

A conceptual image showing a hand from the upper left holding a small, glossy red heart. Below it, another hand from the lower right is open, palm up, as if to receive the heart. The background is plain white.

From **Heart** to **Heart** Health and Happiness

Corporate Profile

CHUKYOIYAKUHIN CO., LTD.

Mark of Trust and Health



株式
会社

中京医薬品

Corporate Philosophy

Health Promotion, Happiness Making, and Human Development

What makes people happy varies from person to person.

Imagine what kind of state makes you happy.

It is often said that health creates happiness. We are assisting people's health promotion and everyday lives, and making them become healthier and create a more fulfilling tomorrow.

Your everyday life will not be fulfilled unless you are healthy both physically and mentally.

Your daily healthcare is important in order to spend your lifetime healthily and comfortably. We would like to think of what is necessary for you and assist your health promotion so that you will be able to lead a healthy and happy life.

Our motivation has created and put new products and services into practice.

We have been attaching importance to people's health promotion and happiness making, which has led to our development of human resources who can think of and act for other people.

Moreover, it is our pleasure to be able to meet our customers' bright smiles.

We are delighted to make all customers healthy and happy with our sincerity and we hope that the circle of their pleasure will spread to many other people.

Giving priority to the tenderness and warmth of humans' hearts, we will continue delivering heartfelt products and services by hand.



Message from President & CEO

In Pursuit of Further Possibilities of Customer Service that Only We Can Offer

We have been creating our own unique market by facing, listening, and responding to each and every customer.

Our starting point is the traditional Japanese door-to-door sales style of household medicines that support the health and well-being of our customers. Its distinctive system is called “senyo kori” (the use first, pay later system).

We listen to customers, deliver regular medicines suitable for each customer, and collect charges later only for the amount used. Regardless of the changing of the times, this system is a fundamental part of our business. Our connection with customers provides the basis of our customer service.

Our business will continue to expand by delivering products and services with better quality and functionality, beyond the desires of the customers that we have cultivated in our traditional style.

We believe that we can contribute more to society by pursuing the health and well-being of our customers through various corporate activities and by developing our business. We are continuously in pursuit of further possibilities of customer service by working on challenging tasks repeatedly without being satisfied with the current situation.

President & CEO

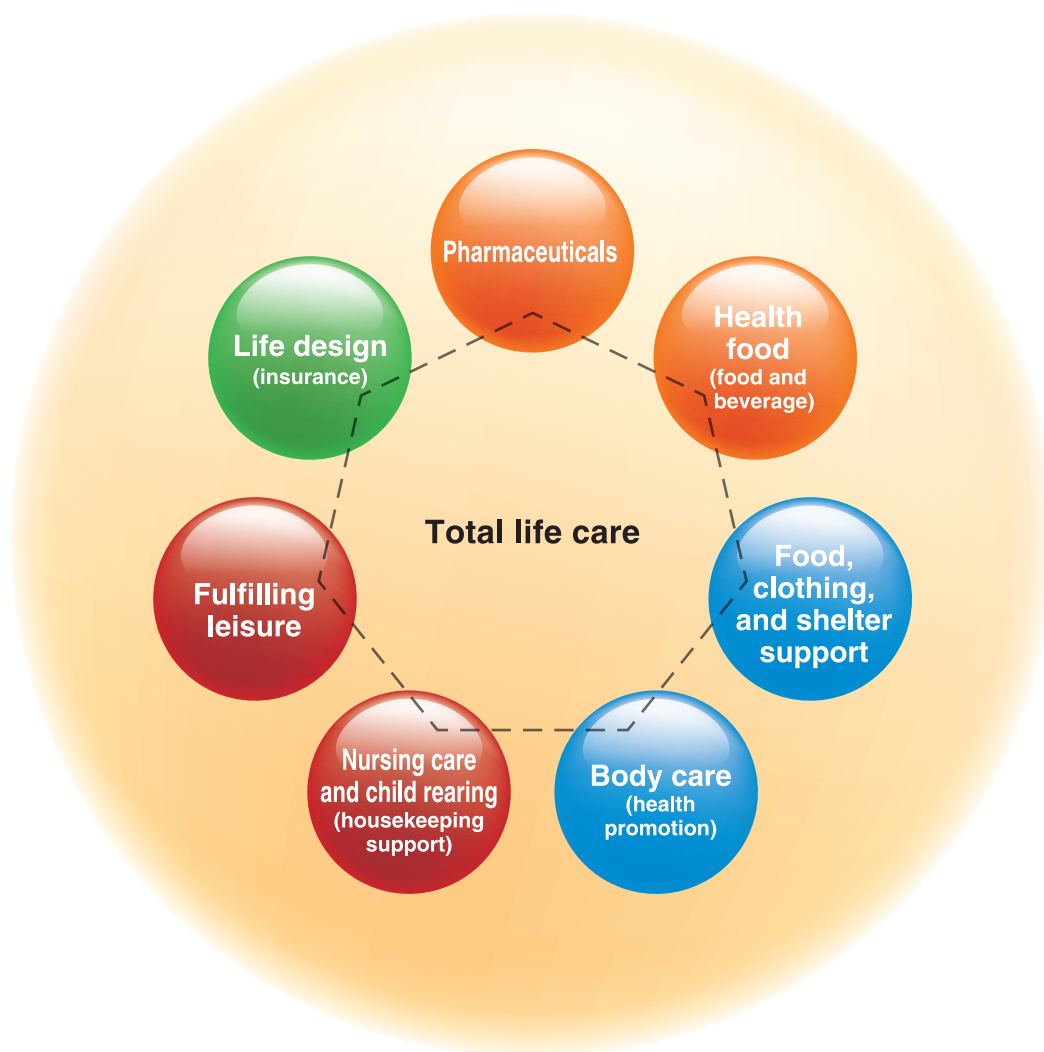
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Everything starts with our customers' voices.

