



August 5, 2025

To whom it may concern:

Company name: Shinnihonseiyaku Co., Ltd.
Representative name: Takahiro Goto, President & Representative Director
of the Board and Chief Executive Officer
(Securities Code: 4931, TSE Prime)
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Partial Changes to Shareholder Benefit Items and GUINNESS WORLD RECORDS™ title
Commemorative Shareholder Benefit for the Second Consecutive Year

Shinnihonseiyaku Co., Ltd. (the Company), on August 5, 2025, made a Board of Directors resolution about partially changing its shareholder benefit items and gifting a commemorative shareholder benefit.

1. Reason for the changes to the shareholder benefit items and gifting of a commemorative shareholder benefit

The Company has introduced a shareholder benefit program to express its gratitude to its shareholders for their ongoing support, to increase the attractiveness of investing in its shares and to encourage even more people to continue holding its shares over the medium- to long-term.

The Company has now decided to partially change the details of its shareholder benefit items to further enhance the attractiveness of investing in its shares and to be able to contribute to spiritually rich lives of even more shareholders based on its purpose of “Beyond innovation, for a beautiful smile.”

In addition, the *PERFECT ONE All-in-One Gel* series, the Company’s main products, were certified by Guinness World Records as having the world’s No. 1* sales share in the facial moisturising gel category for the second consecutive year following on from the previous year. The Company is truly grateful to its shareholders and other stakeholders for their support that has once allowed it again to receive this honor. It has now decided to gift a commemorative shareholder benefit to express this gratitude. Shareholders who hold 100 shares (1 unit) or more, recorded in the Company’s shareholders’ register as of the record date of September 30, 2025, will be gifted an all-in-one serum in addition to the regular shareholder benefits. This commemorative shareholder benefit will be offered only for this fiscal year.

*“Largest facial moisturising gel brand” (*PERFECT ONE All-in-One Gel* series, sales results from January to December 2023), according to TFCO Co., Ltd.

Products to be gifted:

PERFECT ONE Whitening Serum (30 mL , 90mL) or
PERFECT ONE Wrinkle Stretch Serum (30 mL)

2. Timing of the partial changes to the shareholder benefit items

These partial changes will apply from shareholders who are recorded in the Company's shareholders' register as of the record date of September 30, 2025.

3. Details of the partial changes to the shareholder benefit items

Current benefits

Number of shares held	Period held	Details of benefits	Equivalent value
100 to less than 300 shares	Less than 6 months	<i>PERFECT ONE Moisture Gel</i>	4,000 yen
	6 months or longer	<i>PERFECT ONE Whitening Gel</i> <i>Asaichi Sukkiri! Aojiru Salad Plus</i> (Green salad drink to refresh you in the morning!)	8,500 yen
300 shares or more	Less than 6 months	<i>PERFECT ONE Moisture Gel</i> <i>Asaichi Sukkiri! Aojiru Salad Plus</i> (Green salad drink to refresh you in the morning!) <i>PERFECT ONE Treatment Shampoo</i> Shopping coupons for the Company's products (worth 5,000 yen)	15,000 yen
	6 months or longer	<i>PERFECT ONE Wrinkle Stretch Gel</i> <i>Asaichi Sukkiri! Aojiru Salad Plus</i> (Green salad drink to refresh you in the morning!) <i>PERFECT ONE SP Night Cream</i> (seasonal product) Shopping coupons for the Company's products (worth 5,000 yen)	30,000 yen

After the partial changes to the shareholder benefit items (The changed parts are underlined)

Number of shares held	Period held	Details of benefits	Equivalent value
100 to less than 300 shares	Less than 6 months	<i>PERFECT ONE Moisture Gel</i> <u>PERFECT ONE Whitening Serum (30 mL)</u>	<u>6,000 yen</u>
	6 months or longer	<i>PERFECT ONE Whitening Gel</i> <u>W Health Green Juice</u> <u>PERFECT ONE Wrinkle Stretch Serum (30 mL)</u>	<u>12,000 yen</u>
300 shares or more	Less than 6 months	<i>PERFECT ONE Moisture Gel</i> <u>W Health Green Juice</u> <i>PERFECT ONE Treatment Shampoo</i> Shopping coupons for the Company's products (worth 5,000 yen) <u>PERFECT ONE Wrinkle Stretch Serum (30 mL)</u>	<u>18,000 yen</u>
	6 months or longer	<i>PERFECT ONE Wrinkle Stretch Gel</i> <u>W Health Green Juice</u> <i>PERFECT ONE SP Night Cream</i> (seasonal product) Shopping coupons for the Company's products (worth 5,000 yen) <u>PERFECT ONE Whitening Serum (90 mL)</u>	<u>35,000 yen</u>

Notes

- (1) The Company has set the following condition for determining whether a continuous shareholding period is six months or more: The shareholding should be recorded consecutively under the same shareholder number in the Company's shareholders' register as of the record date of September 30 each year and on March 31 six months prior to that date, and the number of shares in the shareholding during that period should remain at or greater than the designated number.
- (2) Please note that there is a possibility of the shareholder number changing if the holder of the shares changes (such as when inheriting shares, when using a securities company's stock lending service, or when temporarily selling and then buying back shares, etc.). Please contact the securities company where you have deposited your shares if you would like to know whether your shareholder number has changed.

4. Timing of shipping

The Company plans to ship the shareholder benefit items around mid-December 2025.

(Reference) Introduction to the products to be gifted:

W Health Green Juice

(Foods with Functional Claims)

Notification Number: F315

Functional substances: GABA and ellagic acid



This popular product from the Company has been ranked first*¹ for sales in Japan for three consecutive years in the food with functional claims green juice market. This is a product for those who are prone to obesity and concerned about body fat, visceral fat and triglycerides as well as those who are concerned about high blood pressure. The ellagic acid works on the body fat, visceral fat and triglycerides of those who are prone to obesity while the GABA works on high blood pressure. This product contains domestically produced barley grass, lactic acid bacteria, bifidobacteria and other ingredients. It has a refreshing and easy-to-drink flavor for a green juice.

PERFECT ONE Whitening Serum



This is a all-in-one serum that contains two active whitening ingredients. The push-type bottle makes care easy. In addition to the active whitening ingredient arbutin, the vitamin C derivatives*² suppress the production of melanin to prevent spots and freckles. Furthermore, the dipotassium glycyrrhizinate prevents rough skin. This leads to healthy skin.

*Photo shows 90mL bottle.

PERFECT ONE Wrinkle Stretch Serum



This is a all-in-one serum that provides anti-aging care including wrinkle improvement, skin whitening*³ and rough skin prevention*⁴. The push-type bottle makes care easy. Containing the active ingredient vitamin PP that improves wrinkles in the dermis, this product simultaneously provides wrinkle improvement and skin whitening*³ care. Furthermore, the active ingredient provitamin B5*⁵ has a rough skin prevention effect to guard against rough skin. This product is a all-in-one serum that can address the concerns of skin showing the signs of old age.

*Photo shows 90mL bottle.

- *1. According to TPC Marketing Research (manufacturer shipments from 2022 to 2024)
- *2. L-ascorbic acid 2-glucoside
- *3. Suppresses melanin production and prevents spots and freckles
- *4. Age-appropriate care
- *5. D-pantothenyl alcohol
- *6. Aging skin