

<https://fordays.jp/>

 FORDAYS

We aim to prosper for 100 years.

It all started in 1999.

The Natural DN Collagen was born with the desire to support health to as many as possible. This desire expanded with the Natural DN Collagen, ultimately being loved and well-used by our customers.

As we look towards the era of 100-year life, we strive each day to evolve the Natural DN Collagen, our various products, and our company. As we get closer to many lives each day at a time, we will progress as an establishment that will prosper for 100 years.



 FORDAYS

The most effective way of conveying our product's true value is to harness the power of relationships between those around you.



Our corporate objective is to change the quality of life to as many as possible, by providing products required for the era of 100-year life.

Fordays was established in 1997, and we have made our products through our numerous encounters with our customers and reflecting upon their direct input.

However, no matter how prominent these products are, our expectations for these products will not be met just by using them. Our product's true value comes into play when our distributors add new meaning to the product by passionately recommending them to others by sharing their own experience.

We evolve our products by listening to the voices of our loyal customers. So our passionate distributors can effectively share their experience, Fordays has circulated a stable flow of creating customers through introduction. Through this, we have cultivated a better understanding that relationships are strengthened through trust.

In the future, we want our company to progress as an essential part of modern society by providing an opportunity for everyone to get involved in our business.

Fordays Co., Ltd.
Chief Executive Officer
Keiko Wada



Name origin

FORDAYS = For better and brighter days to come.

Cultivating "happiness" each day at a time is crucial in this limited time we have in our lives. This name embodies our aim to support and deliver happiness to our Members in their everyday lives.

