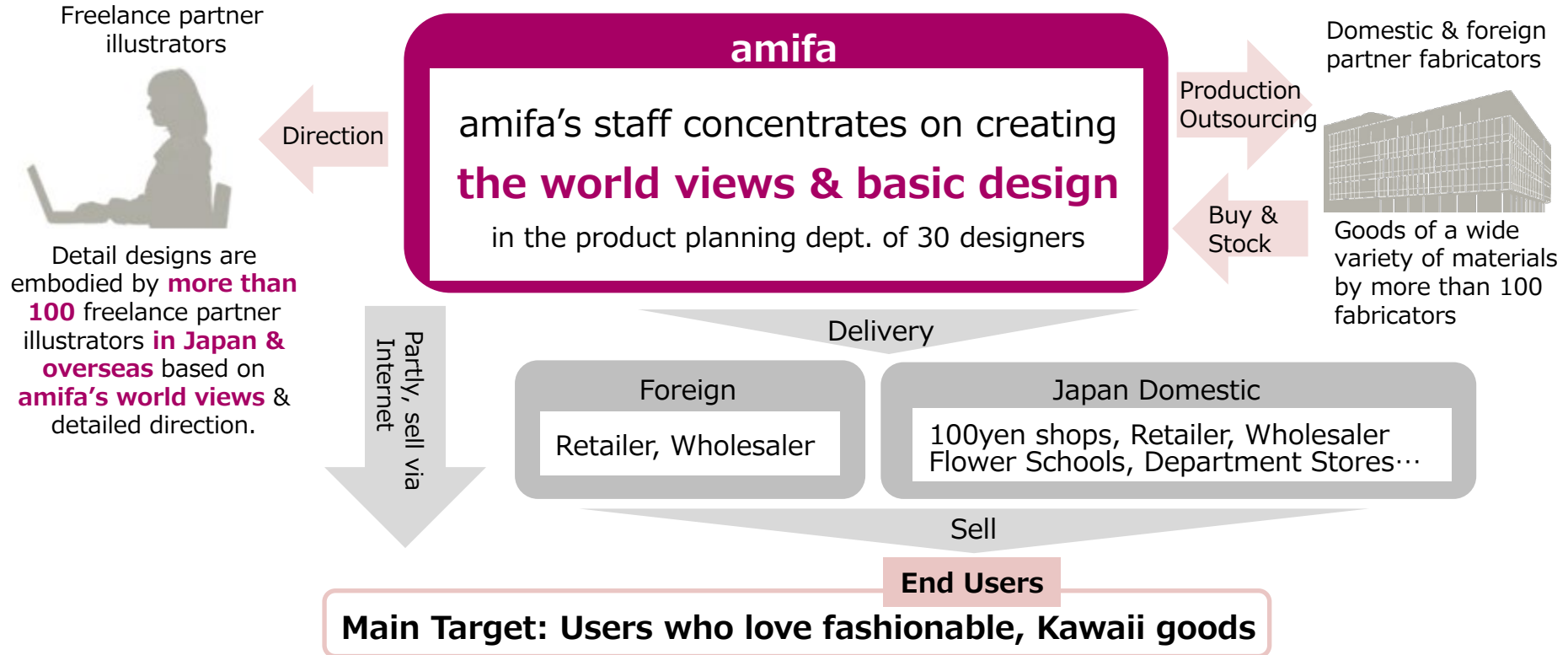
- Value shift from “beneficial” to “Fashionable & kawaii”
- Shop-front configuration for encouraging combination/lot buying
- Freshness in the shop-front views for alluring repeaters



Development speed of amifa can meet the market needs of 100yen shop companies



The design tastes of our lifestyle miscellaneous goods are well organized with amifa's original world views



Features of amifa's business model

Fabless
Operation

Timely &
Agile Development

Wide Variety of
Items & Materials

amifa's strength: ③Flexible fabless production system

We purchase a variety of material from the world & control the high-quality, low-cost production outsourcing

