

Creating Corporate Value Report 2017 Year ended March 31, 2017

# Refreshing the Air

Our business is to brighten and enliven the lives of customers with air. We have focused on niche markets, and reeled in customers while developing products with the keywords:

"understanding through listening, seeing, and using."

#### 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 group companies in Japan, and the "S.T. (nonconsolidated)" means S.T. Corporation (nonconsolidated). [Target period] April 1, 2016 to March 31, 2017 [Date of issuance] August 2017

[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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The market share was estimated by INTAGE Inc.

(Filtered according to SRI category) (Data from January to December put together, except disposable pocket warmers, for which data from April to March were put together.)

Our business environment is changing, as the social structure is transforming and globalization is progressing. We aim to establish a robust business base for responding to such changes, create customers, and develop highly profitable system and management base.

# Growing our brand through "brand value management"

Innovation in the Air Care business

# Structural change of society

Create markets with our new unique air-care technologies

Foray into a new market with our existing technologies Enhance our global strategies

## Trend of globalization

# To a growth track with "united S.T. CORPORATION"

#### Profit skyrocketed thanks to the business matrix structure

In the year ended March 2017, we developed the business matrix structure further, which commenced in the previous year, with the aim of actualizing a highly profitable system under the managerial policy "brand value management." The visualization of each business progressed, and we strived to manage our revenue thoroughly. As a result, our revenue increased considerably. As for new products, fragrance products sold well; especially the sales of "SHALDAN" FRAGRANCE and "Shoshu-Riki" Premium Aroma series contributed. As for deodorizers, high-priced products with high added value, such as the "Shoshu-Riki" Function Plus series for restrooms, contributed. Consequently, sales were 46.0 billions of yen, up 2.9% year on year.

As for profit, quantity sold increased and products with high added value were promoted. As for cost, our continued efforts for reducing product returns and the costs for manufacturing bore fruit, and we strived to decrease inventory and the number of products. Consequently, operating income was 2.9 billions of yen, up 21.9% year on year, ordinary income was 2.9 billions of yen, up 68.3% year on year, and profit attributable to owners of parent was 1.8 billions of yen, up 99.2% year on year.

### Development of a highly profitable system, and sowing the seeds of growth

The year ending March 2018 (this year) is the last fiscal year in the medium-term business plan. This year, we will conduct "sowing the seeds of growth" while "developing a highly profitable system."

For "developing a highly profitable system," we will "expand the market with our Air Care business," increase our share by "vitalizing the market with our existing business," and boost our profit by "continuously reforming our profit earning structure."

For "sowing the seeds of growth," we will try to achieve the three objectives: "to foray into a new market with our existing technologies,"

"to create markets with our new unique air-care technologies," and "to enhance our global strategies."

"To foray into a new market with our existing technologies," we launched "Yells," a new brand of nursing-care goods for meeting the needs in the super-aged society. We will alleviate the complaints and inconveniences at nursing-care sites by utilizing our original deodorant technology.

"To create markets with our new unique air-care technologies," we will release "Aroma Sapuri," a new brand focused on the physiological effects of fragrance, and suggest new healthy habits with aroma oil. As for another new technology "Clear Forest," we obtained the European organic certification in July 2016, and are cultivating a new market.

"To enhance our global strategies," we will concentrate on the business in the ASEAN region, which is the target area of our strategies, with the hub of our activities located in Thailand.

#### For actualizing "united S.T. CORPORATION"

Our policy for this year is "to get on a growth path as united S.T. CORPORATION."

We have evolved the business matrix structure further, integrated domestic and overseas sales sections, which had been separate organizations, into one organization, and strengthened the support of the support section.

In order to improve our corporate culture, we will promote the "change in work styles." We will not able to create products that make customers happy, unless we ourselves keep a good balance between work and private life and lead a happy life. By getting rid of meaningless tasks and introducing flexible ways of working, we will enhance our productivity and develop a sustainable business base.

