

Creating Corporate Value Report 2018 Year ended March 31, 2018



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."

Presently, our business environment is dramatically changing, as environmental

problems become more serious, the social structure transforms, and globalization

progresses, however, we aim to establish a robust business base

for responding to such changes.

For the sustainable growth of society and enterprises,

using "unique air care technologies" and with efforts to

"meet social expectations (value creation) and demands (social responsibility)"

we aim to achieve co-growth of the society and enterprises.

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, 2017 to March 31, 2018 [Date of issuance] August 2018

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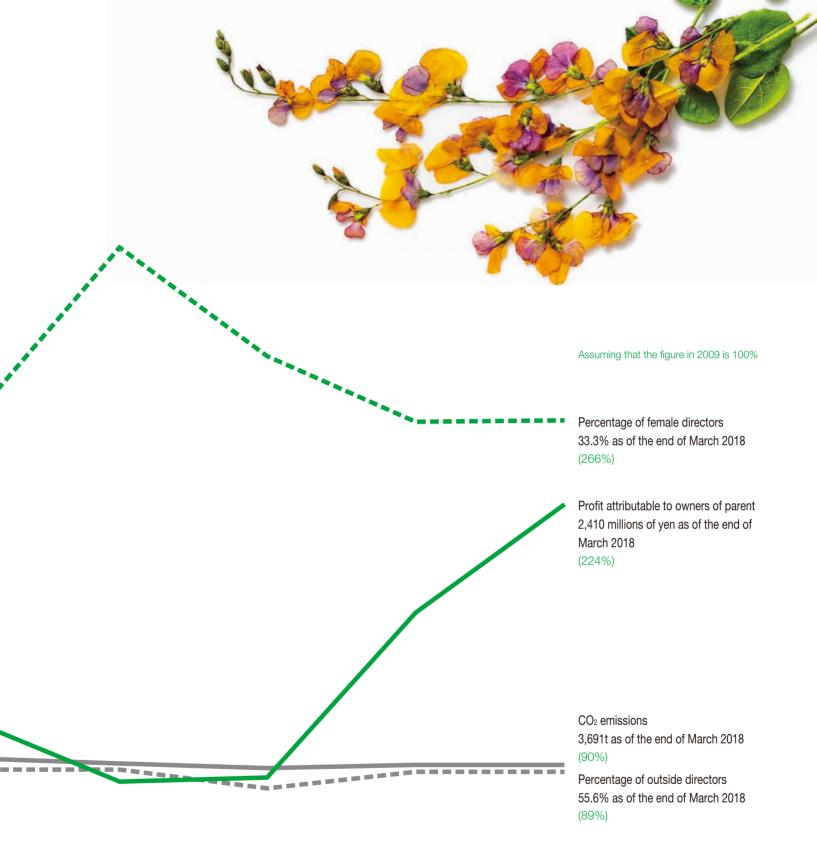
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[[]Forward-looking statement] This report contains forward-looking statements regarding S.T. CORPORATION's future plans, strategies, and performance. Such forward-looking statements are based on information available as of the issuance of this report. 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.



It is diversity drives sustainable growth.

In September 2015, the "SDGs" were adopted, and in December, the "Paris Agreement" was adopted. Due to this, the economy's preconditions changed greatly. In this new era of change, we create new markets with diversity.



"Molting" for growth

Developing a highly profitable system and sowing seeds of growth In the year ended March 2018 (the current year) we "sowed the seeds of growth" while continuing "the development of a highly profitable system" under the managerial policy of "brand value management."

As for "the development of a highly profitable system," good performance was observed in products with high added value and high unit price, such as our main air care scented products (deodorizers and air fresheners) "Shoshu-Riki" Premium Aroma series, "SHALDAN" FRAGRANCE, and our new cloth care products (mothproofing agents), we also launched a new brand of cleaner "Senjo-Riki" and net sales were 48.6 billions of yen (a 6% increase from the previous fiscal year).

As for profit, due to an increase in sales quantity of products with high added value and efforts to reduce returns and production costs, there was an increase in sales and profit, with operating income at 3.5 billions of yen (22% increase), ordinary income at 3.5 billions of yen (20% increase), and profit attributable to owners of parent at 2.4 billions of yen (33% increase).