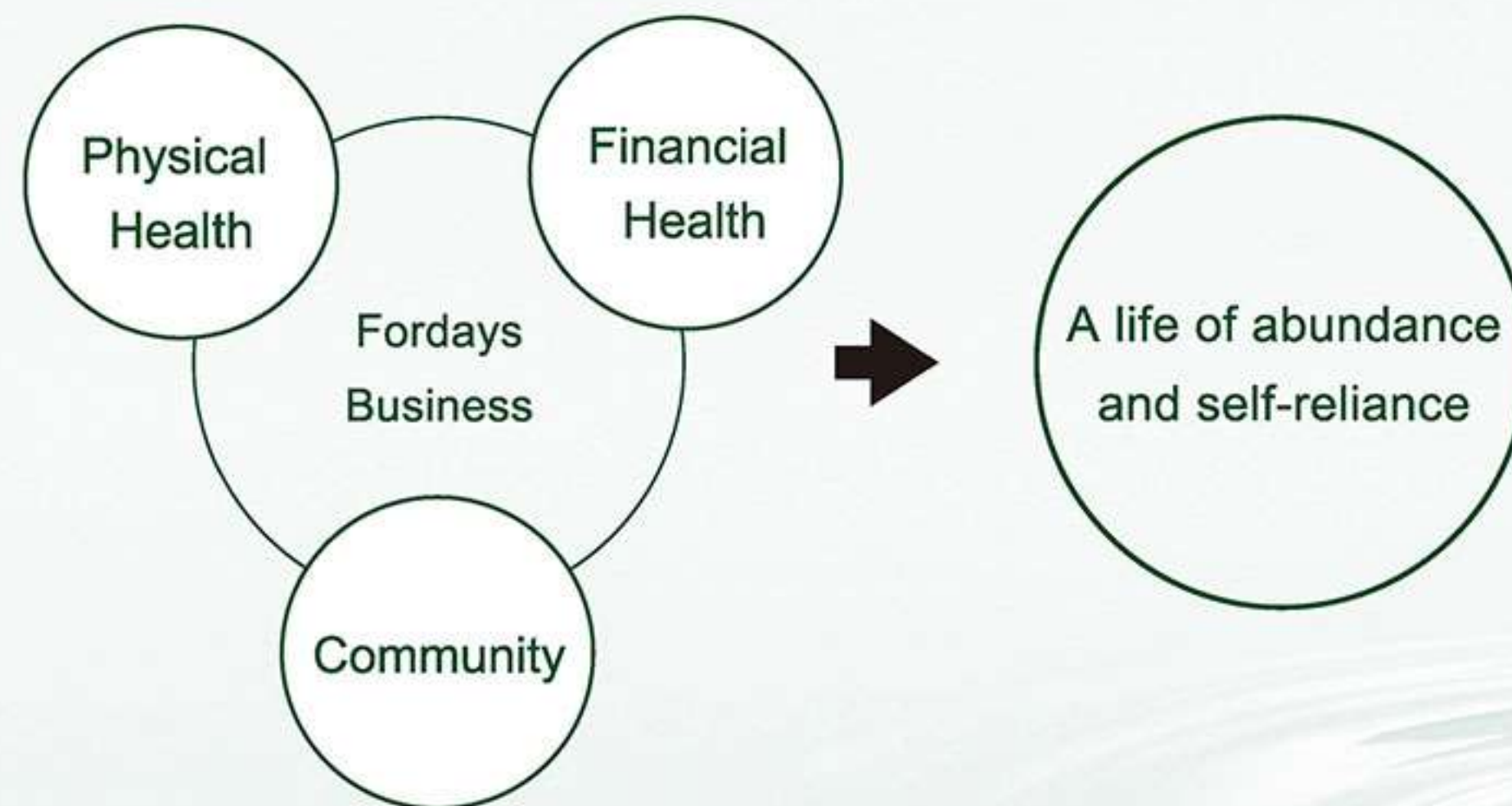
History

1997	April	Fordays Co., Ltd. Founded
1999	December	Natural DN Collagen (500ml) launched
2001	March October	Natural DN Collagen quantity increase (720ml) Natural RNA launched
2003	March	Natural DN Collagen upgraded (2.5 times more nucleic acid and zinc added)
2005	December	Natural DN Collagen upgraded (calorie reduction)
2007	January	Natural DN Collagen patent obtained (Patent No. 3899436; process patent)
2008	January July September October November	Natural DN Collagen upgraded (Water-soluble RNA added) Commenced the Nepal Self-Reliance Support Project Established a Fordays-endowed course at Showa University Commenced a joint research with the University of Tokyo Nepal Synapse Self-Reliance Support Association established (NPO)
2009	April October December	Mousa EO Series launched Natural RNA upgraded (Natural RNA EX) Fordays Quality Control Center opened
2010	August	Mouse LU Serum launched
2011	December	Natural DN Collagen upgraded (New water-soluble RNA added)
2012	July October November December	Online Shopping Website, "Keep Shop Online Shop" launched pourjours (chocolate shop & cafe) opens in Omotesando, Tokyo Mousa LU Serum upgraded (Mousa LU Serum vi) Commenced joint research with UC Davis
2013	October November December	Sponsored the SAGA Heavy Ion Medical Accelerator Project The Calm Breathing Project established (NPO) Amino Acty BCAA & Glutamine launched Fordays Studio Opened
2014	April December	Mousa EO Series upgraded (Mousa EO W) Natural DN Collagen upgraded (Collagen increase and rare sugars added)
2015	March April May November	Fordays Self-Reliance Support Association established (NPO) Mousa LU Serum upgraded (Mousa LU Serum ev) Commenced research funding at the University of Tokyo (Graduate School of Agricultural and Life Sciences) pourjours (chocolate shop & cafe) relocates to Nishonbashi, Tokyo
2016	April October December	I Refre Clear ("Food with Function Claims") launched Natural RNA upgraded (Natural RNA Mother) Commenced funding Aizu Misato Horse and Horticultural Therapy Center Aren launched Fordays Future Nutrition Research Fund established with UC Davis
2017	January April June November	BCAA & Glutamine upgraded (Amino Acty EX BCAA & Glutamine) Mousa Essence Drink launched 17 Consecutive Years of Revenue Growth reached Natural DN Collagen Giftu Manufacturing Plant opened
2018	January April June November	Fordays Food Research Program established Aren upgraded (Aren SP) Natural DN Collagen upgraded (Formulated with Premium Mix and Collagen Tripeptide) Mousa EO Series upgraded (Mousa EO WII) pourjours (chocolate shop & cafe) reopened after renovation
2019	February May September November	Mousa Essence Drink upgraded (Mousa Essence Drink SNOWy) Fordays Tokyo Headquarters relocated Jisedai Kakusan Labo FD opened Mousa LU Serum upgraded (Mousa LU Serum my) BCAA & Glutamine upgraded (Amino Acty EX BCAA & Glutamine Plus)
2020	May June September October	Mousa Essence Stem launched "Fordays Next Generation Nucleic Acid Research Institute" established with Tokyo University of Agriculture and Technology Kioku no Kiwami ("Food with Function Claims") launched Mousa Hand Care Stem launched
2021	February May June	Natural DN Collagen upgraded (Containing F-Core 2021) Body Run Bar Fat Fighter for Men launched Natural RNA upgraded (Natural RNA Mother AD)