Through these activities, we will get on a growth track in new fields and markets, to make great strides. We would appreciate your continued support.

the

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 medium 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 2017, female directors make up 33% of the board (two out of nine executive officers is also woman). 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

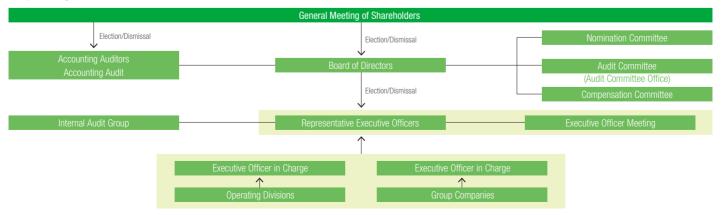
The remunerations of directors and executive officers are designed for improving corporate value.

(Year ended March 31, 2017)

#### Overview of corporate governance

Governance Type	Company with three committees
Number of Board Members	9
Number of Outside Directors	5 (56%)
Number of Independent Directors	4 (Notified as the persons designated by the Tokyo Stock Exchange)
Board Diversity	3 female directors (including 1 outside director)
Number of Board Meetings Held per Year	7 times
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	4 members (4 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



Kazuo Sugiyama Director ( Outside Director )



Naoto Onzo Director ( Outside Director )



Takako Suzuki Director



Director ( Outside Director )



Kumiko Ishikawa

(As of June 14, 2017)



Mitsuko Miyagawa Director ( Outside Director )



Kouichi Yoshizawa

Areas of executive officer responsibility



(As of June 14, 2017)

(As of June 14, 2017)

Executive Officers	Responsibilities	Name	
Representative Executive Officer, Chairman, CEO	Overall management	Takashi Suzuki	*
Representative Executive Officer, President, COO	Overall management	Takako Suzuki	*
Managing Executive Officer	In charge of the Business Management Division and the Business Department 1 and the Business Department 2	Tsukasa Konda	
Managing Executive Officer	In charge of the Management Control Division and responsible for Domestic Group Companies	Kumiko Ishikawa	*
Managing Executive Officer	In charge of the Sales Division and the Domestic Sales Department	Yo Kouzuki	
Executive Officer	In charge of the Executive Creative Director	Koji Kage	
Executive Officer	In charge of the Management Strategy Division and the Manufacturing Division	Kouichi Yoshizawa	*
Executive Officer	In charge of the R&D Division	Mikio Tsuji	
Executive Officer	In charge of the International Sales Department and responsible for Overseas Group Companies	Keiichi Hayasaka	
Sec. 11.1.1.1			

\*: Holds the concurrent position of director

#### Corporate governance overview

Directors	Nomination Committee	Audit Committee	Compensation Committee	Name
Chairman of the Board of Directors	0			Takashi Suzuki 🛛 💥
Director (Outside Director) ☆	0	0	0	Naoto Onzo
Director (Outside Director)	0			Kanichi Suzuki
Director (Outside Director) 🕁	0	0	0	Mitsuko Miyagawa
Director (Outside Director) ☆		0		Noriyuki Watanabe
Director (Outside Director) 🕁		0		Kazuo Sugiyama
Director	0			Takako Suzuki 🛛 💥
Director			0	Kumiko Ishikawa 🛛 💥
Director				Kouichi Yoshizawa 🛛 💥
9 directors ( five of whom are outside directors )	5 members	4 members	3 members	

O: Chairperson O: Committee member X: Holds the concurrent position of executive officer

☆ Independent Outside Director

## **Risk Management and Compliance**

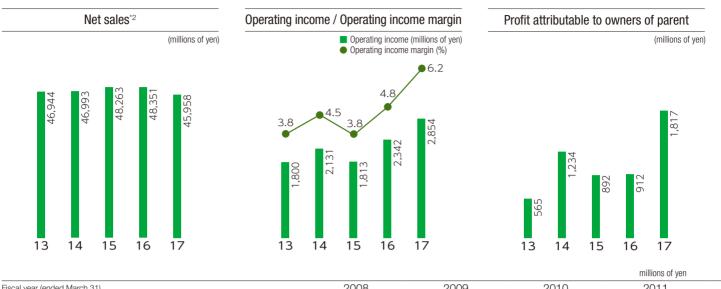
For internal control, we promote system development in order to secure the adequacy of organizational business operation. In order to accomplish organizational goals effectively, efficiently, and properly, opinions inside and outside the company are constantly grasped and improvements are continuously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

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 our management philosophy and codes of conduct into practice; and strive to maintain and improve the trust of stakeholders.

