

Creating Corporate Value Report 2016 Year ended March 31, 2016

## Refreshing the Air

## Refreshing the Air

#### Compilation policy

This report includes the efforts for creating corporate value as an annual report on the business activities of the S.T. Group. With reference to the requests, opinions, etc. from stakeholders, it includes important issues (financial and non-financial information) for both stakeholders and the S.T. Group.

[Scope of reporting] See the entire picture of communication tools on page 13. [Target organizations] The document reports on our company, or the S.T. Group (consolidated), if not mentioned. The "S.T. Group" means the entire S.T. Group, the "S.T. Group (in Japan)" means S.T. (nonconsolidated) and groups companies in Japan, and the "S.T. (nonconsolidated)" means S.T. (nonconsolidated). [Target period] Term ended Mar. 2016 (Apr. 1, 2015 to Mar. 31, 2016) [Date of issuance] Aug. 2016

[Forward-Looking Statement] This report contains forward-looking statements regarding S.T. CORPORATION's future plans, strategies, and performance. Such forward-looking statements are based on information available as of the issuance of this report. Please note that the Company's actual performance may differ greatly from forward-looking statements due to the economic situation, business environment, market demand, and foreign currency exchange rate fluctuations in the future.

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## We meet social requirements and expectations and create new markets with air.

Our company exists for meeting social requirements and expectations and creating new markets with air.

We will share our management philosophy and corporate philosophy "sincerity" with stakeholders, develop innovative

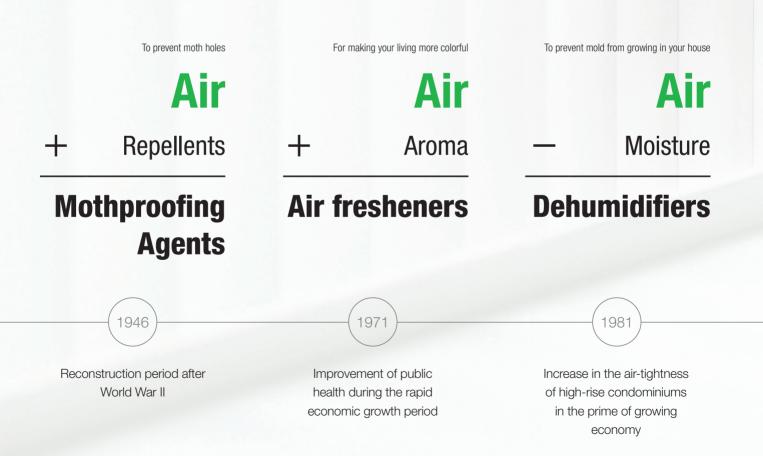
"unprecedented products", and brighten and enliven the lives of customers with air.

We aim to become top in the global niche market.

As our strength, we have a lot of unique brands specializing in the niche fields of daily necessities,

including the deodorizers and air fresheners "Shoshu-Riki", the mothproofing agents "Mushuda",

the deodorizer "Dashu-Tan", and the dehumidifier "Drypet".



In 2015, "SDGs" was adopted in the United Nations in September,

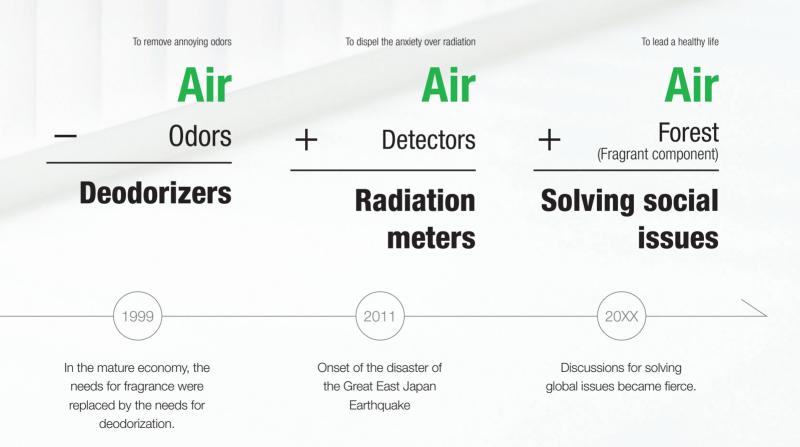
and the "Paris Agreement" was adopted at COP21 in December. Stakeholders' requirements and expectations are now the creation of "social value (solving social issues)" rather than

the creation of "economic value" for the purpose of realizing a sustainable society.