For "sowing the seeds of growth," we launched "Yells" a new brand of nursing-care goods for meeting the needs in the ageing society and "Aroma Sapuri" a product using aroma oil for new healthy habits.

From a "profit improvement phase" to a "scale expansion phase"

From the year ending March 2019 (this year), we will start a new medium-term business plan. We will transition from the "profit improvement phase" up until the current year to the new "scale expansion phase." This year, we will raise the seeds which were sown for growth.

The following five points are important points for the development of the new medium-term business plan.

(Important points for development in the new medium-term business plan)

- 1. No.1 share of existing business
- 2. Domestic new field/new market
- 3. Overseas business
- 4. Thermal care
- 5. Creating a structure for growth

For "No.1 share of existing business," we are aiming for the No.1 share not only in cloth care products (mothproofing agents) and humidity care products (dehumidifiers), but also in niche products in the existing domestic market such as air care products (deodorizers and air fresheners).

For "domestic new field/new market," we are making developments in growing fields such as products for industrial use or for usage in nursing care sites, within the clear forest business, and in EC channels.

For "overseas business," we are aiming for global development, narrowing down the target areas of our strategies, and focusing on specific businesses.

For "thermal care," with the three keywords: existing, new, and overseas, we are developing a new thermal business.

For "creating a structure for growth," we will reevaluate our production system, reform our working style, and work on the development and diversity of our personnel.

The "future" is not on the extension line of "now"

While the current year has been one where there was an update in our past records for Profit, it has also been a year where we have realized various issues. For us to advance further, all staff must step outside of the box and greatly develop themselves. We appreciate your increased and 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 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 2018, female directors make up 33% of the board (one out of eight 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.

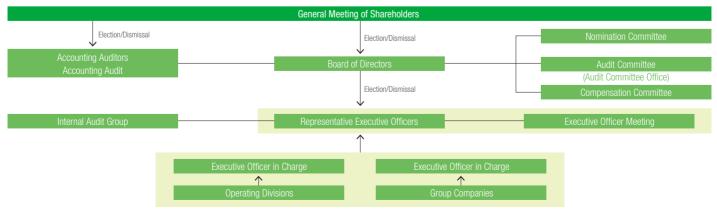
Remunerations of directors and executive officers

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

Overview of corporate governance

Overview of corporate governance	(Year ended March 31, 2018)
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	9 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





(As of June 19, 2018)

(As of June 19, 2018)

*

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*

Board of Directors



Chairman of the Board of Directors



Corporate governance overview

Kazuo Sugiyama Director (Outside Director



Director (Outside Director)





Director (Outside Director)



Kumiko Ishikawa

(As of June 19, 2018)



Mitsuko Miyagawa Director (Outside Director)



Kouichi Yoshizawa Directo

Areas of executive officer responsibility



Noriyuki Watanabe Director (Outside Director)

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	O		Mitsuko Miyagawa	
Director (Outside Director) 🕁		0	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		

☆ Independent Outside Director

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

*: 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.

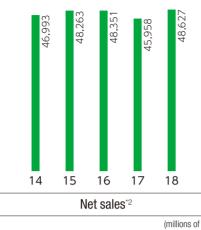
We consider that risk control is the most important issue for management. We are working to establish a system that can prevent

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

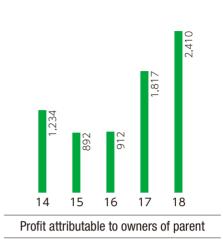
As for compliance, we observe not only laws, but also internal and external regulations, ethics, and social norms; fulfill social requirements and expectations by putting our management philosophy and codes of conduct into practice; and strive to maintain and improve the trust of stakeholders.