We are committed to delivering health-related high-quality products by attaching importance to raw materials in order to provide comprehensive support to people's happy lives. While listening to our customers' voices, we grasp their needs and wants, and work on improvements in our product development and services for all aspects of life. Accordingly, we are making a comprehensive business expansion.

While feeling joy and pride in what is expected from our customers and society, we make use of our customer-friendliness and superiority in face-to-face contact and physical proximity and assist all customers in leading comfortable and happy daily lives.



Health Care Business

We regularly visit each customer, offer health-related advice and proposals for a variety of health-related products and lifestyle items as well as family medicine-chest items, thus supporting our customers' health promotion.



AQUAMAGIC Business

Under the concept of safety and peace of mind, we produce and deliver delicious water directly to our customers all over Japan.



Life Care Business

We provide mass retailers and retail stores with a wide range of health-related products such as beverages, food products, and sanitary goods developed from the standpoint of our pharmaceutical business. Furthermore, we actively develop original equipment manufacturer (OEM) business that offers competitive products.

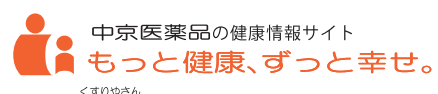


Insurance Business (Support to Life Planning)

We are in face-to-face contact with each customer to offer an optimal insurance plan and support each customer's total life planning.

Shopping Website

We are in stock of original products carefully sorted from the standpoint of our pharmaceutical business for our mail-order website, where we offer useful health information as well.





The Red Box delivers health and happiness.

Our health care business centering on the Red Box of family medicines supports the health of each customer in face-to-face contact, thus promoting all customers' total life care.

■Supporting Customers' Health

The Red Box is a form of security and trust.

Family medicine chests have a long history that started in the Edo period. Each of our sales representatives visits one house after another and replenish or replace medicines according to the structure of each family and the physical constitution of each customer and with consideration of the season. The Red Box keeps a standing stock of necessary medicines and our post payment system charges according to the amount of use, thus ensuring all customers' peace of mind and winning their reliability.

Installation

Free installation of the Red Box

Visit

Visiting regularly

Free replacement of each medicine before the expiration date

Replenishment

Replenishment and explanation of each medicine

Delivery with one phone call

Settlement

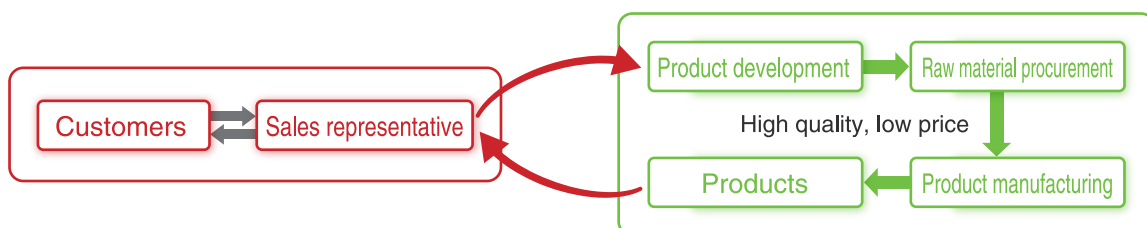
Settlement

Payment according to the amount of use

■Chukyo Iyakuhin's peerless service

Strengths of business in face-to-face contact

Our goal is to interact with all customers in relaxing and heartwarming communication. Each sales representative communicates with their customers by regularly delivering products, at which time they can hear the customers' opinions and requests. In response to each customer's opinions and requests, we carefully select raw materials and develop safe, secure, and high-quality private brand (PB) products. We are in stock of products that all people, including ourselves, want to use personally.