We promote the sustainable co-growth of enterprises and society and create mid to long-term corporate value.

To do so, we create "social value (solving social issues)" and meeting social requirements and

expectations by using an identity of S.T., "creating new markets based on our unique air-care technologies".



## To attract customers with our "unique air-care technologies".

#### Brand value management

Based on services for society and trust from society, we hope to contribute to society by providing customers with the most reliable products as a management philosophy. Under the corporate philosophy "sincerity" and slogan "Refreshing the Air", we aim to become a company that can brighten and enliven the lives of customers with air and is loved by customers and society. Our basic policy is to keep being a Company that is both Robust and Quick to Act (the three policies of narrowing down and concentrating on targets, development of unprecedented products, and swift management), and develop a highly profitable system, as we set the goal of "brand value management" in 2013.

#### "The base for a highly profitable system" developed.

In the past 3 years, our company was affected by the inflationary policy, consumption tax hike, etc. under the Abe administration, but since I was appointed to the current position in 2013, we have promoted the management reform. I started "developing the base for a highly profitable system" in the first year, strived to "create customers" in the second year, and set the goal of "shifting to profit-oriented management" in the third year and transformed our organization by adopting the business division system. Then, I think that the base for a highly profitable system has been established. In the current term, consumers' viewpoint changed considerably, and an increasing number of customers purchase attractive products even if they are expensive. It can be said that the trend of consumption has been polarized between the customers who demand low-priced products and the customers who purchase products they want. The sales and profit of our products increased, because high-priced products with high added value, such as the new brand "SHALDAN" and the core brand "Shoshu-Riki" series in the Air Care category, produced good results.

#### Mid to long-term corporate strategies

On the other hand, the environment surrounding us is witnessing structural changes in society around the world, including the change in the demographic structure, such as the declining birthrate and aging population, economic globalization, and the growth of interests in sustainability of health, environments, etc. We recognize these changes as chances to grow further, and will create new markets and live up to expectations from society, based on our "unique air-care technologies". In addition, we aim to improve the brand value (corporate value) of S.T. by meeting social requirements for the provision of safe, reliable products to consumers, the recruitment and training of personnel, the reduction in environmental burdens, the development and procurement of recyclable materials.

#### Advance from "base development" to the "growth phase"

From this term, we will concentrate on the "expansion of our market", "increase of our market share", and "profit-oriented". In the verticallymanaged business division system, the second business division (Air Care) aims to "expand our market", while the first and third business divisions (seasonal and niche products) aim to "increase their market shares". The horizontally-managed functional division will reform our profit-earning structure.

For "expanding our market", we will (1) enter new fields with our existing air-care technologies, (2) create new markets with our new unique air-care technologies, and (3) develop the overseas business base in Asia. For "increasing our market share", we will (1) vitalize the markets and selling space of seasonal products, and (2) develop the markets of niche products and strengthen their business base. For "profit-oriented", we aim to maximize profit by (1) enhancing our core competence and improving our development capability, (2) removing redundant processes in management to streamline it, and (3) promoting all employees to sharpen their sense of management. Then, we will head for sustainable growth.

#### In conclusion,

We have so far developed innovative "unprecedented products", and brought new surprises and pleasures to the living of customers. We will keep improving our "unique air-care technologies" and creating new value and markets. We will aim to achieve the co-growth of enterprises and society, the mid to long-term improvement in corporate value, and the enhancement of shareholder value, in cooperation with stakeholders, including shareholders. We would appreciate your continued support.

Takako Suzuki President and Chief Operating Officer (COO)



## **Corporate Governance**

We consider that corporate governance is a "system for supporting" the sustainable co-growth of enterprises and society. It is important to develop an environment for securing the transparency and fairness of management facilitating active decision making, and disclosing information properly. We recognize that shareholders, society and the environment entrust us with valuable managerial resources, and aim to realize the sustainable growth of society and the environment and create corporate value in the mid to long terms, in cooperation with stakeholders, and will fulfill our accountability.

