



Bringing a smile to the faces of all customers,
while inspiring their hearts and minds

4°C

holdings group

Corporate Philosophy

We are committed to:

1. becoming a company that inspires trust and confidence among its customers
2. fostering and fulfilling the dreams of our employees
3. contributing to the prosperity and well-being of society, and
4. realizing the expectations of shareholders.

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Corporate Message

With the 4°C brand at the heart of its business activities,
YONDOSHI HOLDINGS, INC. (“YONDOSHI HOLDINGS” or “the Company”) is
committed to becoming a company
that is defined by its ability to create new trends in global fashion.

We are committed to putting our heart and soul into anticipating customers’ needs and
forever enhancing customers’ lifestyles.

With a deep respect for people and a fearless stance toward innovative change,
the YONDOSHI HOLDINGS Group therefore places the utmost importance on a corporate culture
that continues to push the limits.

Bringing a smile to the faces of all customers, while inspiring their hearts and minds

4°C Brand Concept



Water freely changes its form.

At times, like snow crystals giving off a delicate light, at other times,
changing into open sea to form ocean swell.

Then there is even the strong collective strength water shows when pounding rocks and land.

Water is far from ordinary, is extremely extraordinary, simple yet immensely strong.

Water is the source of all life on Earth.

“I want to be like water.” This has become the origin of our *monozukuri* (the art of making things).

4°C is the underwater temperature at which the surface of a lake freezes.

Uniquely, this means that fish are provided, so to speak, with a tranquil and safe sanctuary in
what is in itself the source of a harsh environment.

We will continue to suggest products that are not bound by existing value
and are always a source of novelty.

History

- 1950** May TOWA ORIMONO CO., LTD. established in Hiroshima for the purpose of marketing textile products
- 1951** Feb. Company changed its name to TOWA CO., LTD.
- 1967** Sep. FUJI CO., LTD. established
- 1972** Apr. 4°C brand established
- Dec. Company shares publicly listed on the Hiroshima Stock Exchange
- 1986** Apr. F.D.C.PRODUCTS INC. established
- 1991** Sep. TOWA CO., LTD. changed its name to AS'TY INC.
- 1996** Mar. age CO., LTD. established
- 1997** Aug. AS'TY VIETNAM INC. established
- 2000** Mar. AS'TY INC. shares publicly listed on the Second Section of the Tokyo Stock Exchange
- Oct. F.D.C.PRODUCTS INC. shares publicly listed on the Second Section of the Tokyo Stock Exchange
- 2004** Aug. F.D.C.PRODUCTS INC. shares publicly listed on the First Section of the Tokyo Stock Exchange
- 2006** Sep. Company changed its name to F&A AQUA HOLDINGS INC. as a joint holding company for AS'TY INC. and F.D.C.PRODUCTS INC.
Shares designated for public trading on the First Section of the Tokyo Stock Exchange
The new AS'TY INC. established by way of company separation
- 2008** Sep. F.D.C.FRIENDS INC. established
- 2011** Apr. F&A AQUA shanghai, inc. established
- 2012** Jul. Heartful Aqua, inc. established
- 2013** Sep. F&A Aqua HOLDINGS, INC. changed its name to YONDOSHI HOLDINGS INC.



Chairman and Representative Director, CEO

Saishi Kimura (left)

President and Representative Director, COO

Akihiro Takiguchi (right)

Aiming to become a century-old company and brand

The business activities of the YONDOSHI HOLDINGS Group encompass the three broad pillars of jewelry, focusing mainly on the 4°C brand, apparel manufacturing, centered on original design manufacturing (ODM), and daily fashion items that are marketed through a retail store chain. Our goal is to become a corporate group that is defined by its ability to provide all stakeholders with the highest value by taking full advantage of its strengths in each of the aforementioned business domains.

Adopting the overarching slogan of “Challenge and Change” under its new fifth medium-term management plan that began in March 2018, the YONDOSHI HOLDINGS Group is vigorously reinforcing its human resources in the mainstay jewelry business in an effort to enhance the value of the 4°C brand and is developing and nurturing businesses that will help drive further growth.

Working to realize our corporate message of “bringing a smile to the faces of all customers, while inspiring their hearts and minds,” we will lend a keen ear to the voices of our customers to create and deliver products and services that bring both pleasure and satisfaction.