## Financial and Non-Financial Highlights



For the YearNet sales $2^{c1}$ Y47,006Y44,879Y43,546Y43,580Operating income3,2192,4932,2462,114Profit attributable to owners of parent1,2951,0761,119786R&D expenses489499612610Capital expenditures649716673662Depreciation and amortization9368558922992Free cash flow3,6559452,137-897At Year-EndTotal assets28,39327,61729,02930,011Total assets19,14419,02919,96619,972Number of issued outstanding shares (#oussets) <sup>13</sup> 21,81321,88121,85221,786Financial Indicators% $\frac{1}{2}$ 3.84.02.7Qoe 56.15.85.94.02.7ROE 56.15.85.94.02.7ROE 56.15.85.94.02.7ROE 56.15.85.94.04.0Equity ratio65.667.567.264.9Mon-Financial IndicatorsCO: emissions (used) <sup>16</sup> 4,3984,0794,4334,167Number of employees (peale)607619611630Ratio of female directors to total directors (%)12.512.511.112.5Ratio of directors to total directors (%)62.566.762.566.7Pe	Fiscal year (ended March 31)	2008	2009	2010	2011	
Operating income         3,219         2,493         2,246         2,114           Profit attributable to owners of parent         1,295         1,076         1,119         786           R&D expenses         489         499         612         610           Capital expenditures         649         716         673         662           Depreciation and amortization         936         858         922         992           Free cash flow         3,655         945         2,137         -897           At Year-End         Total assets         28,393         27,617         29,029         30,011           Total assets         28,393         21,813         21,852         21,786           Number of issued outstanding shares (thousands) <sup>3</sup> 21,813         21,852         21,786           Profit ating income margin         6.8         5.6         5.2         4.9           ROA'4         4.2         3.8         4.0         2.7           ROE'5         6.1         5.8         5.9         4.0           Equity ratio         65.6         67.5         67.2         64.9           Non-Financial Indicators         12.5         11.1         12.5         12.5 <t< td=""><td>For the Year</td><td></td><td></td><td></td><td></td><td></td></t<>	For the Year					
Profit attributable to owners of parent         1,295         1,076         1,119         786           R&D expenses         489         499         612         610           Capital expenditures         649         716         673         662           Depreciation and amortization         936         858         922         992           Free cash flow         3,655         945         2,137         -897           At Year-End         Total assets         28,393         27,617         29,029         30,011           Total assets         19,144         19,029         19,966         19,972           Number of issued outstanding shares (trousands) <sup>3</sup> 21,813         21,831         21,852         21,786           Operating income margin         6.8         5.6         5.2         4.9           ROE <sup>6</sup> 6.1         5.8         5.9         4.0           Equity ratio         65.6         67.5         67.2         64.9           Number of employees (page)         607         619         611         630           Ratio of female directors to total directors (%)         12.5         12.5         11.1         12.5           Ratio of female directors to total directors (%)         <	Net sales <sup>*2</sup>	¥47,006	¥44,879	¥43,546	¥43,580	
R&D expenses         489         499         612         610           Capital expenditures         649         716         673         662           Depreciation and amortization         936         858         922         992           Free cash flow         3,655         945         2,137         -897           At Year-End	Operating income	3,219	2,493	2,246	2,114	
Capital expenditures         649         716         673         662           Depreciation and amortization         936         858         922         992           Free cash flow         3,655         945         2,137         -897           At Year-End	Profit attributable to owners of parent	1,295	1,076	1,119	786	
Depreciation and amortization         936         858         922         992           Free cash flow         3,655         945         2,137         -897           At Year-End	R&D expenses	489	499	612	610	
Free cash flow       3,655       945       2,137       -897         At Year-End	Capital expenditures	649	716	673	662	
At Year-End           Total assets         28,393         27,617         29,029         30,011           Total net assets         19,144         19,029         19,966         19,972           Number of issued outstanding shares (thousands) <sup>73</sup> 21,813         21,831         21,852         21,786           Financial Indicators         5         5         4.9         5           Operating income margin         6.8         5.6         5.2         4.9           ROA'4         4.2         3.8         4.0         2.7           ROE <sup>6</sup> 6.1         5.8         5.9         4.0           Equity ratio         65.6         67.5         67.2         64.9           Number of employees (people)         607         619         611         630           Ratio of female directors to total directors (%)         12.5         12.5         11.1         12.5           Ratio of outside directors to total directors (%)         62.5         62.5         66.7         62.5           Yend           Profit attributable to owners of parent         Y54.08         Y49.32         Y51.25         Y36.03           Net assets         853.90         853.81         892.46         893.74<	Depreciation and amortization	936	858	922	992	