#### **Development of Corporate Governance System**

In June 2004, in order to enhance oversight function of the Board of Directors and the quality of management and enrich management practices such as prompt decision-making and agile execution of operation, the Company was reorganized into a company with committees (currently company with three committees), which is more transparent and fair and in which Outside Directors account for the majority of board members. In June 2008, a female director was appointed for the first time, and in June 2016, female directors make up 33% of the board (2 out of 10 Executive Officers are also women). In addition, we appoint Independent Outside Directors with a wide array of knowledge, experience and skills such as marketing and accounting, etc. (The Company was selected as "Diversity Management Selection 100 (2013)" (METI Minister Award).) In 2015, a board evaluation was also conducted to improve the effectiveness of the Board.

#### **Remunerations of Directors and Executive Officers**

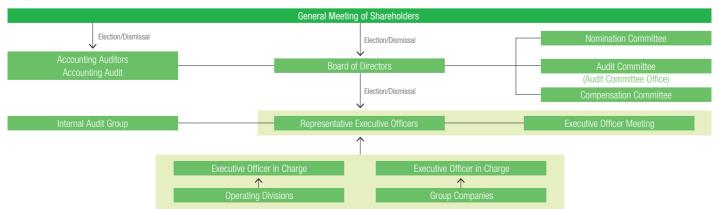
The remunerations of directors and executive officers are designed for improving corporate value.

(Vear ended March 31, 2016)

#### **Overview of Corporate Governance**

evenuen el colporate devenualee	(tear ended March 31, 2010)
Governance Type	Company with three committees
Number of Board Members	8
Number of Outside Directors	4 (50%)
Number of Independent Directors	3 (Notified as the persons designated by Tokyo Stock Exchange)
Board Diversity	3 female directors (including 1 outside directors)
Number of Board Meetings Held per Year	12
Average Attendance Rate of Board Meetings	100%
Director's Term	1 year
Chairman and CEO	One person serving as both
Nomination Committee	5 members (3 outside directors; chaired by an outside director)
Audit Committee	3 members (3 outside directors; chaired by an outside director)
Compensation Committee	3 members (2 outside directors; chaired by an outside director)

#### **Corporate Governance Structure**



#### **Board of Directors**



Takashi Suzuki Chairman of the Board of Directors



Noriyuki Watanabe Director ( Outside Director )



Naoto Onzo Director ( Outside Director )



Takako Suzuki Director



Director ( Outside Director )



Kumiko Ishikawa Director

(As of June 15, 2016)



Fuminobu Aruga Director ( Outside Director )



Kouichi Yoshizawa Director

Areas of Executive Officer Responsibility

Executive Officers



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◎: Chairperson ○: Committee member ※: Holds the concurrent position of executive officer

☆ Independent Outside Director

#### Representative Executive Overall management Officer, Chairman, CEO Representative Executive Overall management Officer, President, COO In charge of Division Management, and the First Managing Executive Officer Business Division and the Third Business Division In charge of the Management Control Division and Managing Executive Officer the Manufacturing Division In charge of the Sales Division Managing Executive Officer In charge of the Executive Creative Director Executive Officer

Executive Officer	In charge of the Second Business Division	Masami Kitahara
Executive Officer	In charge of the Management Strategy Division and responsible for Domestic Group Companies	Kouichi Yoshizawa
Executive Officer	ecutive Officer In charge of the R&D Division	
Executive Officer	In charge of the International Business Division and responsible for Overseas Group Companies	Keiichi Hayasaka

Responsibilities

\*: Holds the concurrent position of director

## **Risk Management and Compliance**

For internal control, we promote system development in order to secure the adequacy of organizational business operation. In order to accomplish organizational goals effectively, efficiently, and properly, opinions inside and outside the company are constantly grasped and improvements are continuously made, while organizing rules and business processes.

We consider that risk control is the most important issue for management. We are working to establish a system that can prevent

occurrence of various management risks surrounding the company, minimize damage in the event that incidents do occur, and to prevent their recurrence.

As for compliance, we observe not only laws, but also internal and external regulations, ethics, and social norms; fulfill social requirements and expectations by putting its management philosophy and codes of conduct into practice; and strive to maintain and improve the trust of stakeholders.