Three important values to support our production

High quality

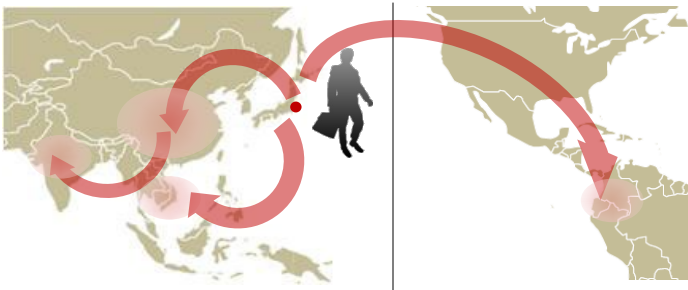


Low price



Wide variety

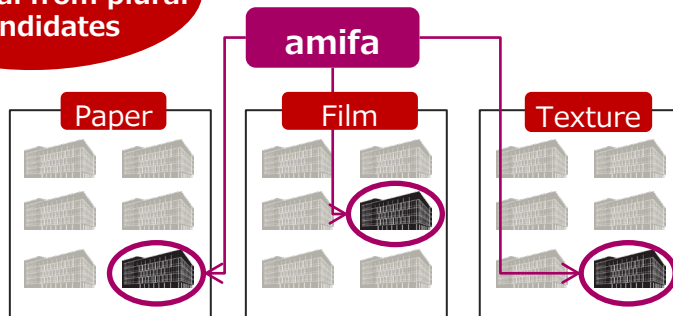
Our professional staff searches for partner fabricators from all over the world



The variety of raw materials enables us to produce **more than 1,500** product items

We ask for proposal from plural candidates

Pursuing the best balance of quality for price



amifa's well-organized world views promotes combination buying & lot buying

We provide a wide variety of goods based on amifa's well-organized world views

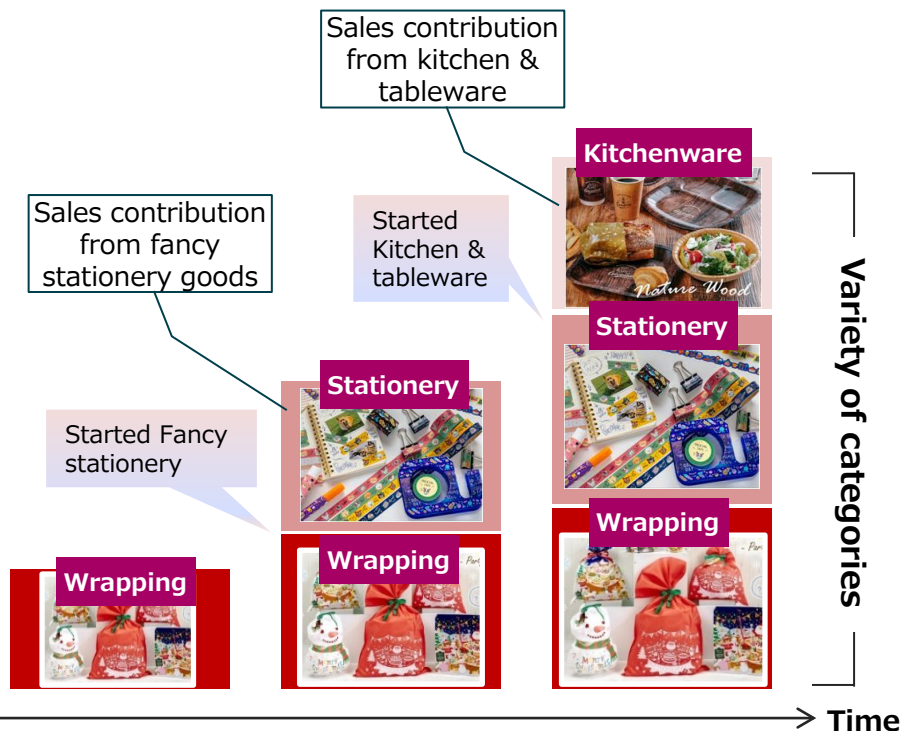


(Example: ▲2018 Halloween Monster Series)



promoting combination buying
& lot buying

Growth model



We enter into new categories by enhancing product development capability, then, sales shall increase by the **inauguration of new categories**