Corporate Mission

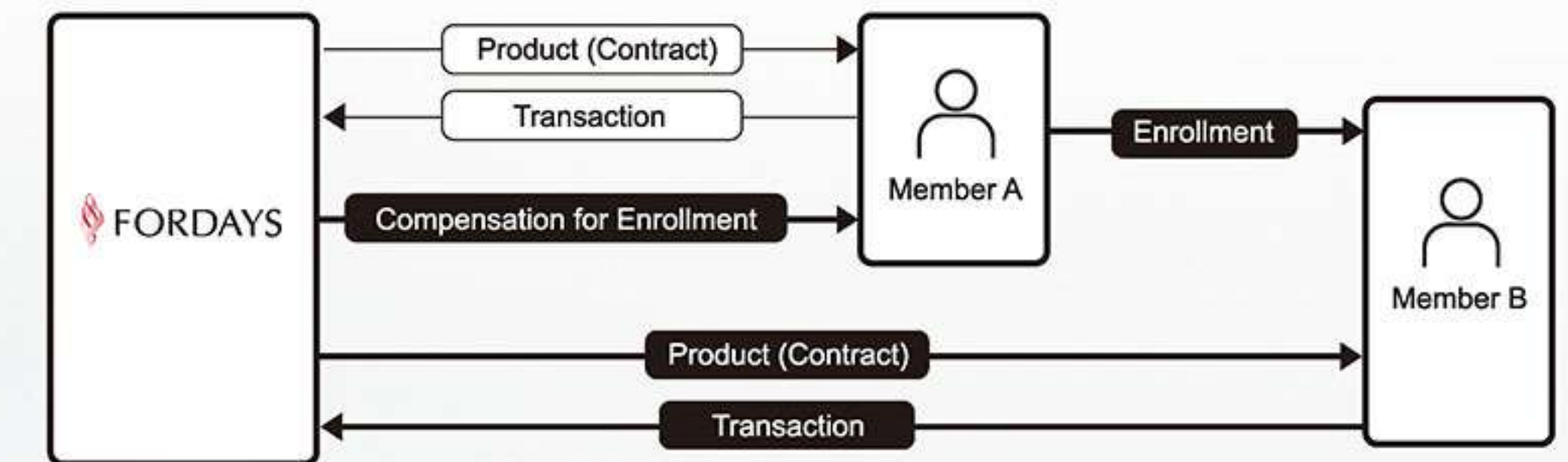
Through our business, we aspire to support
“self-reliance” to every individual.

Fordays' corporate mission is to provide an opportunity for anyone to be self-reliant. Fordays' distribution channel is MLM (Multi-level Marketing), otherwise known as Network Marketing. It is a business where customers can participate as distributors and receive compensation by advertising through the word of mouth. With our business, **physical health** is ensured by our products, **financial health** can be rewarded through our business, bonds and friendships can be made through numerous encounters within our **community**. **Physical health, financial health, and community** are the three essential factors to live in abundance of self-reliance. Fordays will continue to contribute for the betterment of modern society where anyone can happily be self-reliant.



Business Model

We have implemented a business model where anyone can easily get involved from the lowest expense possible.



No registration fees No inventory No delivery fees No fee collection

Implementing a business model where anyone can start with a small expense

Product

Our series of products are formulated with nucleic acid to serve various purposes.

Fordays products are all formulated from the influence of nucleic acid. Starting with the Natural DN Collagen and other supplements that contribute to your daily health. Skincare and cosmetic products that preserve healthy skin. Other products include hair and body care products. Our wide selection of products is adequate to serve various purposes for a healthy lifestyle.

While nucleic acid is increasingly attracting interest in recent years, we are making our efforts to develop new, high-quality products to our customers.



**The concept of Inner + Outer Supplements.
For a healthy and beautiful lifestyle.**

Inner Supplements
(Dietary Supplements)

We offer a range of inner supplements that support health on the inside, starting with our company's flagship product, Natural DN Collagen.

Outer Supplements
(Skincare, hair care, and cosmetic products)

Our range of outer supplements support health and beauty from the outside. The nucleic acid-derived ingredients, support health and beauty that extends to the future.