#### (As of June 15, 2016)

Name

Takashi Suzuki

Takako Suzuki

Tsukasa Konda

Kumiko Ishikawa

Yo Kouzuki

Koji Kage

(As of June 15, 2016)



Director ( Outside Director )

## **Corporate Governance Overview**

## Financial and Non-Financial Highlights

millions of yen		thousands of U.S.dollars <sup>*1</sup>	
ears ended March 31, 2016 and 2015	2015	2016	2016
For the Year			
Net sales	¥48,263	¥48,351	\$429,062
Operating income	1,813	2,342	20,782
Profit attributable to owners of parent	892	912	8,094
R&D expenses	513	536	4,758
Capital expenditures	1,486	1,758	15,597
Depreciation and amortization	844	1,128	10,013
Free cash flow	369	1,857	16,476
At Year-End			
Total assets	33,785	34,924	309,915
Total net assets	22,600	23,496	208,500
Number of issued outstanding shares $(thousands)^{*2}$	21,851	21,699	
	%		
Financial Indicators			
Operating income margin	3.8	4.8	
ROA*3	2.7	2.7	
ROE <sup>*4</sup>	4.2	4.1	
Equity ratio	64.8	65.2	
Non-Financial Indicators			
CO <sub>2</sub> emissions (tons) <sup>*5</sup>	3,752	3,688	
Number of employees (people)	859	860	
Ratio of female directors to total directors (%)	44.4	37.5	
Ratio of outside directors to total directors (%)	55.6	50.0	
		0.0	U.S. dollars
Per Share Information	у	en	
Profit attributable to owners of parent	¥40.83	¥42.01	\$0.37
Net assets	1,001.84	1,049.58	9.31
Dividends	22	22	0.20
Common Stock prices <sup>16</sup>	1,021	1,114	9.89

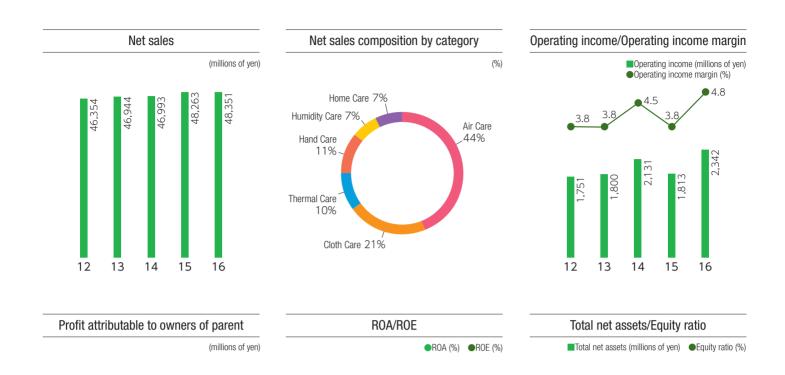
Notes: 1. U.S. dollar amounts are translated from yen for convenience only, at the rate of ¥112.69 = U.S.\$1.00, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2016.

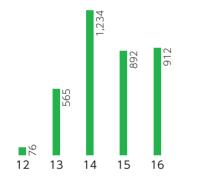
2. Number of issued outstanding shares does not include that of treasury shares.

3. ROE=Profit attributable to owners of parent divided by average total assets for the fiscal year.
4. ROE=Profit attributable to owners of parent divided by average total equity (total net assets minus subscription rights less non-controlling interests in consolidated subsidiaries) for the fiscal year.

5. The CO2 emissions from the S.T. Group (in Japan)

6. The common stock prices listed are as of the end of the fiscal years ended March 31.

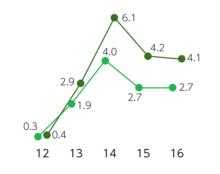


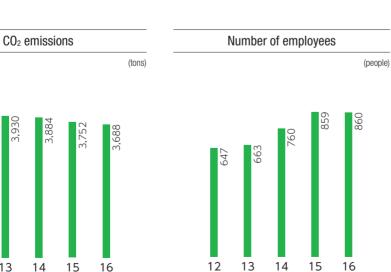


12

13

S.T. Group (in Japan)







14

65.4

20,213

13

63.2

21,087

63.4

9,701

12

Ratio of female directors to total directors

 Ratio of outside directors to total directors (%) Ratio of female directors to total directors (%)