As we move forward with a strong sense of pride as a leading company within the industry and aim to become a century-old company and brand, we ask for your continued support and understanding.

Jewelry Business

Jewelry Business: The F.D.C. PRODUCTS Group

Since first launching the 4°C brand in 1972, F.D.C. PRODUCTS has endeavored to bring beauty and inspire the women of the world.

Including 4°C, which has sneaked into people's hearts to become the most cherished brand in Japan for jewelry to give to that special person or as that special gift, the F.D.C. PRODUCTS Group provides a broad spectrum of products that boast unique and distinct identities. The F.D.C. PRODUCTS Group operates in various forms including the 4°C BRIDAL store, where skilled concierges who possess abundant knowledge place every effort on providing unparalleled service and hospitality in a comfortable ambiance, Canal produced by 4°C, a specialty fashion jewelry store, and the EAU DOUCE4°C brand that creates



4°C

Delivers true beauty and a flutter to the heart of every woman. Borne out of the concept of creating jewelry that fills the hearts of women wearers with joy, 4°C has been selected for that special gift. And 4°C jewelry continues our commitment to "the beauty of simplicity" that naturally matches the wearer.



4°C BRIDAL

4°C BRIDAL was launched as a specialty store. Offering carefully selected, high-quality loose diamonds and bridal rings in many different designs, skilled concierges who possess abundant knowledge place every effort on providing unparalleled service and hospitality in a comfortable ambiance.

delicate designs through advanced technologies.

Having launched MAISON JEWELL brand with a concept that treasures the intimate and close-knit bonds that link the important people in our lives, and Luria 4°C brand that handles bags and small leather items, F.D.C. PRODUCTS is resolutely facing challenges with a view to delivering value to many more customers than before and, furthermore, to creating unprecedented new value. The YONDOSHI HOLDINGS Group has positioned its jewelry business as its growth driver. While leveraging its SPA strengths that are involved in every aspect, from product planning and design to manufacture and sale, the F.D.C. PRODUCTS Group will from now on promote sales channel diversification and overseas development and continue to face challenges on the way to further growth.



Canal

Produced by 4°C

The Canal brand is the product of an overarching aspiration to provide everyone with jewelry that shines brightly. The brand is a broad collection of original and radiant items that imbue freedom and a deep sense of fun.



EAU DOUCE

4°C

EAU DOUCE means pure, soft water. Sparkling every time it is touched, fine jewelry borne out of advanced technologies that surround the lives of its women wearers with beauty.



MAISON JEWELL

Customers entrust the MAISON JEWELL brand with the overflowing feelings they have for their loved ones. The MAISON JEWELL brand is based on a concept that treasures the intimate and close-knit bonds that link the important people in our lives. For life's precious moments, anniversaries of unshakeable love, family birthdays. The MAISON JEWELL brand will continue to nestle close to the side of the important people in our lives.



Luria 4°C

Luria 4°C offers bright and colorful jeweled purses that sparkle like gems, with beautiful natural hues, and a high-quality finish more alluring with each touch.

Jewelry Business

Jewelry Business: The F.D.C. PRODUCTS Group

To establish a superior brand, the YONDOSHI HOLDINGS Group is working to enhance its quality systems and is setting up a product quality control system to an unprecedentedly high level. Toward realizing its aim of becoming a century-old company and brand, the YONDOSHI HOLDINGS Group has positioned the development of human resources as a key management issue.

This passion for quality control and the development of human resources will give rise to and underpin YONDOSHI HOLDINGS Group strengths.

Quality Control

Maintaining the industry's highest quality standards is a matter of pride and of particular importance to YONDOSHI HOLDINGS as a company whose mission to deliver precious jewelry to customers.

Having established a jewelry center in Sagamihara, the Company has put in place a quality control system staffed by 100 people that incorporates scientific methods to analyze precious metals and classify diamonds using X-ray inspection machines and other equipment. A team of professional inspectors check the specifications of each product by hand. The 4°C mark that is carved into those products that meet the most stringent of standards is a seal of unquestioned integrity and reliability.



Quality control using chemical methods



All product inspections are conducted by inspectors in accordance with detailed product inspection criteria manuals.

Human Resource Development

To nurture customer contact professionals, the YONDOSHI HOLDINGS Group has created its own unique human resource development system.