III Growth Strategy

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Growth strategy: ① Expand share in one price goods business

Current sales share is still small, so there is much room for market development for amifa

Growth strategy



Developing new categories



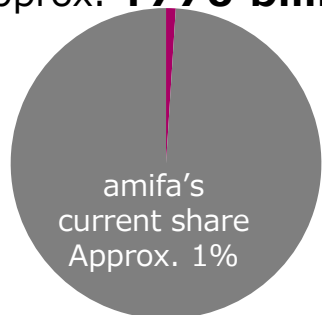
Developing new market channel

Current status and future prospects

1. Lifestyle miscellaneous goods hit at a leading 100 yen shop
2. Other 100 yen shops are following
3. Retail stores other than 100 yen shops are expected to increase deals for lifestyle miscellaneous goods in near future

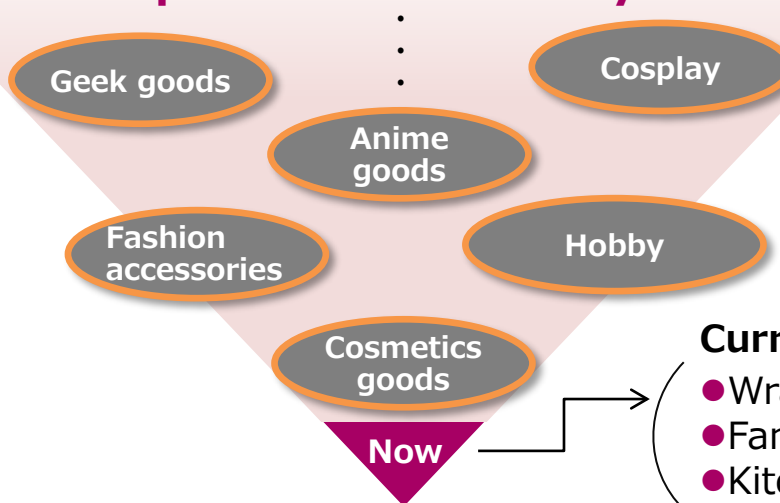
More focus on gaining share of "fashionable & kawaii goods"