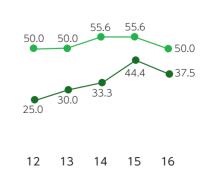
15

64.8 65.2

22,600

23,496

16



### Business at a Glance

Business by Category		Proprietary Brand		Market Share and Rank (Japan)	Composition of Net Sales	Sales/YoY
Air Care (Deodorizers and Air Fresheners)	TV commercial of "SHALDAN"	Contraction of the second seco		Deodorizers and Air Fresheners <b>27</b> % (Market Share: No.2) Deodorizers <b>78</b> % (Market Share: No.1)	44%	<b>21,118</b> Millions of yen +3.9%
Cloth Care (Mothproofing Agents)	TV commercial of "Mushuda"	0 8-1 0 8-1 1 8-2 1 8-2 1 8-2 1 9-2 1	ACTION OF THE SECOND	Mothproofing Agents <b>50%</b> (Market Share: No.1)	21%	<b>10,155</b> Millions of yen -2.4%
Thermal Care (Disposable Warmers)				Disposable Warmers <b>16%</b> (Market Share: No.2)	10%	<b>4,947</b> Millions of yen -18.8%
Hand Care (Gloves)		TT TLEAST	Sur Onio Sur Onio Children Children Children Children Children Children	Household Gloves <b>24%</b> (Market Share: No.2)	11%	<b>5,333</b> Millions of yen +5.2%
Humidity Care (Dehumidifiers)				Dehumidifiers <b>38%</b> (Market Share: No.1)	7%	<b>3,268</b> Millions of yen +11.1%
Home Care (Cleaners and Other Products)					7%	<b>3,530</b> Millions of yen +2.8%
Strengthen Glo Business	bal The r	atio of overseas sales is 7°	%. We strengthen g	lobal business as another driver	of growth.	
Promoting Cap Business Alliar	ital and We co ICES	oncluded contracts for cap	ital and business tie	e-ups with FUMAKILLA LIMITED	and NS FaFa Japan Co., Ltd.	
Promoting New	<b>v Business</b> In 20	11, the technological bran	d "Clear Forest", wh	nich was researched and develop	ed in collaboration with resea	rch institutes, debuted.

Market Environment	Salient Business Features and Strengths	Overview of Fiscal 2016 and Strategies Going Forward
The market is growing. Our performance was recovered from the reduction in reaction to the increase in consumption tax.	<ul> <li>Mainstay business division accounting for 44% of the Company's total sales. A division that is expected to experience future growth.</li> </ul>	<ul> <li>As the performance of the new product "SHALDAN" Suteki Plus and "Shoshu-Riki" Premium Aroma was healthy, sales grew.</li> </ul>
<ul> <li>Products focusing on fragrance and for cars are growing, with further growth anticipated.</li> </ul>	This division owns unique brands, including our largest brand "Shoshu-Riki" and "SHALDAN" and "Dashu-Tan", which deodorizes air with the power of charcoal.	<ul> <li>This term, our company concentrates on the sale of fragrance-oriented products and in-vehicle products. S.T. aims to cultivate new demand based on "Shoshu-Riki" and "SHALDAN".</li> </ul>
<ul> <li>The market is on a plateau and stable.</li> </ul>	A foundation business rivaling the importance of the Air Care category in terms of marketing.	The performance of "Kaori Mushuda" is favorable. Sales declined, due to the effects of product return, etc. after the
<ul> <li>With changes in storage styles, responding to diverse needs will be the key in the future.</li> </ul>	This category comprises topline brands including	renewal of "Mushuda" in the spring of last year.
	"Mushuda" and "Neopara Ace", which are well recognized for their reliability in protecting clothes from moths.	In addition to strengthening and fostering brands, cultivate and expand new demand.
Climate change significantly impacts the market. Difficult to differentiate products. Intense market competition.	Winter-based product range. Provide an additional point-of-sale management role linked to spring and	Sales dropped, due to the downturn of the entire market amid the unusually warm winter around the end of last
	autumn mothproofing agents.	year.
	<ul> <li>Advantage of alliance products. Offer "Onpacks" and other brands manufactured by Mycoal Corporation in July 2003. Products are distinguished by their established reputation for high quality, especially products for feet.</li> </ul>	<ul> <li>This term, our company will conduct efficient sales activities, to cultivate and expand new demand.</li> </ul>
<ul> <li>Both household and industrial-use markets are healthy.</li> <li>In addition to improving work efficiency, proposals for</li> </ul>	An inaugural, enduring division with a history of six decades together with the Cloth Care category.	<ul> <li>Sales grew, because the performance of industrial nitrile and household rubber gloves was good inside and outside</li> </ul>
improved functionality and added value are key points.	• This category is comprised of the "Family" series of household gloves, "Modelulove" series of industrial- use gloves and other products. Gloves with reinforced fingertips and nitrile rubber gloves strong to piercing have been released.	Japan. <ul> <li>In addition to strengthening and fostering brands, cultivate and expand new demand.</li> </ul>
The market is on a plateau. Difficult to differentiate products. Intense market competition.	<ul> <li>This division has consistently led the market since "Drypet" was first launched in 1981.</li> </ul>	Sales grew, because of the increase in sales of all products, including the "Drypet" sheet type, for which the combined
<ul> <li>Putting forward value-added products that offer new functions and applications is critical to future growth.</li> </ul>	<ul> <li>This category is comprised of the mainstay brand "Drypet", as well as other products including "Bincho- Tan Drypet", which offers a deodorizing function together with dehumidifying; a solid lineup including refill- and sheet-type products.</li> </ul>	<ul> <li>use with a mothproofing agents is recommended.</li> <li>In addition to strengthening and fostering brands, cultivate and expand new demand.</li> </ul>
<ul> <li>Robust conditions in the niche cleaner and mothproofing agents for rice bins markets.</li> </ul>	• This division is currently fostering the niche cleaner market and is coordinating efforts to nurture other new products that are under development.	<ul> <li>Sales grew, because of the healthy performance of "Kome- Touban", the mothproofing agents for rice bins, and "Ohisama-no-Sentaku", a detergent for shoes in the niche</li> </ul>
	<ul> <li>It owns unique products, such as the cleaners in the niche market, including "Ultra Powers" and "Ohisama- no-Sentaku", and the mothproofing agents for rice bins "Kome-Touban".</li> </ul>	<ul> <li>market.</li> <li>Take up the challenge of entering new domains in order to secure further growth.</li> </ul>