Expanding our research with Open Innovation and discovering new ways nucleic acid can benefit human health.

As the leading company of nucleic acid, we are committed to conducting joint scientific research with leading research institutes in the medicine and life science fields. The purpose of this research is two-fold: to gather concrete evidence of the efficacy and safety of dietary supplements, and to uncover potential new ways that supplements may benefit human health. The ultimate goal of these bold initiatives is to continue providing customers with great assurance.

Researching nucleic acid for our aim to enhance preventive medicine and to implement a healthy society.

Jisedai Kakusan Labo FD

We have unified the research facility of Fordays and Life Science Institute where both parties will embrace the approach of Open Innovation by gathering and sharing information for enhancing our nucleic acid supplements.

Collaboration

Tokyo University of Agriculture and Technology Graduate School of Agricultural Research Institute (Akane Tanaka)

Kanazawa University Pharmaceuticals Department (Yukio Kato)

Tokyo Metropolitan University Graduate School of Science (Toshiro Aigaki)

Osaka City University Graduate School of Human Life Sciences Research (Akiko Kojima)

Kanazawa University Cancer Research Institute (Kunio Matsumoto)

Gifu University Faculty of Applied Biological Sciences (Satoshi Nagaoka Senior Professor)

University of Tokyo Graduate School of Agricultural and Life Sciences (Koichi Ito Associate Professor, Daisuke Yamanaka Associate Professor)

DNA Double-Helix Structure



Foods High in Nucleic Acid



Implementing the visibility of our manufacturing process by establishing the Gifu Manufacturing Plant.

In 2017, the Gifu Manufacturing Plant was established for our aim to manufacture a high-quality and one-of-a-kind product to our customers. We have organized consistent research development, manufacturing standards, and quality control. We manufacture our products in a factory with the cutting-edge technology and establishment with strict health and safety measures. We plan to cultivate, shape, and exploit our company's manufacturing abilities through our exclusive factory tour, where our customers can witness the manufacturing process with their own eyes.



Fordays Gifu Manufacturing Plant

Our comprehensive quality control systems provide our customers with undeniable assurance.

In 2009, the Fordays Quality Control Center (FQCC) was established in Izu Kogen, Shizuoka Prefecture. The FQCC staff members monitor the entire product development process, from ingredient selection, through to manufacturing and delivery, and ensure traceability throughout the entire process. Samples from each lot numbers are periodically tested to ensure there is no change in quality. Furthermore, the FQCC staff members double check the manufacturer's test results and conduct further tests, such as product stability, to ensure the product's quality and safety providing our customers with undeniable assurance.

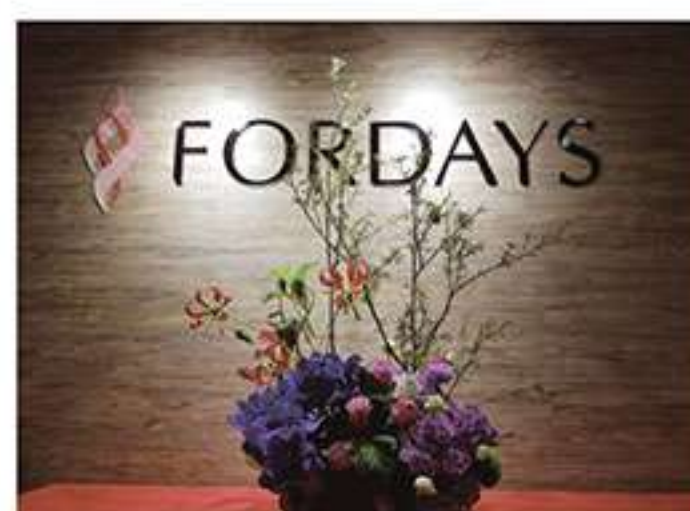


Fordays Quality Control Center



Expanding the interest of nucleic acid products and business opportunities overseas.

As globalization rapidly progresses, we are expanding our business from Japan to the world. Our high-quality products are currently receiving positive reviews overseas. We are developing new markets in Asia to provide business opportunities and to deliver our message of encouraging all to be self-reliant.