Total sales of major 100 yen shop companies:
approx. **¥770 billion**



Much room for expand & extend

Unexplored categories expand before our eyes



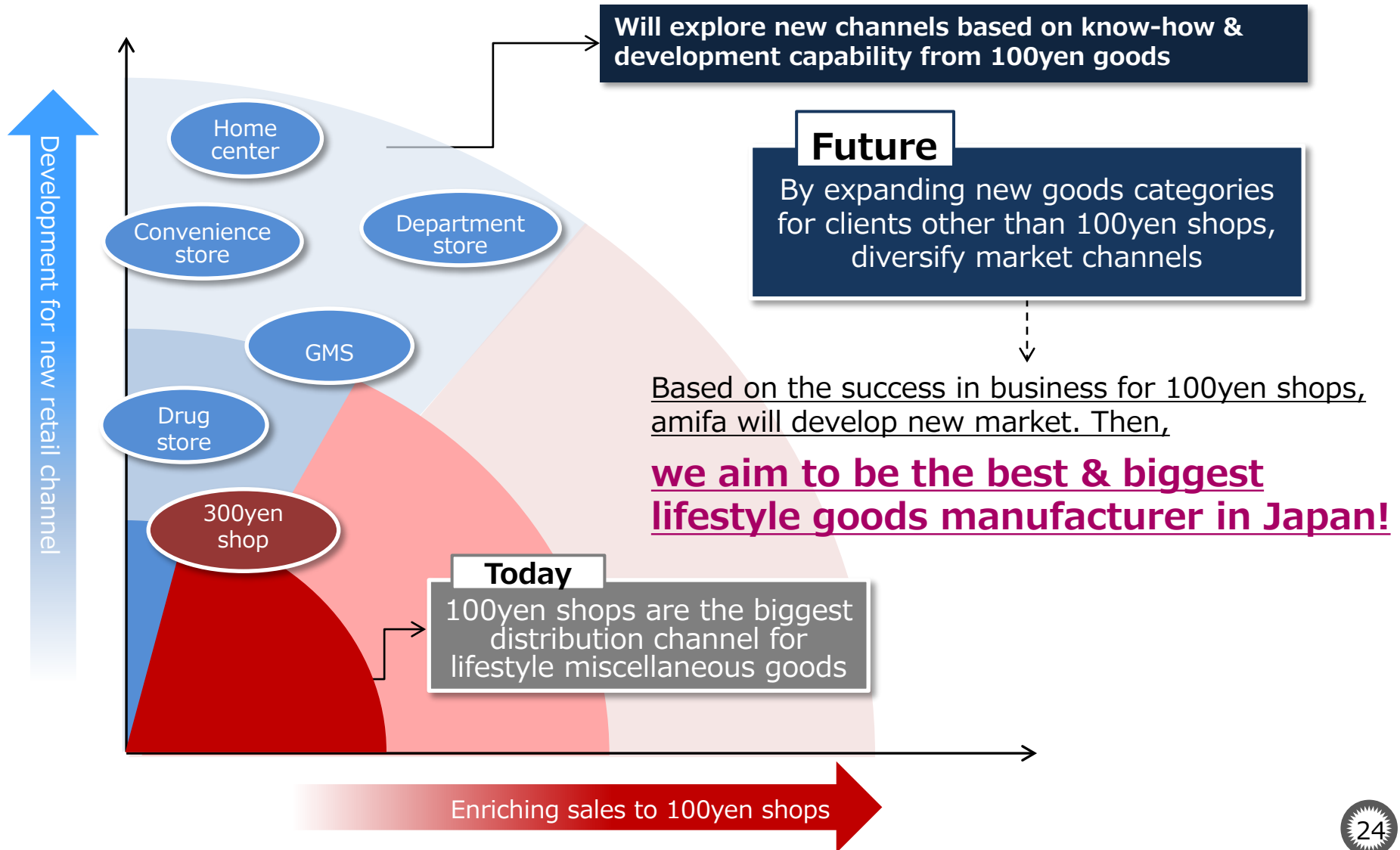
Plan from now on
Development of unexplored fields

Current strong categories

- Wrapping
- Fancy stationeries
- Kitchen & tableware

Growth strategy: ② Develop new market channel

By diversifying distribution channels to those other than 100yen shops, amifa will achieve a top-line growth