We focus our strategy areas and category we promote overseas. Our strategy is focused on the ASEAN area and the category is on the Air Care.

By utilizing the complementary relations among the 3 companies, we aim to grow our businesses and increase profitability.

In 2013, we established the Clear Forest Division to create a new market of "air purifiers" for improving the quality of air.

Market share data is based on INTAGE Inc.'s "SRI Category with Filter". (January to December aggregate; April to March aggregate for disposable warmers only)

# We aim to achieve the co-growth of enterprises and society, by meeting social requirements and expectations in good faith.

The Company considers sustainability as "actions for the mutual development of the Company and society". Our business utilizes valuable resources provided by stakeholders, and we are aware that these resources are entrusted to the Company with the expectations that they will be properly managed. In order to meet the expectations, we will work on "Social Requirements (Social Responsibility)" and "Social Expectation (Value Creation using 'an identity of S.T.')". Through

engagement we aim at mutual development with society by receiving a proper understanding of the Company and continuous support from society.

As for sustainability, important issues (materiality) for both stakeholders and the S.T. Group are included with reference to the opinions, requests, etc. from stakeholders.

Policy of Sustainability	Materiality	Overview of Fiscal 2016 and Strategies Going Forward
Social Expectation (Value Creation)	<ul> <li>Utilization of unique air-care technologies         [Solving Social Issues]     </li> <li>S.T. is developing products that could make the living of customers more comfortable with air, and proceeding with the air purifying business based on new technologies. Since "SDGs", there are growing social requirements and expectations for "solving social issues", and the S.T. Group considers that tackling these issues would lead to the creation of corporate value.     </li> </ul>	<ul> <li><products> [Ensure healthy lives (Creation of a new market "ai purifiers")]Received the 40th Harushige Inoue Award and the "Award for Excellence" at the Japan Resilience Award 2016 (hosted by the Association for Resilience Japan).</products></li> <li><community> [Sustainable industrialization (new employment) Sustainable manage forests] Concluded a comprehensive collaboration agreement with Kushiro City.</community></li> </ul>
	<ul> <li>Provision of safe, reliable products to consumers [Consumer Issues]</li> </ul>	<ul> <li>[Protecting consumers' health and safety] Through PL Committee, etc. managed and shared the quality of the products.</li> </ul>
	We consider that the manufacturers of daily necessities have a social mission to make the living of consumers more comfortable and an important obligation to offer safe, reliable products and services. If an	<ul> <li>[Fair marketing, factual and unbiased information and fair contractual practices] Provided the products/useful information, quality information and other information, on its website etc.</li> </ul>