Fordays Taiwan
9F., No.79, Sec.2, Zhongshan N.Rd.,
Zhongshan Dist., Taipei City, Taiwan



Fordays Hong Kong
Room 715-717, 7F, Lippo Sun Plaza,
28 Canton Road, Tsim Sha Tsui, Hong Kong



Fordays Philippines
Ground Floor, SyCipLaw Center, 105 Paseo de
Roxas, Makati City 1226, Metro Manila, Philippines



Fordays Thailand
L, 2nd, 3rd Floor, Bangkok Ekkamai
Cooperative Building, 1239 Sukhumvit Road,
Kwang Klongton Nua Wattana, Bangkok 10110, Thailand



Fordays Malaysia
Unit No.G-1, Level Ground Floor, Tower 3,
Avenue 3, Bangsar South, No.8 Jalan Kerinchi,
59200 Kuala Lumpur, Malaysia

Fordays has redefined the relationship between corporate activities and social contribution. We have gone beyond the traditional concept of CSR (Corporate Social Responsibility) and created our own unique concept, CSV, or "Creating Shared Value".



NPO Activities in Nepal

We have expanded the self-reliance project in Nepal, creating a sustainable community to enable mothers to generate income for their children.



Supporting Self-Reliance for the Disabled

We have provided funds for the Horse and Horticultural Therapy Center in Tenei-mura, Fukushima Prefecture. We also provide continuous employment opportunities and operate group homes to enable the disabled to be more self-reliant in their community.



Supporting Relief for Disaster Affected Areas

We have aided in donations and volunteer activities with our Fordays members to support the relief for disaster affected areas.

● The Great East Earthquake (Mar. 2011) ● Nepal Earthquake (Apr. 2015) ● Kumamoto Earthquake (Apr. 2016) ● 2018 Japan Floods (Jul. 2018) ● Hokkaido Eastern Iburu Earthquake (Sep. 2018)



Continuing Support for the Tohoku Region

Since 2012, we have sponsored the "Tohoku Fukkou Festival" hosted by the Sankei Shimbun newspaper, to bring smile and support to our friends in the Tohoku region.



Support for Traditional Japanese Performing Arts

Since 2012, we have sponsored the "Support for Traditional Culture and Performing Arts" hosted by the Sankei Shimbun newspaper for future Japanese generations to inherit and preserve the rich history and culture of the Japanese Performing Arts.



Health-Related Academic Symposiums

As part of our role as a leader in the health care industry, we have collaborated with academic institutions and media organizations to provide relevant health-related information to the general public. Since 2009, we have sponsored the "Future of Health and Nutrition Symposium" hosted by the Sankei Shimbun newspaper.



Food Studies Program

We have established the Food Studies Program to enhance the enjoyment of Japanese foods by approaching its aspects on health, sustainability, and benefits it can bring to our daily lives.



Company Overview

Company name	Fordays Co., Ltd.
Corporate Headquarters	6-7 Koami-cho, Nihonbashi, Chuo-ku, Tokyo, 103-0016
Head office	1-13-21 Kayaba-cho, Nihonbashi, Chuo-ku, Tokyo 103-0025
CEO	Keiko Wada
Date founded	April, 1997
Capital	45 million yen
Main business	Development and sales of dietary supplements and cosmetics
Annual Revenue	32.9 billion yen (as of March 2021)
No. of employees	252 (including non-permanent staff)
Affiliated organizations	Japan Direct Selling Association National Association for Direct Selling and Distribution Japan Health and Nutrition Food Association CRN-Japan Tokyo Chamber of Commerce and Industry

Salon, Synapse Cafe & Stations

Hokkaido Salon, Miyagi Salon, Tokyo Salon, Aichi Salon, Osaka Salon, Hiroshima Salon, Fukuoka Salon, Kagoshima Salon, Synapse Cafe Fukushima, Asahikawa Station

