



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.

♦

# 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
- 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
- 2012** Jul. Heartful Aqua, inc. established
- 2013** Sep. F&A Aqua HOLDINGS, INC. changed its name to YONDOSHI HOLDINGS INC.



President and Representative Director

**Hidetoshi Masuda**

## 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.

Under the Sixth Medium-Term Management Plan, which began in March 2021, we will provide products and services that exceed customer expectations while targeting continued growth by maximizing the strengths of the Group against the backdrop of a rapidly changing operating environment.

In the Group's mainstay Jewelry Business, we will work diligently to create new value by continuously undertaking investments aimed at improving the value of the 4°C brand and establishing an engagement process with customers in the digital society age.

In the Apparel Business, we will continue to further entrench the dominant position that our daily fashion brand PALETTE holds in the Kansai area. Our goal is to nurture the PALETTE brand into a second business pillar by opening roughly 10 new stores on an ongoing basis and building stores that support the daily lives of local residents.

The YONDOSHI HOLDINGS Group has put in place a stable business portfolio by developing a diverse range of business. Moving forward, we will endeavor to maintain and strengthen the high earnings platform of the Jewelry Business. At the same time, we will expand sales by opening new stores in the Apparel Business. By effectively utilizing the cash flow generated in this manner, we will further reinforce the stability of the Group's financial base.

We are determined to achieve sustainable growth even in times of dramatic change, and take pride in becoming a century-old company and brand as a leading company in the industry. As we work toward achieving our established goals, 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



# 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.

comfortable ambiance, Canal 4°C, a specialty fashion jewelry store, and the EAU DOUCE4°C brand that creates delicate designs through advanced technologies.

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 4°C

Our heartfelt wish is to deliver a jewelry brand that connects people's dreams and feelings. This wish is the wellspring for the Canal 4°C brand.

Much like the natural flow of a canal, jewelry that engenders a sense of fun and scintillation helps connect to a myriad of emotions. Canal 4°C is a jewelry brand that delivers a gentle touch on any given day filling the heart with a smile and courage.



## 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.

# 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

We have put in place a quality control system that boasts the industry's highest standard to embody our pride and mission as a company that delivers precious jewelry to our customers. We also established the jewelry center as a facility that undertakes inspections and repairs while systematically introducing inspection machines. In addition to analyzing precious metals and identifying diamonds, professional inspectors also hand-check specifications. The letters "4°C" engraved on products that have met our strict standards are a symbol of trust and confidence in the integrity of our jewelry.



Quality control using chemical methods

### 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.



RESPONSIBLE  
JEWELLERY  
COUNCIL

CERTIFIED MEMBER  
0000 3533

### 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.



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

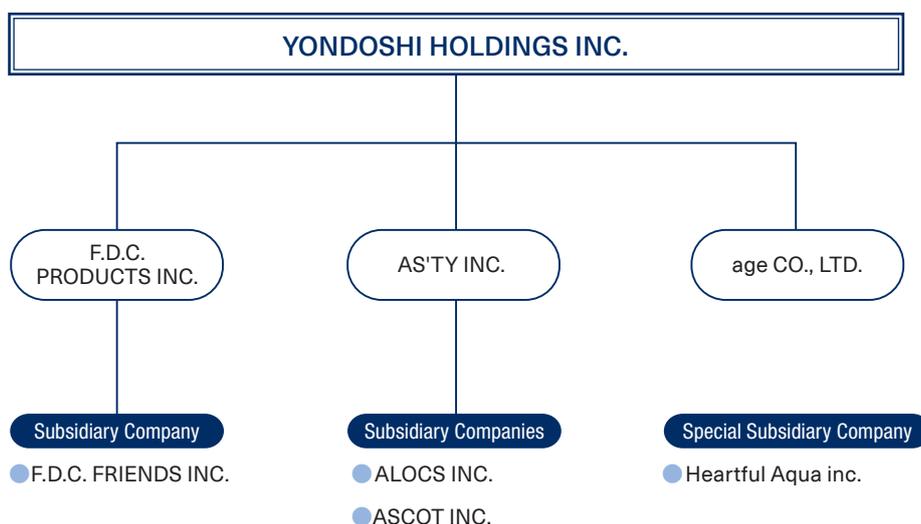
# Corporate Data

## Corporate Information

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	<a href="https://yondoshi.co.jp/">https://yondoshi.co.jp/</a>

## Directors and Corporate Auditors (As of March 1, 2022)

President and Representative Director	Hidetoshi Masuda
Representative Senior Managing Director, Senior Managing Executive Officer	Ichiro Okafuji
Director, Corporate Adviser	Saishi Kimura
Director, Executive Officer	Masahiko Nishimura
Outside Director	Mitsutaka Sato
Director, Audit & Supervisory Board Member	Masahiro Dakeshita
Outside Director, Audit & Supervisory Board Member	Toyomasa Akiyama
Outside Director, Audit & Supervisory Board Member	Hideo Sakakibara
Outside Director, Audit & Supervisory Board Member	Nobuko Kitagawa



(As of March 1, 2022)

### F.D.C. PRODUCTS INC.

Representative	Akihiro Takiguchi (President and Representative Director)
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	<a href="https://www.fdcpc.co.jp/">https://www.fdcpc.co.jp/</a>

### AS'TY INC.

Representative	Yasushi Yaguchi (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	<a href="https://www.asty.co.jp/">https://www.asty.co.jp/</a>

### age CO., LTD.

Representative	Hisashi Nakano (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	<a href="https://www.palette-age.jp/">https://www.palette-age.jp/</a>



holdings group

YONDOSHI HOLDINGS INC.

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