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Financial and Non-Financial Highlights







(millions of yen)

⁽millions of yen)

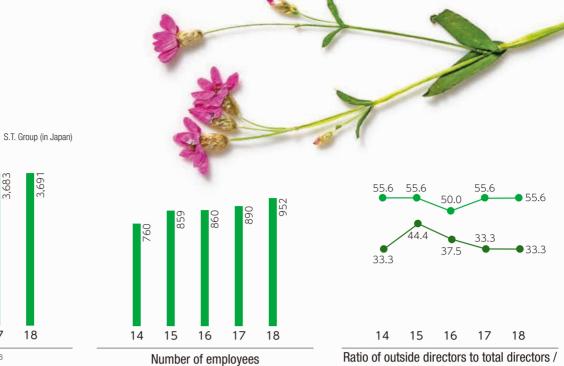
				millions of yen
Fiscal year (ended March 31)	2009	2010	2011	2012
For the Year				
Net sales ^{*2}	¥44,879	¥43,546	¥43,580	¥46,354
Operating income	2,493	2,246	2,114	1,751
Profit attributable to owners of parent	1,076	1,119	786	76
R&D expenses	499	612	610	659
Capital expenditures	716	673	662	1,007
Depreciation and amortization	858	922	992	931
Free cash flow	945	2,137	-897	773
At Year-End				
Total assets	27,617	29,029	30,011	30,287
Total net assets	19,029	19,966	19,972	19,701
Number of issued outstanding shares (thousands)*3	21,831	21,852	21,786	21,718
				%
Financial Indicators				
Operating income margin	5.6	5.2	4.9	3.8
ROA ^{*4}	3.8	4.0	2.7	0.3
ROE ⁺⁵	5.8	5.9	4.0	0.4
Equity ratio	67.5	67.2	64.9	63.4
Non-Financial Indicators				
CO ₂ emissions (tons) ^{*6}	4,079	4,433	4,167	3,727
Number of employees (people)	619	611	630	647
Ratio of female directors to total directors (%)	12.5	11.1	12.5	25.0
Ratio of outside directors to total directors (%)	62.5	66.7	62.5	50.0
				yen
Per Share Information				
Profit attributable to owners of parent	¥49.32	¥51.25	¥36.03	¥3.48
Net assets	853.81	892.46	893.74	884.45
Dividends	22	22	22	22
Common Stock prices ^{*7}	940	1,046	916	1,025

Notes: 1. U.S. dollar amounts are translated from yen for convenience only, at the rate of ¥106.24 = U.S.\$1.00, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2018.

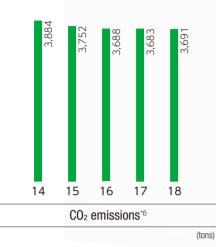
2. Effective from the fiscal year ended March 31, 2017, we have applied the new accounting standards.

3. 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.



(people)



Ratio of female directors to total directors

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

thousands of U.S.dollars	millions of yen						
2018	2018	2017	2016	2015	2014	2013	
\$457,705	¥48,627	¥45,958	¥48,351	¥48,263	¥46,993	¥46,944	
32,763	3,481	2,854	2,342	1,813	2,131	1,800	
22,682	2,410	1,817	912	892	1,234	565	
5,610	596	611	536	513	564	572	
17,149	1,822	608	1,758	1,486	942	2,061	
9,130	970	997	1,128	844	894	830	
7,856	835	4,529	1,857	369	2,624	-944	
7,000	000	4,029	1,007	009	2,024	-944	
399,566	42,450	38,458	34,924	33,785	32,370	30,076	
273,172	29,022	25,812	23,496	22,600	21,087	20,213	
111,689	22,063	21,877	21,699	21,851	21,853	21,716	
,	%		·	·	·		
	7.2	6.2	4.8	3.8	4.5	3.8	
	6.0	5.0	2.7	2.7	4.0	1.9	
	9.0	7.6	4.1	4.2	6.1	2.9	
	66.8	65.3	65.2	64.8	63.2	65.4	
-	0.001	0.000	0.000	0.750	0.004	0.000	
	3,691	3,683	3,688	3,752	3,884	3,930	
	952	890	860	859	760	663	
	33.3	33.3	37.5	44.4	33.3	30.0	
	55.6	55.6	50.0	55.6	55.6	50.0	
U.S.dollars	yen						
\$1.03	¥109.58	¥83.57	¥42.01	¥40.83	¥56.74	¥26.01	
12.10	1,285.01	1,148.41	1,049.58	1,001.84	936.06	905.84	
0.29	· · · · · · · · · · · · · · · · · · ·		22	22			
	31	24			22	22	
21.52	2,286	1,809	1,114	1,021	999	988	

