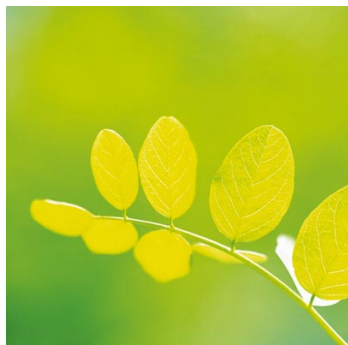


Where people are pleased and prosperity is achieved.

NIHONWASOU HOLDINGS, INC. aims to create cultural business through its corporate philosophy: “Where people are pleased and prosperity is achieved.”

It is of great importance to us that all of our customers feel in their hearts that they are glad to know us.

We feel the same way about our employees, shareholders, partner companies, and all others who our business touches. It is the pleasure that our customers feel that fuels our satisfaction and sense of responsibility.



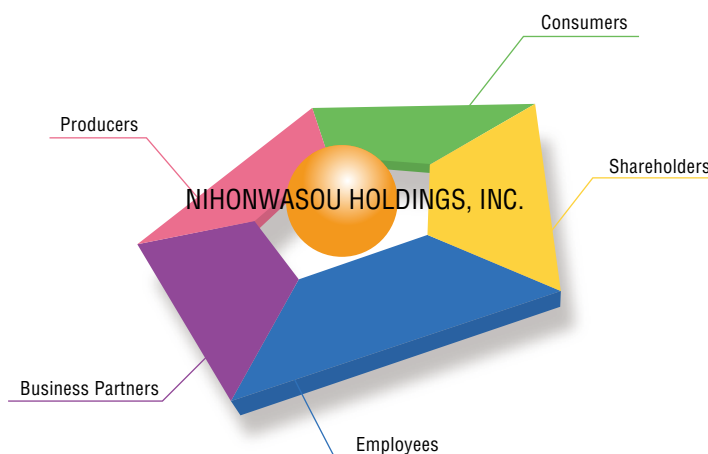
## Providing the best service in five priority areas

It is often said that the major goal of a company is the pursuit of profit. However, NIHONWASOU HOLDINGS, INC. does not think that this should be the only goal. There are other goals that are just as important, goals such as honesty and customer benefit.

As a kimono agent, we always consider the perspective of makers and consumers and place a priority on transactions that benefit both.

It is also important for us to remember the responsibility to contribute to society through our business. Specifically, we focus on creating and maintaining employment, promoting employee satisfaction, and helping everyone to realize their dreams.

Striving to provide the best services in five priority areas - consumers, producers, business partners, shareholders, and employees - NIHONWASOU HOLDINGS, INC. sets the goal of sharing joy and benefit with everyone, which we believe will lead to the biggest benefit for the company.



## ● Business Description

**NIHONWASOU HOLDINGS, INC. aims to establish a new business model as a kimono agent, not simply as a retailer.**

NIHONWASOU HOLDINGS, INC. business focuses on sustainable technologies for sustainable development that can pass down tradition and value.

Our main business is kimono dressing lessons offered nationwide to spread kimono culture, including knowledge about their value, and how and when they are worn, and the promotion of sales as an agent representing a wide range of makers. We handle products from approximately 40 kimono wholesalers in Japan, including manufacturers of kimono and obi and related products under sales consignment agreements.

NIHONWASOU earns revenue through contracted advertising and sales, mainly commission fees, fees for billing, service fees, and delivery fees, which makes it possible for us to offer free kimono dressing lessons.

NIHONWASOU kimono dressing lessons are advertised twice a year in spring and autumn via media, such as TV and newspapers. Interested individuals contact our call center and are placed into small classes of about 10 people. Our contracted kimono dressing instructors provide instruction (once a week/ 2 hours per lesson/ 15 hours in total). Approximately 20,000 individuals participate in classes every year.

Individuals who are interested in learning how to wear kimonos and in understanding the quality and value of the materials and techniques that go into

making them develop a natural desire to own them. We are in a position to introduce quality products from the companies we represent to these individuals. In addition, one of the major advantages of the direct distributor model that NIHONWASOU has established is being able to offer reduced prices to the students that attend our classes.

As a neutral agent, we manage quality, value, and price with a focus on consumer-oriented service to deliver the greatest benefit to consumers and students.

NIHONWASOU HOLDINGS, INC. prioritizes the creation of new culture and markets through the beauty of traditional Japanese kimonos.

NIHONWASOU also offers other advanced programs for kimono dressing.

### ■ NIHONWASOU HOLDINGS, INC.

Prioritizing the creation of new culture and markets through the beauty of traditional Japanese kimonos.



## ● Business Description

### Four NIHONWASOU Business Operations



NIHONWASOU HOLDINGS, INC. has four business operations, NIHONWASOU, ITONO TAKUMI CENTER, NIHON WASAI SCHOOL, and KIMONO REFRESHING CENTER. These four businesses sometimes operate mutually and sometimes independently to create new Japanese culture and markets through the beauty of traditional Japanese kimonos.

We strive to meet and exceed the expectations of our customers through a new business model that creates cultural business.



#### NIHONWASOU

“Spreading the spirit of kimono to every corner in Japan”  
Offering free kimono dressing lessons (once a week/ 15 times in total) twice a year nationwide since 1987



#### ITONO TAKUMI CENTER

Handling inspection and delivery of kimono products  
Established in 2004 for the purpose of improving service and quality



#### NIHON WASAI SCHOOL

Providing support for individuals involved in the manufacture and repair of kimonos and serving as a traditional Japanese kimono making forum



#### KIMONO REFRESHING CENTER

Offering added-value services for free kimono dressing lessons, such as maintenance (cleaning and stain removal)