Pleasure of Receiving Thanks

It was a good chance to join the company because I wanted to work to help and interact with other people. I can meet a lot of customers every day and offer products that suit their needs on a customer-by-customer basis. The results of my work depend on my attitude to customers and sales method. I feel very rewarding at work whenever I reconfirm that there are many ways to satisfy customers. Receiving words of thanks directly from customers and seeing their smiles with joy lead to my motivation and smiles at work.



Shizue Nakajima,
Manager of Takayama Branch Office



We deliver delicious water of good quality ensured by the technology of Chukyo Iyakuhin as a pharmaceutical company.

In our AQUAMAGIC business, we consistently perform all stages of work, ranging from the production stage to the home delivery stage, in order to deliver safe and secure AQUAMAGIC to our customers.

■What is AQUAMAGIC?

Reverse osmosis (RO) membrane system + 100% natural minerals

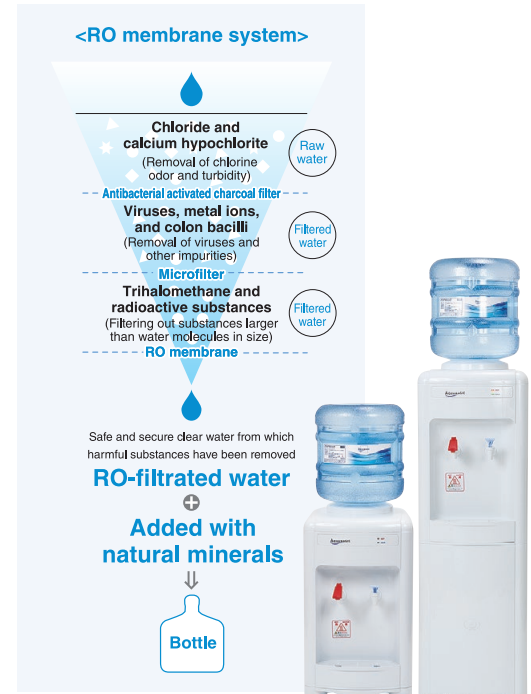
Water, which accounts for about 60% of the human body, is the basis of daily health promotion. Good water needs to be primarily safe. AQUAMAGIC is made by adding 100% natural minerals to pure water obtained from a reverse osmosis (RO) membrane system. Its ingredients are adjusted to add deliciousness and ensure ease of absorption into the human body. Anyone can feel at least to drink AQUAMAGIC safely.



RO membrane system



Suzuka Water Shop/Suzuka Water Plant



■Commitment of AQUAMAGIC

Stable quality technology + Staff service

Compared with natural water, which is easily affected by the natural environment, AQUAMAGIC is produced in a plant under thoroughgoing sanitation control. The stable quality of AQUAMAGIC is ensured by the pH control technology and strict quality control system of our pharmaceutical business. Furthermore, ahead of other companies, we adopted an antimicrobial cartridge introduced into a water server with consideration of safety. Our professional staff members who are familiar with product quality and maintenance deliver AQUAMAGIC.

We always imagine customers drinking AQUAMAGIC and raise our awareness of product quality. Furthermore, we work on all stages, ranging from the production stage to the home delivery stage, in a thoroughgoing manner to deliver this safe and delicious water.

Commitment to taste and ease of drinking



AQUAMAGIC is under the quality control of Chukyo Iyakuin as a pharmaceutical company. We have a system to ship finished products after voluntary inspection stages, including dissolved mineral concentration, pH, and general bacteria group inspection stages, as well as product quality control at each production process stage.

Antibacterial cartridge



Ag⁺ power continuously sanitizes the water in the cold-water tank for a long period. Furthermore, two kinds of coral ceramics have made it possible to keep the mellowness and pH of the water.





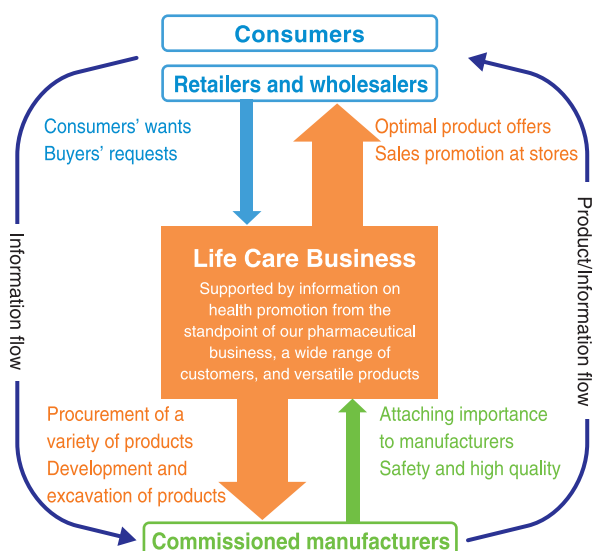
We embody our customers' wishes.