Total assets         28,393         27,617         29,029         30,011           Total net assets         19,144         19,029         19,966         19,972           Number of issued outstanding shares (thousands)' <sup>3</sup> 21,813         21,831         21,852         21,786           Financial Indicators         %         **         **         **         **           Operating income margin         6.8         5.6         5.2         4.9           ROA' <sup>4</sup> 4.2         3.8         4.0         2.7           ROE <sup>6</sup> 6.1         5.8         5.9         4.0           Equity ratio         65.6         67.5         67.2         64.9           Non-Financial Indicators           4.398         4,079         4,433         4,167           Number of employees (people)         607         619         611         630         63.5         62.5         66.7         62.5           Ratio of outside directors to total directors (%)         12.5         12.5         11.1         12.5         12.5         11.1         12.5         14.5         12.5         14.5         12.5         14.7         14.5         14.5         14.5         14.5         14.5 <td>Free cash flow</td> <td>3,655</td> <td>945</td> <td>2,137</td> <td>-897</td> <td></td>	Free cash flow	3,655	945	2,137	-897	
Total net assets         19,144         19,029         19,966         19,972           Number of issued outstanding shares (thousands) <sup>3</sup> 21,813         21,831         21,832         21,786           Financial Indicators         5         5.2         4.9           QPerating income margin         6.8         5.6         5.2         4.9           ROA <sup>4</sup> 4.2         3.8         4.0         2.7           ROE <sup>5</sup> 6.1         5.8         5.9         4.0           Equity ratio         65.6         67.5         67.2         64.9           Non-Financial Indicators         V         CO2 emissions (tons) <sup>6</sup> 4,398         4,079         4,433         4,167           Number of employees (people)         607         619         611         630           Ratio of female directors to total directors (%)         12.5         12.5         11.1         12.5           Ratio of outside directors to total directors (%)         12.5         62.5         66.7         62.5           Per Share Information         Yet         Yet         Yet         Yet         Yet         Yet         Yet           Profit attributable to owners of parent         ¥54.08         ¥49.32         ¥51.25	At Year-End					
Number of issued outstanding shares (thousands) <sup>'3</sup> 21,813         21,831         21,852         21,786           Financial Indicators         %           Operating income margin         6.8         5.6         5.2         4.9           ROA <sup>'4</sup> 4.2         3.8         4.0         2.7           ROE <sup>'5</sup> 6.1         5.8         5.9         4.0           Equity ratio         65.6         67.5         67.2         64.9           Non-Financial Indicators         607         67.2         64.9           CO2 emissions (tons) <sup>'6</sup> 4,398         4,079         4,433         4,167           Number of employees (people)         607         619         611         630           Ratio of female directors to total directors (%)         12.5         11.1         12.5           Ratio of outside directors to total directors (%)         62.5         66.7         62.5           Profit attributable to owners of parent         ¥54.08         ¥49.32         ¥51.25         ¥36.03           Net assets         853.90         853.81         892.46         893.74           Dividends         22         22         22         22         22	Total assets	28,393	27,617	29,029	30,011	
Financial Indicators         %           Operating income margin         6.8         5.6         5.2         4.9           ROA <sup>44</sup> 4.2         3.8         4.0         2.7           ROE <sup>55</sup> 6.1         5.8         5.9         4.0           Equity ratio         65.6         67.5         67.2         64.9           Non-Financial Indicators         CO2 emissions (tons) <sup>69</sup> 4,398         4,079         4,433         4,167           Number of employees (people)         607         619         611         630           Ratio of female directors to total directors (%)         12.5         12.5         11.1         12.5           Per Share Information         yen           Profit attributable to owners of parent         ¥54.08         ¥49.32         ¥51.25         ¥36.03           Net assets         853.90         853.81         892.46         893.74           Dividends         22         22         22         22         22         22	Total net assets	19,144	19,029	19,966	19,972	
Financial Indicators         Operating income margin $6.8$ $5.6$ $5.2$ $4.9$ ROA" <sup>4</sup> $4.2$ $3.8$ $4.0$ $2.7$ ROE" <sup>5</sup> $6.1$ $5.8$ $5.9$ $4.0$ Equity ratio $65.6$ $67.5$ $67.2$ $64.9$ Non-Financial Indicators $CO_2$ emissions (tors)" <sup>6</sup> $4,398$ $4,079$ $4,433$ $4,167$ Number of employees (people) $607$ $619$ $611$ $630$ Ratio of female directors to total directors (%) $12.5$ $12.5$ $11.1$ $12.5$ Per Share Information $yen$ $yen$ $yen$ $yen$ Profit attributable to owners of parent $orall 54.08$ $orall 9.32$ $orall 55.6$ $893.74$ Dividends $22$ $22$ $22$ $22$ $22$ $22$	Number of issued outstanding shares $(thousands)^{*3}$	21,813	21,831	21,852	21,786	