Partner Salons

Kakusan Salon Kumamoto
Kakusan Club Training Center & Salon Yahiko

Accommodation Facilities

Yufuin Retreat
Taiwan Villa

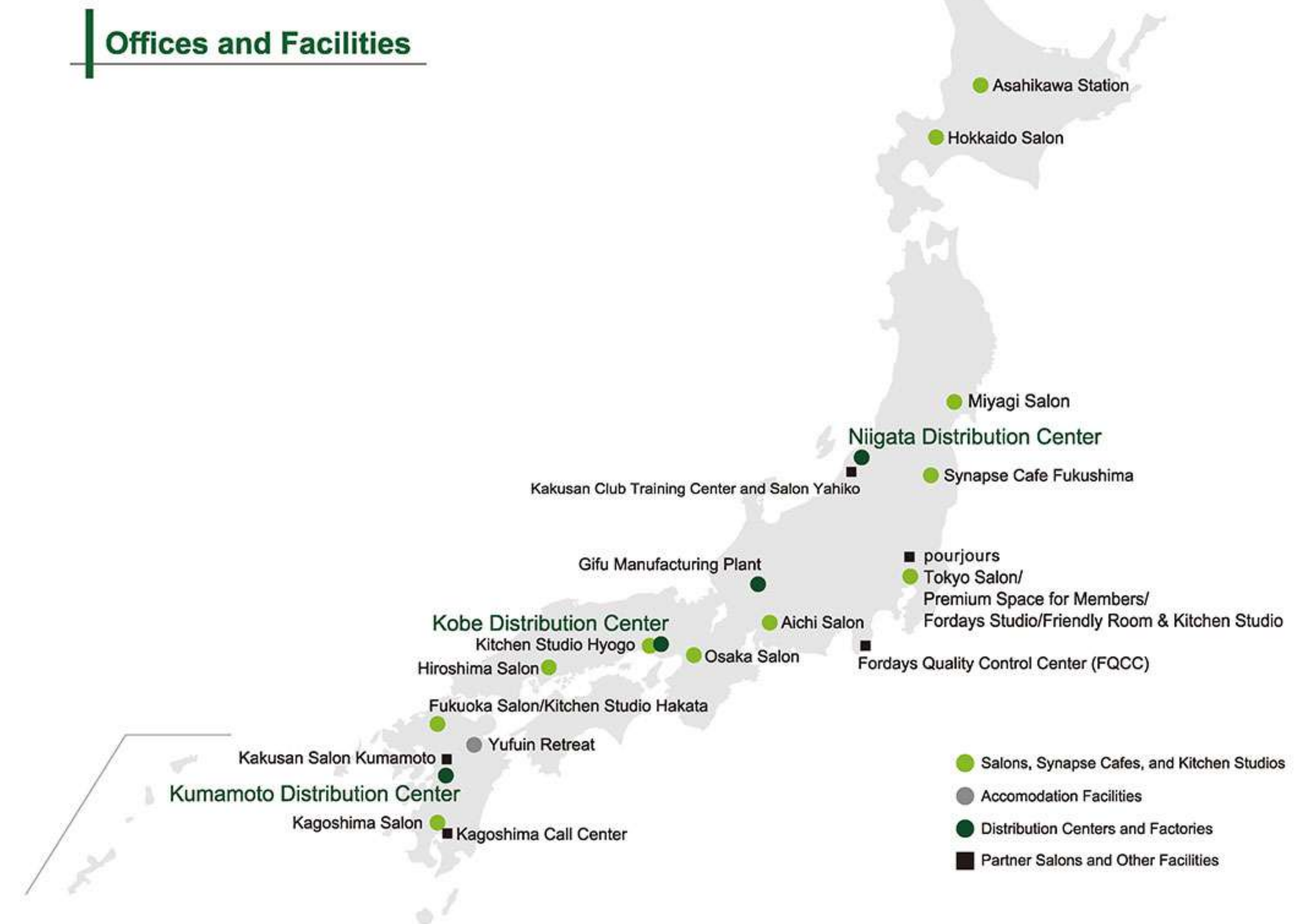
Other Fordays Facilities

Gifu Manufacturing Plant	Kitchen Studio Hakata
Fordays Quality Control Center (FQCC)	Kitchen Studio Hyogo
Kagoshima Call Center	pourjours
Kobe Distribution Center	Premium Space for Members
Niigata Distribution Center	Fordays Studio
Kumamoto Distribution Center	Friendly Room & Kitchen Studio