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 CO2 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

Business by Category	Proprietary Brand	Market Share and Rank (Japan)	Composition of Net Sales S	ales/YoY
Air Care (Deodorizers and Air Fresheners)	"SHALDAN" BOTANICAL CM	Deodorizers and Air Fresheners 26% (Market Share: No.2) Deodorizers 79% (Market Share: No.1)	42 % 20),479 millions of yen +4.3%
Cloth Care (Mothproofing Agents)		Mothproofing Agents 51% (Market Share: No.1)	19 % 9),323 millions of yen +4.3%
Thermal Care (Disposable Warmers)		Disposable Warmers 16% (Market Share: No.2)	13% 6	5,435 millions of yen +12.3%
Hand Care (Gloves)		Household Gloves 24 % (Market Share: No.2)	12% 5	5,569 millions of yen +5.3%
Humidity Care (Dehumidifiers)		Dehumidifiers 39% (Market Share: No.1)	6 % 2	2,954 millions of yen -0.4%
Home Care (Cleaners and Other Products)			8%	5,866 millions of yen +13.9%
Overseas	The ratio of overseas sales is 7%. We	strengthen global business as another driver o	f growth.	
Promoting Ca Business Alli	upital and ances We concluded contracts for capital an	nd business tie-ups with FUMAKILLA LIMITED a	nd NS FaFa Japan Co., Ltd.	
Development Businesses	Cultivate domestic new fields and new	w markets, by utilizing our original air-care tech	nologies.	

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.)

Market Environment	Salient Business Features and Strengths	Overview of Fiscal 2018 and Strategies Going Forward
 The market is growing. Fragrance-focused products are showing a growth trend, with further growth anticipated. 	 Mainstay business division accounting for about 40% of the Company's total sales. A business that is expected to experience future growth. 	The performance of our scented products such as "SHALDAN" BOTANICAL and "Shoshu-Riki" Premium Aroma series was favorable with increasing sales.
	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.	This year, we will keep striving to expand the markets of mainly "Shoshu-Riki" and "SHALDAN." We will also sow the seeds of growth.
 The market is on a plateau and stable. With changes in storage styles, responding to diverse needs will be the key in the future. 	 A foundation business rivaling the importance of the Air Care category in terms of marketing. This category comprises topline brands including 	• As a result of the bad weather in the spring and autumn of 2017 and the favorable performance of the products released in spring 2018, sales have increased.
	"Mushuda" and "Neopara Ace," which are well recognized for their reliability in protecting clothes from moths.	• This year, as well as actively promoting the sales of our products we are making efforts to propose new storage methods and to cultivate a new type of demand.
 Climate change significantly impacts the market. Difficult to differentiate products. Intense market competition. We anticipate domestic new fields and new markets which use thermal technology in the future. 	 Winter-based product range. Provide an additional point-of-sale management role linked to spring and autumn mothproofing agents. Allinge products Offset "Console" and other products 	Due to returns reduction activities from the end of the season in 2016 and the cold weather during the peak period at the beginning of the season in 2017, sales have increased.
which use thermal technology in the future.	 Alliance products. Offer "Onpacks" and other products. Conclusion of the business transfer contract with Mycoal Corporation in December 2017. 	
 Both household and industrial-use markets are growing. In addition to improving work efficiency, proposals for improved functionality and added value are key points. 	 An inaugural, enduring division with a history of six decades together with the Cloth Care category. This category is comprised of the "Family" series of 	The performance of the "Modelobe" mechanics gloves and the "Family" series of household gloves was favorable, and sales increased.
household gloves, "Mo use gloves and other pr fingertips and NBR g	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.	This year, we will keep promoting the sales of household and industrial gloves, to strengthen and develop our brands.
The market is growing. Difficult to differentiate products. Intense market competition.	 This business has consistently led the market since "Drypet" was first launched in 1981. 	 As a result of reexamination of the product structure of the high added value sheet type products and "Bincho-Tan
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.	 Drypet," sales plateaued. This year, we will keep promoting products with high added value to cultivate and expand a new kind of demand.
Robust conditions in the niche cleaner and mothproofing agents for rice bins markets.	This business is currently fostering the niche cleaner market and is coordinating efforts to nurture other new products that are under development.	• Since the performance of the new brand "Senjo-Riki" Mokoawa toilet cleaner, which was launched in the current year, was favorable, sales increased.
	It owns unique products, such as the cleaners in the niche market, including "Senjo-Riki" and "Ohisamano- Sentaku," and the mothproofing agents for rice bins "Kome-Touban."	We will endeavor to make inroads into new fields for further growth.