Operating income margin         6.8         5.6         5.2         4.9           ROA'4         4.2         3.8         4.0         2.7           ROE'5         6.1         5.8         5.9         4.0           Equity ratio         65.6         67.5         67.2         64.9           Non-Financial Indicators         V         V         CO2 emissions (tors)'6         4,398         4,079         4,433         4,167           Number of employees (people)         607         619         611         630         630         62.5         66.7         62.5         7         62.5         7         62.5         7         62.5         7					%	
ROA'4       4.2       3.8       4.0       2.7         ROE'5       6.1       5.8       5.9       4.0         Equity ratio       65.6       67.5       67.2       64.9         Non-Financial Indicators       CO2 emissions (tons)'6       4,398       4,079       4,433       4,167         Number of employees (people)       607       619       611       630         Ratio of female directors to total directors (%)       12.5       12.5       11.1       12.5         Ratio of outside directors to total directors (%)       62.5       62.5       66.7       62.5         Per Share Information         Profit attributable to owners of parent       ¥54.08       ¥49.32       ¥51.25       ¥36.03         Net assets       853.90       853.81       892.46       893.74         Dividends       22       22       22       22       22						
ROE <sup>15</sup> 6.1         5.8         5.9         4.0           Equity ratio         65.6         67.5         67.2         64.9           Non-Financial Indicators               CO2 emissions (tons) <sup>16</sup> 4,398         4,079         4,433         4,167           Number of employees (people)         607         619         611         630           Ratio of female directors to total directors (%)         12.5         12.5         11.1         12.5           Ratio of outside directors to total directors (%)         62.5         62.5         66.7         62.5           Per Share Information         Yen         Yen         Yen         Yen           Dividends         22         22         22         22         22			5.6	5.2		
Equity ratio         65.6         67.5         67.2         64.9           Non-Financial Indicators	ROA <sup>*4</sup>	4.2	3.8	4.0	2.7	
Non-Financial Indicators           CO2 emissions (tons) <sup>16</sup> 4,398         4,079         4,433         4,167           Number of employees (people)         607         619         611         630           Ratio of female directors to total directors (%)         12.5         12.5         11.1         12.5           Ratio of outside directors to total directors (%)         62.5         62.5         66.7         62.5           Per Share Information           Profit attributable to owners of parent         ¥54.08         ¥49.32         ¥51.25         ¥36.03           Net assets         853.90         853.81         892.46         893.74           Dividends         22         22         22         22         22	ROE' <sup>5</sup>	6.1	5.8	5.9	4.0	
CO2 emissions (tons) <sup>16</sup> 4,398       4,079       4,433       4,167         Number of employees (people)       607       619       611       630         Ratio of female directors to total directors (%)       12.5       12.5       11.1       12.5         Ratio of outside directors to total directors (%)       62.5       62.5       66.7       62.5         Per Share Information         Profit attributable to owners of parent       ¥54.08       ¥49.32       ¥51.25       ¥36.03         Net assets       853.90       853.81       892.46       893.74         Dividends       22       22       22       22       22	Equity ratio	65.6	67.5	67.2	64.9	
Number of employees (people)607619611630Ratio of female directors to total directors (%)12.512.511.112.5Ratio of outside directors to total directors (%)62.562.566.762.5Per Share InformationProfit attributable to owners of parent¥54.08¥49.32¥51.25¥36.03Net assets853.90853.81892.46893.74Dividends2222222222	Non-Financial Indicators					
Ratio of female directors to total directors (%)12.512.511.112.5Ratio of outside directors to total directors (%)62.562.566.762.5Per Share InformationProfit attributable to owners of parent¥54.08¥49.32¥51.25¥36.03Net assets853.90853.81892.46893.74Dividends22222222	CO2 emissions (tons) <sup>*6</sup>	4,398	4,079	4,433	4,167	
Ratio of outside directors to total directors (%)62.562.566.762.5Per Share InformationProfit attributable to owners of parent¥54.08¥49.32¥51.25¥36.03Net assets853.90853.81892.46893.74Dividends22222222	Number of employees (people)	607	619	611	630	
Yen           Per Share Information           Profit attributable to owners of parent         ¥54.08         ¥49.32         ¥51.25         ¥36.03           Net assets         853.90         853.81         892.46         893.74           Dividends         22         22         22         22	Ratio of female directors to total directors (%)	12.5	12.5	11.1	12.5	
Per Share Information           Profit attributable to owners of parent         ¥54.08         ¥49.32         ¥51.25         ¥36.03           Net assets         853.90         853.81         892.46         893.74           Dividends         22         22         22         22	Ratio of outside directors to total directors (%)	62.5	62.5	66.7	62.5	
Profit attributable to owners of parent         ¥54.08         ¥49.32         ¥51.25         ¥36.03           Net assets         853.90         853.81         892.46         893.74           Dividends         22         22         22         22					yen	
Net assets         853.90         853.81         892.46         893.74           Dividends         22         22         22         22						
Dividends 22 22 22 22	Profit attributable to owners of parent			¥51.25	¥36.03	
	Net assets	853.90	853.81	892.46	893.74	
Common Stock prices*7         1,264         940         1,046         916	Dividends	22	22	22	22	
	Common Stock prices <sup>*7</sup>	1,264	940	1,046	916	