Based on a structured curriculum from basic to practical training, highly hospitality-minded professional advisors will be trained in a wide variety of training variations, including induction courses, in-store coaching and on-the-job training (OJT).

To gain a deeper knowledge and acquire skills in a role-play setting, the YONDOSHI HOLDINGS Group is setting F.D.C. FRIENDS COLLEGE sales training facilities.



The F.D.C. FRIENDS COLLEGE sales training facility is a simulated store space.



Acquired RJC Certification

F.D.C. Products Inc. has acquired the certification of the Responsible Jewellery Council (RJC), an international not-for-profit organization that promotes responsible business practices across the entire jewelry supply chain and processes from the mining of gold and platinum to retail.

Apparel Business

Apparel Business: The AS'TY Group / age

The YONDOSHI HOLDINGS Group has positioned the apparel business as its stable revenue base business. Centered on its apparel ODM and daily fashion businesses, the YONDOSHI HOLDINGS Group will grow stably and sustainably.

The AS'TY Group

Armed with its design capabilities and overseas production background, the AS'TY Group is developing its apparel manufacturing business that engage in ODM, wholesale and developer businesses.

In the apparel manufacturing business, the AS'TY Group undertakes production mainly in China and Bangladesh. Wholly owned subsidiary AS'TY VIETNAM INC. undertakes



the production of bags.

The advanced planning capabilities and quality control capabilities accumulated through its many years of experience have contributed to the high degree of trust customers have in the group's major apparel, general merchandise stores (GMSs) and specialty retail stores.



age

Guided by its overarching management philosophy—to continuously deliver attractive, appealing and enjoyable products and services that enhance customer wellbeing and lifestyles—age CO., LTD. is engaged in the retail business.

Upholding the development of its PALETTE daily fashion



chain as its main business, age is advancing the opening of new stores mainly in the Kansai area, where the company boasts a dominant position and is striving to secure an unwavering position as the preferred company of choice among its customers in the region.



Trust & Responsibility

Responsibility to Society

In an effort to fulfill its responsibility to society, YONDOSHI HOLDINGS engages in social contribution activities.

The Japan Water Forum and 4°C Initiative

YONDOSHI HOLDINGS has established a joint project with Japan Water Forum (JWF)*1, an organization working to resolve water-related issues. Working as the 4°C AQUA PROGRAM, continuous support is being provided to the women of developing countries who face serious water and hygiene problems. The YONDOSHI HOLDINGS Group has donated a portion of the sales of 4°C brand and other products in support of efforts to resolve water-related issues since 2008. In this past, these donations have been used to help set up rainwater storage tanks in the Republic of Kiribati*2 and to improve conditions and supply clean water to Sri Lanka*3. More recently, the Group has assisted in the setup of rainwater storage tanks as well as activities to help entrench the knowledge and technologies required to use, maintain, and manage water properly in Bangladesh*4 from 2016. This has served not only to boost access to safe drinking water, but also to reduce the costs involved in purchasing water and the treatment of water-related diseases while alleviating the burden of fetching water which mainly effects women and children.



©Japan Water Forum



Notes:

1. The Japan Water Forum (JWF), a specified nonprofit organization, was established through the broad-based cooperation of industry, academia, the government (including Japan's ministries of Foreign Affairs; Education, Culture, Sports, Science and Technology; Health, Labour and Welfare; Agriculture, Forestry and Fisheries; Economy, Trade and Industry; Land, Infrastructure, Transport and Tourism; and the Environment) and various other nonprofit organizations. JWF's objectives are to contribute to efforts that solve domestic and international water problems while promoting industrial development and world peace.
2. The Republic of Kiribati: With Tarawa as its capital, the Republic of Kiribati has a population of approximately 90,000 people.
3. Sri Lanka: With Sri Jayawardenapura-Kotte as its capital, Sri Lanka has a population of approximately 20,200,000 people.
4. Bangladesh: With Dhaka as its capital, Bangladesh has a population of approximately 159,400,000 people.

Bath Towel Donation Activities

Coinciding with Respect for the Aged Day and as part of its efforts to celebrate the elderly, AS'TY INC. donates bath towels to nursing home welfare facilities each year. Having continued uninterrupted since 1972, the total value of the towels donated has exceeded ¥200 million. As a gesture of respect this activity is well received by the aged and the company intends to continue donating each year.