Making use of our know-how and network that we have cultivated in our business in face-to-face contact with our customers, we will aim for the development of useful products for many more people.

■Supporting Various Lifestyles

Releasing Unique Products

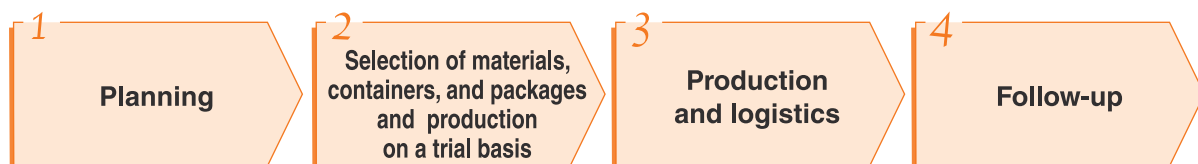
We have been actively developing original products in response to customers' voices. Air masks and Ki-rei Assist Series are typical products that we developed. These products have been loved by a diverse range of people from children to elderly people and grown up to become hit products, for which orders are received from overseas as well. We will continue offering high-quality and safe products standpoint of our pharmaceutical business to embody our customers' wishes.



■Responding to a Wide Range of Needs and Wants

Development of Competitive OEM Products

In order to respond to a wide range of needs and wants, we research market trends, including product trends and prices, and plan product concepts. Our organized development, manufacture, sales destination, distribution systems with comprehensive strength support OEM product development.





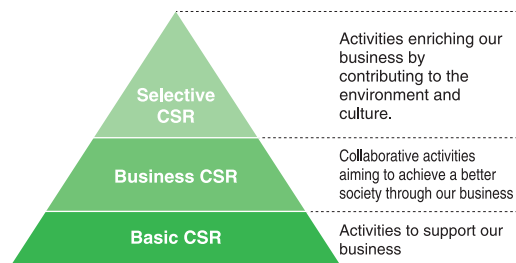
To Continue to be an Enterprise Needed by Society.

Chukyo Iyakuhin has a CSR vision to lead happy lives together with all customers by helping their health promotion.

■ Three Categories of CSR

Basic CSR, Business CSR, and Selective CSR

Chukyo Iyakuhin classifies its CSR activities into three categories, i.e., the categories of basic CSR (for activities that we must be aware of and absolutely do), business CSR (for activities that are necessary for us to win trust and develop the company sustainably), and selective CSR (for activities to respond to social expectations and develop our business) and actively promoting each activity in the respective categories.



■ Selective CSR

International Community Contribution Activities-KIZUNA ASSIST



The theme of KIZUNA ASSIST, which started in 1994, **Health and Education for Children in the World**. This activity is not a simple financial assistance but it uses a part of the company's sales profit for activity expenses and attaches importance to our interaction with children. Each customer plays main roles in KIZUNA ASSIST. Each customer is expected to assist all children of the world and spread the kizuna (lit. the bonds of friendship). We will continue the international community contribution activities of KIZUNA ASSIST together with our customers.



1. Health Promotion in Asia

We support the human resource development projects of the Asian Health Institute (AHI) for health and welfare activities to deliver health services to Asian children. Our employees interact with local people and deepen their friendship through real experiences.

Countries visited up to now: Nepal, Cambodia, India, Philippines, Sri Lanka, Bangladesh, Vietnam, and Indonesia



2. Eradication of the World's Hunger

We support the promotion of the Hunger Zero Work of the Japan International Food for Hungry (JIFH), an organization to cooperate with people who live hard while fighting against hunger and poverty, with the aim of eliminating hunger from the world.

Country supported up to now: Uganda and Kenya



3. Preservation of the Natural Environment

In order to leave a wonderful environment to the next generation, we support the activities of Donguri 1000 Nen no Mori wo Tsukurukai (lit. an association to create an acorn forest that will last for 1000 years) to try to reproduce an evergreen forest in the basin of the Oyodo River in Miyazaki Prefecture.

Aiming for being a company more loved
by our customers and more familiar to them.





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Chukyo Iyakuhin Co., Ltd. is a TSE Standard Market listed company.
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