Notes: 1. U.S. dollar amounts are translated from yen for convenience only, at the rate of ¥112.19 = U.S.\$1.00, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2017. 2. Effective from the fiscal year ended March 31, 2017, we have applied the new accounting standards.

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

4. ROA = Profit attributable to owners of parent / average total assets for the fiscal year.



5. ROE = Profit attributable to owners of parent / average total equity (total net assets - subscription rights - non-controlling interests in consolidated subsidiaries) for the fiscal year.

6. The  $\ensuremath{\text{CO}_2}$  emissions from the S.T. Group (in Japan)

7. The common stock prices were as of the end of the fiscal years, ended March 31.

## Business at a Glance

Dusinger hu Ostanov	Description Description	Maduat Chara and Daris (Janan)	Orenersities of Net Color	
Business by Category	Proprietary Brand	Market Share and Rank (Japan)	Composition of Net Sales	Sales/YoY
Air Care (Deodorizers and Air Fresheners)	V commercial of "SHALDAN"	Deodorizers and Air Fresheners 26% (Market Share: No.2) Deodorizers 79% (Market Share: No.1)	43%	<b>19,640</b> Millions of yen +3.5%
Cloth Care (Mothproofing Agents)	V commercial of "Mushuda"	Mothproofing Agents <b>50%</b> (Market Share: No.1)	19%	<b>8,938</b> Millions of yen -1.4%
Thermal Care (Disposable Warmers)		Disposable Warmers <b>17%</b> (Market Share: No.2)	13%	<b>5,728</b> Millions of yen +15.8%
Hand Care (Gloves)	Image: set of the set of th	Household Gloves <b>24</b> % (Market Share: No.2)	12%	<b>5,290</b> Millions of yen +3.1%
Humidity Care (Dehumidifiers)		Dehumidifiers <b>38%</b> (Market Share: No.1)	6%	<b>2,966</b> Millions of yen -5.4%
Home Care (Cleaners and Other Products)			7%	<b>3,395</b> Millions of yen -0.4%
Overseas	The ratio of overseas sales is 7%. We strengther	n global business as another driver	of growth.	
Promoting Capit Business Alliand	We concluded contracts for capital and business	tie-ups with FUMAKILLA LIMITED	and NS FaFa Japan Co., Ltd.	
Development of Businesses	New We obtained the organic certification for the new	v kind of product "Clear Forest," to	cultivate a new business field.	
ne market share was estimated by INTAGE Inc. (Filtered according to SRI category) (Data from January to December put together, except disposable pocket warmers, for which data from April to March were put together.)				