Donating a bath towel to a resident of a nursing home welfare facility

AS'TY "Fureai Concert"

AS'TY takes great pride in organizing concerts performed by the Hiroshima Symphony Orchestra. This biennial initiative has continued since 1985 and attracted large numbers of customers.



The Hiroshima Symphony Orchestra

Support for Students Wishing to Study Overseas

Since 1991, AS'TY INC. has been cooperating on Hiroshima International Center Exchange Student Scholarships that support students from abroad who want to study overseas.



Scholarship decision notification ceremony for students wishing to study overseas

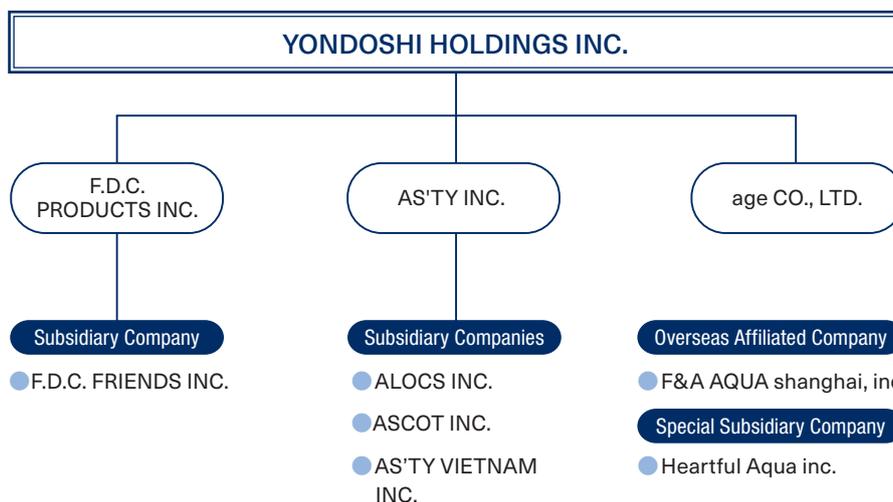
Corporate Data

Corporate Information (As of March 1, 2019)

Company Name	YONDOSHI HOLDINGS INC.
Address	2-19-10 Kami-Osaki, Shinagawa-ku, Tokyo 141-0021
Establishment Date	May 18, 1950
Paid-in Capital	2,486.52 million yen
Business Activities	Brand business focusing mainly on jewelry; Planning, manufacture and wholesale mainly of apparel and bags and retail business
URL	https://yondoshi.co.jp/

Directors and Corporate Auditors (As of May 16, 2019)

Chairman and Representative Director, CEO	Saishi Kimura
President and Representative Director, COO	Akihiro Takiguchi
Director and Managing Executive Officer	Toshifumi Kurume
Director and Managing Executive Officer	Ichiro Okafuji
Director and Executive Officer	Masahiko Nishimura
Director and Senior Advisor	Hidenori Suzuki
Outside Director	Mitsutaka Sato
Director, Full-time Audit and Supervisory Committee Member	Masahiko Iwamori
Outside Director, Audit and Supervisory Committee Member	Seisui Kamigaki
Outside Director, Audit and Supervisory Committee Member	Toyomasa Akiyama
Outside Director, Audit and Supervisory Committee Member	Hideo Sakakibara



F.D.C. PRODUCTS INC.

Representative	Saishi Kimura (Chairman and Representative Director, CEO) Akihiro Takiguchi (President and Representative Director, COO)
Address	2-19-10 Kami-Osaki, Shinagawa-ku, Tokyo 141-8544
Business Activities	Design and manufacture of jewelry, fashion accessories and other products
Established	April 1986
Paid-in Capital	¥400 million
URL	https://www.fdcpc.co.jp/

AS'TY INC.

Representative	Hideki Tamura (President and Representative Director)
Address	2-15-1 Shoko Center, Nishi-ku, Hiroshima 733-8641
Business Activities	Apparels and bag manufacturer, wholesale of apparels
Established	September 2006
Paid-in Capital	¥100 million
URL	https://www.asty.co.jp/

age CO., LTD.

Representative	Hidetoshi Masuda (President and Representative Director)
Address	2-15-1 Shoko Center, Nishi-ku, Hiroshima 733-0833
Business Activities	Operation of general clothing chain stores
Established	March 1996
Paid-in Capital	¥100 million
URL	https://www.palette-age.jp/



holdings group

YONDOSHI HOLDINGS INC.

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