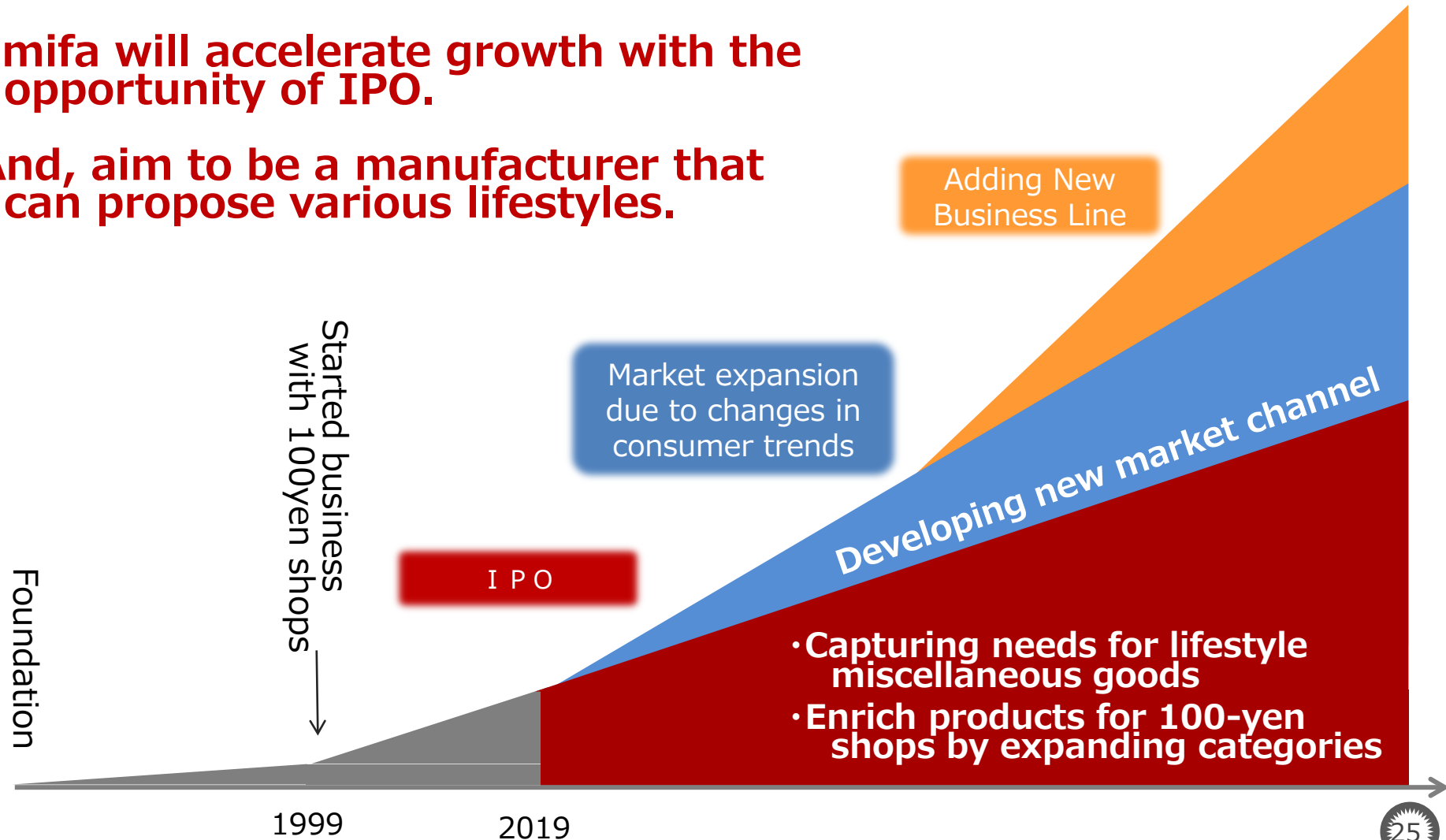


Middle-term growth strategy

After the IPO, we aim to be Japan's number one lifestyle miscellaneous goods company by strengthening product development, capturing market needs and expanding sales channels

amifa will accelerate growth with the opportunity of IPO.

And, aim to be a manufacturer that can propose various lifestyles.



IV

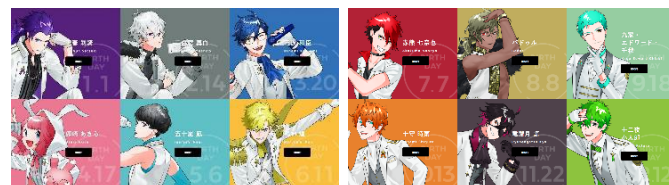
Appendix

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Unique planning and design examples

In August 2019, amifa released one calendar item of its first anime idol "Sumapro" to the market.

We foresee various product development from FY 20/9



We are smile producers!

都内某所にある芸能事務所、

「アミファ エンターテインメント」に所属する12人のアイドル。

年齢も個性もバラバラな彼らは、偶然にも誕生日月すらバラバラだった。

これを売りにしようと考えたさとうPは、売り出し中の彼らを売り込むため、グループの個性

を押し出した「カレンダー企画」を立ち上げたのであった...

果たして一癖も二癖もある彼らは協力して企画をやり遂げることができるのか...?!

amifa Example of the new category: Herbarium (Flower Hobby)

Since April 2019, 14 items have been sold, for a total of 580,000 goods.

This is an example of pioneering the hobby category.



4 items had been released since late October 2019.
24,000 goods were sold in only one week.



Example of the new category: Cosplay D.I.Y.

8 items had been released since September 2019.
Pioneering cosplay goods and DIY categories.