The market share was estimated by INTAGE Inc. (Filtered according to SRI category) (Data from January to December put together, except disposable pocket warmers, for which data from April to March were put together.) Sales and annual growth rate are shown in accordance with the new accounting policy, as it was revised effective from the year ended March 2017.

Market Environment	Salient Business Features and Strengths	Overview of Fiscal 2017 and Strategies Going Forward
<ul> <li>The market is growing.</li> <li>Fragrance-focused products are showing a growth trend, with further growth anticipated.</li> </ul>	<ul> <li>Mainstay business division accounting for about 40% of the Company's total sales. A business that is expected to experience future growth.</li> <li>This division owns unique brands, including our largest brand "Shoshu-Riki," "SHALDAN" for enjoying more fragrance, and "Dashu-Tan," which deodorizes air with the power of charcoal.</li> </ul>	<ul> <li>The performance of products with high added value, including "SHALDAN" Fragrance, "Shoshu-Riki" Premium Aroma series and Function Plus series, was favorable, increasing sales.</li> <li>This year, we will keep striving to expand the markets of mainly "Shoshu-Riki" and "SHALDAN." We will also sow the seeds of growth.</li> </ul>
<ul> <li>The market is on a plateau and stable.</li> <li>With changes in storage styles, responding to diverse needs will be the key in the future.</li> </ul>	<ul> <li>A foundation business rivaling the importance of the Air Care category in terms of marketing.</li> <li>This category comprises topline brands including "Mushuda" and "Neopara Ace," which are well recognized for their reliability in protecting clothes from moths.</li> </ul>	<ul> <li>The results in the spring and autumn seasons of the previous year were healthy, and this spring saw relatively low air temperatures, making sales reaching a peak this year and then decreasing sales in the previous year.</li> <li>This year, we will make efforts to strengthen and develop our brand, and propose new storage methods, to cultivate and expand a new kind of demand.</li> </ul>
<ul> <li>Climate change significantly impacts the market. Difficult to differentiate products. Intense market competition.</li> <li>It is essential to introduce purposes of use that are still not popular and appeal to young people.</li> </ul>	<ul> <li>Winter-based product range. Provide an additional point-of-sale management role linked to spring and autumn mothproofing agents.</li> <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>Sales recovered and grew from the second preceding year, which witnessed a record warm winter.</li> <li>This year, we will keep concentrating on the sale of products for feet, and promote the sales of our products at stores, to cultivate and expand a new kind of demand.</li> </ul>
<ul> <li>Both household and industrial-use markets are growing.</li> <li>In addition to improving work efficiency, proposals for improved functionality and added value are key points.</li> </ul>	<ul> <li>An inaugural, enduring division with a history of six decades together with the Cloth Care category.</li> <li>This category is comprised of the "Family" series of household gloves, "Modelobe" series of industrial-use gloves and other products. Gloves with reinforced fingertips and NBR gloves with good puncture resistance have been marketed.</li> </ul>	<ul> <li>Industrial NBR gloves, the household vinyl gloves "Family" Hand Fleur, etc. sold well, and sales increased.</li> <li>This year, we will keep promoting the sales of household and industrial gloves, to strengthen and develop our brands.</li> </ul>
The market is growing. Difficult to differentiate products. Intense market competition.	<ul> <li>This business has consistently led the market since "Drypet" was first launched in 1981.</li> </ul>	As we shifted from products for the largest market to products with high added value, sales dropped.
Putting forward value-added products that offer new functions and applications is critical to future growth.	• 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.	This year, we will keep promoting products with high added value to cultivate and expand a new kind of demand.
<ul> <li>Robust conditions in the niche cleaner and mothproofing agents for rice bins markets.</li> </ul>	<ul> <li>market and is coordinating efforts to nurture other new products that are under development.</li> <li>It owns unique products, such as the cleaners in</li> </ul>	<ul> <li>The performance of "Kome-Touban" and "Ultra-Powers Washing Tub Cleaner" was healthy, but the sales of other products dropped. Accordingly, the sales of this segment declined.</li> <li>We will endeavor to make inroads into new fields for further growth.</li> </ul>

