

# 株式会社 JPホールディングス

November , 2016

( Translation )

Dear Sir/Madam,

Name of Company: JP-HOLDINGS, INC.  
Name of Representative: Kazuhiro Ogita  
President and CEO  
(Representative Director)  
(Code No. 2749; The First Section of the Tokyo Stock Exchange)  
Contact: Mika Matsumiya  
General Manager  
Administration Division  
(Tel: +81 52 933 5419)

## Notice of the Joint Venture with Shiseido Company, Limited on Operation of Nursery

Notice is hereby given that JP-HOLDINGS, INC. (“JPHD”) will establish a joint-venture with the Shiseido Company, Limited (“Shiseido”, Headquarters: 7-5-5, Ginza, Chuo-ku, Tokyo) with a focus on the entrusted operation of in-house nursery.\* This operation is scheduled to start in February 2017. The shareholding ratio between the two parties is Shiseido 51% and JPHD 49%.



Shiseido President & CEO Masahiko Uotani (left)  
with JPHD President & CEO Kazuhiro Ogita (right)

## **1. Purpose of establishing the joint venture**

JPHD has been providing childcare support centering on the operation of nurseries and after-school activities to create a society where parents feel comfortable and secure to have and rear a child. While pursuing the best, through updating childcare facilities and thinking what we can do to make children happy, we have met a lot of parents who seek best possible activities beyond just childcare.

The Japanese Government introduced the “*Company-led childcare business*” program in April 2016 to promote childcare support. Unlike the conventional operation of licensed nurseries, which JPHD has been focusing on, it allows companies to provide support for both parents and children. JPHD believes that this program gives us opportunities to offer new values to society.

JPHD regards Shiseido as a company that offers affluent services to support the individual lives of people and continuously responds to changes in consumer awareness. As Shiseido made the step forward to offer childcare and childrearing support, JPHD has found a new partner to share the value. With this new joint venture, we will also provide life support in a broad sense, not limited to childrearing only.

## **2. Outline of the joint venture**

The new joint-venture will provide the setup consulting and entrusted operational services to enterprises interested in in-house nurseries. The joint-venture will begin with the operation of a new in-house nursery which Shiseido is planning to set up on its Kakegawa factory site in autumn 2017.

At the same time, the joint-venture will cooperate with the Doshisha University Center for Baby Science to conduct new research on the behavioral development of children to pursue “*The Quality of Nursery*”, and engage in creating improvements in “*Work-life Balance*” for active families. The joint-venture will provide enterprises interested in in-house nurseries with JPHD’s expertise in childrearing support and Shiseido’s experience and know-hows as balancing work and childrearing and internal female empowerment system.

## **3. Future Outlook**

We believe that this joint-venture has only minor effects on the consolidated financial results of

JPHD for the fiscal year ending March 2017.

Should any changes arise JPHD will provide prompt disclosure.

**Notes**

*\*In-house nurseries (here): describes any kind of nursery facility operated by a company or on the premises of a company, regardless of its operating license.*