We will focus on the target areas of our strategies overseas. We will enter the ASEAN market with the hub of our activities located in Thailand. We will fortify our business infrastructure, focus on specific business and our 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.

Develop the "Clear Forest" brand, the "Aroma Sapuri" brand, and the "Yells" brand.

Social Expectations (Value Creation)

Materiality	Overview of Fiscal 2018 and Strategies Going Forward
 Utilization of unique air-care technologies [Solving Social Issues] 	Products> [Ensure healthy lives]
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.	We won the "Science and Technology Award" at Commendation for Science and Technology in 2018 by the Minister of Education, Culture, Sports, Science and Technology for our development of "Air Purifiers" (April 17, 2018).
	 <community> [Sustainable industrialization (new employment), sustainably managed forests]</community>
	Through the comprehensive collaboration agreement with the Hokkaido Government, continued promoting the use and raising awareness of Sakhalin fir and energizing the local industry.
Social Requirements (Social Responsibility)	

Materiality	Overview of Fiscal 2018 and Strategies Going Forward
Provision of safe, reliable products to consumers [Consumer Issues] 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 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.	 [Protecting consumers' health and safety] Continued regularly holding meetings of PL Committee that carries out quality control, etc. [Fair marketing, factual and unbiased information and fair contractual practices] Continued providing the products/useful information, quality information, and other information, on its website. [Consumer service, support, and complaint and dispute resolution] In the customer consultation room, we continue to deal with frequently asked questions, explanations on how to use products, and complaints about products. [Consumer data protection and privacy] We responded to amendments of the Act on the Protection of Personal Information.
• 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 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.	 [Employment and employment relationship] In order to reduce long working hours, continued reviewing tasks assigned to its employees and implementing no-overtime days. [Human development and training in the workplace] Continued providing its employees with educational programs such as e-learning. [Conditions of work and social protection] From the current fiscal year, we will adopt an annual paid leave system by the hour and a system of accumulated vacation days. We will also relax the regulations of the flexible working hours system for child care and nursing. [Social dialogue] Continued having dialogue with labor unions, etc. [Health and safety at work] Under the Business Continuity Plan (BCP), continued inspection, correction, and improvement, including disaster drills.
 Efforts based on environmentally conscious products, manufacturing and distribution processes [Environment] 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. 	 [Climate change mitigation and adaptation] Continued propelling a modal shift and hybridization of company cars. [Prevention of pollution] Continued reducing waste at each and every plant. [Sustainable resource use] Continued having no-overtime days, managing air conditioning at each department, performing educational activities through information monitors, etc.

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, 2018) Consolidated: 952 Non-consolidated: 425 (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. MYCOAL 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



Specialized data



Creating Corporate Value Report 2018 (Japanese edition / English edition)

An easy-to-understand annual report (pdf) on activities aimed at creating corporate value for all stakeholders.



Corporate Information Website (Japanese site / English site)

In addition to introducing each of the Company publications, the Corporate Information Website is a comprehensive tool that provides the latest information and an overview of S.T. CORPORATION to all stakeholders.



Creating Corporate Value Report 2018 Financial Section (English edition)

Compilation Data Book (pdf) and separate supplement containing financial data for the most recent fiscal year.



Corporate Profile 2018 (Japanese edition / English edition)

A compilation and comprehensive tool overviewing the Company as a whole in a Data Book (pdf) format for the benefit of investors.



Investors' Guide 2018 (Japanese and English compilation)

Compilation Data Book (pdf) covering 10 years of quantitative information on the Company's corporate activities for institutional investors.

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

S.T.CORPORATION

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