Outside Japan, we will focus on the target areas of our strategies. We will enter the ASEAN market with the hub of our activities located in Thailand. We will fortify our business infrastructure, and concentrate on the sale of air-care products and new core products.

Utilizing the fact that the business areas of the three companies are complementary to each other, we will try to improve the development and profitability of the three companies' businesses.

We launched "Yells" for alleviating the complaints and inconveniences experienced at nursing-care facilities, and "Aroma Sapuri," a new brand suggesting new healthy habits with fragrance.

# 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 Expectation (Value Creation using 'an identity of S.T.')" and "Social Requirements (Social Responsibility)." 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 2017 and Strategies Going Forward
Social Expectations (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] As for the new technologies, starter making B2B transactions in the "Clear Forest" brand. Received at organic certificate and obtained patents for hay fever related products. As for the existing technologies, in the spring of 2017, established "Yells, a new brand of products for elderly care.</products></li> <li><community> [Sustainable industrialization (new employment) sustainably managed forests] Through the comprehensive collaboration agreement with the Hokkaido Government, continued promoting the use and raising awareness of Sakhalin fir and energizing the local industry.</community></li> </ul>
	Provision of safe, reliable products to consumers [Consumer Issues]	<ul> <li>[Protecting consumers' health and safety] Continued regularly holding meetings of PL Committee that carries out quality control, etc.</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] Continued providing the products/useful information, qualit information, and other information, on its website.</li> </ul>
Social Requirements (Social Responsibility)	enterprise loses the satisfaction and trust of consumers, it will become unable to survive. We recognize this and take various measures to ensure that it does not happen.	[Consumer service, support, and complaint and dispute resolution Received the "award for excellence" at the 20th Corporate Telephon Manner Contest (hosted by Japan Telecom Users Association) for th third consecutive year (recognized as "Silver Rank Company").
		<ul> <li>[Consumer data protection and privacy] Continued managing persona information.</li> </ul>
	<ul> <li>Securing and training of personnel         [Labor Practices]         Amid the significant turning point, including demographic changes and</li> </ul>	<ul> <li>[Employment and employment relationship] In order to reduce long working hours, continued reviewing tasks assigned to its employees and implementing no-overtime days.</li> </ul>
		<ul> <li>[Human development and training in the workplace] Continued providing its employees with educational programs such as e-learning.</li> </ul>
	The S.T. Group recognizes this, and is improving employment and labor environments.	<ul> <li>[Conditions of work and social protection] Continued the promotion o maternity and childcare leaves, shortened working hours, etc.</li> </ul>
		[Social dialogue] Continued having dialogue with labor unions, etc.
-		<ul> <li>[Health and safety at work] Under the Business Continuity Plan (BCP continued inspection, correction, and improvement, including disaste drills.</li> </ul>
	<ul> <li>Efforts based on environmentally conscious products, manufacturing and distribution processes</li> </ul>	<ul> <li>[Climate change mitigation and adaptation] Continued propelling a moda shift and hybridization of company cars.</li> </ul>
	[Environment]	<ul> <li>[Prevention of pollution] Continued reducing waste at each and every plant.</li> </ul>
	The 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] Continued having no-overtime days, managin air conditioning at each department, performing educational activitie through information monitors, etc.</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, 2017) Consolidated: 890 Non-consolidated: 415 (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



Communication tools are available within the Library section of the Company's Corporation Information Website.



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



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