

## News Release

June 9<sup>th</sup>, 2015 Sojitz Corporation Sojitz Cosmetics Corporation

Sojitz Cosmetics Enters Southeast Asia's Skin Care Market - In-House Products Sold at Major Indonesian Drug Store Chain -

At the start of June, Sojitz Cosmetics Co. (HQ: Chiyoda-ku, Tokyo; Representative Director: Yukio Matsuki) commenced sales of their in-house cosmetics brand "naturecia" in Indonesia. This move marks the company's first foray into Indonesia's cosmetics market.



From left to right: "Brightening Exfoliator," "Protective Day Cream," and "Protective Night Cream"

Indonesia has experienced remarkable economic growth in recent years, with experts predicting both an increase in middle-income consumers and an expansion of the country's cosmetics market. Utilizing sales channels provided by a major Indonesian drug store chain, Sojitz Cosmetics will sell their cosmetic items at roughly 160 stores in the suburbs of Jakarta.



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Three items are currently for sale. The flagship product is a "Brightening Exfoliator" which removes dead skin cells when massaged into the skin. This sort of cosmetic product had previously been unavailable in Indonesia. The other two products are a 'Protective Day Cream' and a 'Protective Night Cream', which deliver functional benefits of moisturizing, whitening and anti-aging to meet the diverse needs of Indonesian women. Furthermore, the products are all halal certified, meaning that Indonesia's predominantly Muslim population (said to be the largest in the world) can rest easy using these cosmetics.

\*Halal certification guarantees that products are manufactured in accordance with Islamic law, without using pork, alcohol, or other ingredients which Muslims are prohibited from ingesting.

Sojitz Cosmetics has been developing and selling cosmetic products mainly in the co-op market in Japan for the last 30 years. In the future, they hope to target the Southeast Asian market given its particularly high economic growth rate, and taking the region's size, growth potential, competition, and consumer trends into account, augment their business through expansion into new markets.

## [Company Overview]

Company Name	Sojitz Cosmetics Co.
Head Office	St. Luke's Tower 7F ,8-1, Akashi-cho, Chuo-ku, Tokyo
Established	April 2 <sup>nd</sup> , 2007
Capitalization	200 million yen (wholly invested in by Sojitz Corporation)
Main Businesses	Development and wholesale of cosmetic and toiletry products

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