Social Requirements (Social Responsibility)	enterprise loses the satisfaction and trust of consumers, it will become unable to survive. We recognize it, and take various measures.	<ul> <li>[Consumer service, support, and complaint and dispute resolution Received the "award for excellence" at the 19th Corporate Telephon Manner Contest (hosted by Japan Telecom Users Association) for th second consecutive year.</li> </ul>
		<ul> <li>[Consumer data protection and privacy] Under the policies for persona information protection and privacy, developed a management system an keep checking it regularly.</li> </ul>
	<ul> <li>Securing and training of personnel         [Labor Practices]         Amid the significant turning point, including demographic changes and globalization, if we cannot secure competent personnel who can respond     </li> </ul>	<ul> <li>[Employment and employment relationship] Promoted diversity. It mad efforts to establish systems where diverse workforce can thrive an nurture corporate culture that enhances driving force with brand valu management.</li> </ul>
	to such changes, we will not be able to create corporate value sustainably. The S.T. Group recognizes this, and is improving employment and labor environments.	[Human development and training in the workplace] Promoted compliance that corresponds with the society's expectations as the embodiment of the brand and CSR. It will continue implementing the S. T. Reform (STF and human resource development.
		<ul> <li>[Social dialogue] Promoted mutual understanding between managemer and employees such as labor union.</li> </ul>
		[Conditions of work and social protection] Encouraged employees to hav a good work-life balance. Also encouraged employees to enjoy benefit such as maternity leave and childcare leave.
		<ul> <li>[Health and safety at work] Promoted activities to protect health an safety of employees. The Business Continuity Plan (BCP) included plan in preparation for disaster and disaster drills.</li> </ul>
	<ul> <li>Efforts based on environmentally conscious products, manufacturing and distribution processes</li> </ul>	<ul> <li>[Climate change mitigation and adaptation] CO<sub>2</sub> emission was 3,688t. W will explore ways to utilize renewable resources.</li> </ul>
	[Environment]	[Prevention of pollution] Waste products generation has been reduced.
	S.T. Group (in Japan) actively engages in the countermeasures for climate change, which is required globally, and tackles various environmental issues that would be influenced by business activities.	<ul> <li>[Sustainable resource use] Successfully reduced the amount of power usage.</li> </ul>

### Corporate Data

#### Company name

S.T. CORPORATION

#### Headquarters

4-10, Shimo-ochiai 1-chome, Shinjuku-ku, Tokyo 161-8540, Japan Telephone +81-3-3367-6111

Establishment August 31, 1948

#### Account settlement date March 31

Paid-in capital ¥7,065,500,000

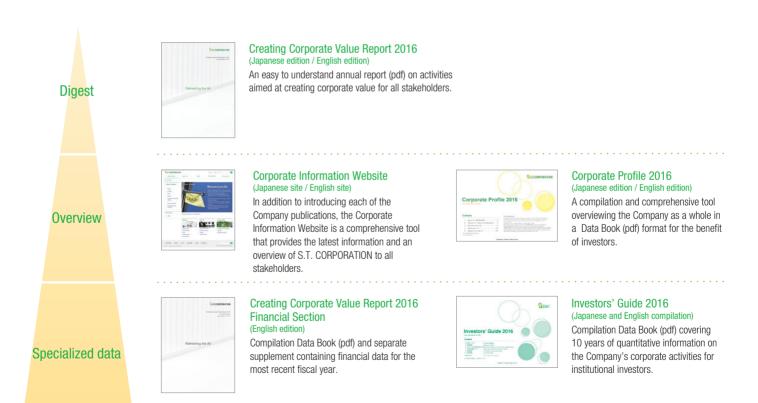
Employees (as of March 31, 2016) Consolidated: 860 Non-consolidated: 406 (excluding part-time and temporary employees)

Stock listing First Section, Tokyo Stock Exchange

#### Group companies

S.T. Trading Co., Ltd. S.T. Business Support Co., Ltd. S.T. (Thailand) Co., Ltd. Family Glove Co., Ltd. (Taiwan) S.T. Korea Corporation (South Korea) Japan Aroma Laboratory Co., Ltd. Shaldan (Thailand) Co., Ltd.

### Overview of Communication Tools





4-10, Shimo-ochiai 1-chome, Shinjuku-ku, Tokyo 161-8540, Japan http://www.st-c.co.jp/english/company/index.html



Printed in Japan, August 2016