Overseas Offices

- Taipei Salon: Fordays Worldwide Co., Ltd. (Taiwan Branch)
9F., No.79, Sec. 2, Zhongshan N.Rd., Zhongshan Dist., Taipei City, Taiwan
- Hong Kong Salon: FORDAYS JAPAN INTERNATIONAL COMPANY LIMITED
Room 715-717, 7F, Lippo Sun Plaza, 28 Canton Road, Tsim Sha Tsui, Hong Kong
- Philippines Salon: Fordays Japan International Inc.
Ground Floor, SyCipLaw Center, 105 Paseo de Roxas, Makati City 1226, Metro Manila, Philippines
- Thailand Salon: Fordays (Thailand) Co., Ltd.
L, 2nd, 3rd Floor, Bangkok Ekkamai Cooperatine Building, 1239 Sukhumvit Road, Kwang Klongton Nua Wattana, Bangkok 10110, Thailand
- Malaysia Salon: Fordays Japan International Sdn. Bhd.
Unit No.G-1, Level Ground Floor, Tower 3, Avenue 3, Bangsar South, No.8 Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia
- Korea Office: 31, Daewangpangyo-ro 606beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea
- China Office: R1303, East Block, Coast Building, No. 5 Haide 3rd Avenue, Nanshan, Shenzhen, China
- Cambodia Office: Unit S1606, Koh Pich, Daimond Twin Tower, Sopheap Mongkol Rd, Phnom Penh, Cambodia

Offices and Facilities



Hokkaido Salon

Galleria 5F & 8F, 4-10-3 Kita Kujo-nishi, Kita-ku, Sapporo City, Hokkaido
TEL.: 011-756-1121

Miyagi Salon

6-10-26 Kamiyagari, Izumi-ku, Sendai City, Miyagi Prefecture
TEL.: 022-371-0371

Tokyo Salon

Yamaman Building 3F, 6-1 Koami-cho, Nihonbashi, Chuo-ku, Tokyo
TEL.: 03-3662-1221

Aichi Salon

YWCA Building 8-9F, 2-3 Shinsakae-machi, Naka-ku, Nagoya City, Aichi
TEL.: 052-957-1300

Osaka Salon

Maruito Namba Building 9F, 1-2-3 Minato-machi, Naniwa-ku, Osaka City, Osaka
TEL.: 06-6632-1000

Hiroshima Salon

Ebisu-cho Building 8-9F, 4-28 Ebisu-cho, Naka-ku, Hiroshima City, Hiroshima
TEL.: 082-504-9210

Fukuoka Salon

Nishinippon Shimbu Hakata-ekimae Building 5-6F, 2-6-12 Hakata-ekimae, Hakata-ku, Fukuoka City, Fukuoka
TEL.: 092-432-0951

Kagoshima Salon

Urban Square Kagoshima 7F, 4-10 Kinsei-cho, Kagoshima City, Kagoshima
TEL.: 099-216-2474

Synapse Cafe Fukushima

2-201 Asakamachi Arai, Koriyama, Fukushima
TEL.: 024-991-6405

Asahikawa Station

Kagura no Mori Building 1-2F, 6-2-5 Kagura, 5-jo, Asahikawa City, Hokkaido
TEL.: 0166-60-2280

Kakusan Salon Kumamoto

3-2-1 Nagamineminami, Higashi-ku, Kumamoto City, Kumamoto
TEL.: 096-387-8868

Kakusan Club Training Center & Salon Yahiko

2220 Yahiko, Yahiko-mura, Nishikanbara-gun, Niigata
TEL.: 0256-94-4480

Yufuin Retreat

2087-2 Kawakami, Yufuin-cho, Yufu City, Oita

Gifu Manufacturing Plant

1547-3 Ichiba, Ibigawa-cho, Ibi-gun, Gifu

Fordays Quality Control Center

1118-2 Yawatano, Ito City, Shizuoka

Kagoshima Call Center

4-2705-1 Kokubun Chuo, Kirishima City, Kagoshima

Kobe Distribution Center

212-1 Oka, Inami-cho. Kako-gun, Hyogo

Niigata Distribution Center

4952-2 Shinmachiura, Otakeshinden, Tsubame City, Niigata

Kumamoto Distribution Center

C/O Sun Spirit, 99 Kyoei, Yokoshima-machi, Tamana City, Kumamoto

pourjours

Dai 1 Teikei Building, 1-13-4 Kakigara-cho, Nihonbashi, Chuo-ku, Tokyo
TEL.: 0120-956-461

Premium Space for Members

Dai 2 Yamaman Building 1F, 6-7 Koami-cho, Nihonbashi, Chuo-ku, Tokyo

Fordays Studio

Ningyo-cho City Plaza 4F, 1-11-10 Kakigara-cho, Nihonbashi, Chuo-ku, Tokyo

Friendly Room & Kitchen Studio

Oshima Building 3F, 1-3 Koami-cho, Nihonbashi, Chuo-ku, Tokyo

Kitchen Studio Hyogo

Ouzu Town Center Square 4 Ban-kan Room 101, 1-2-3 Okubocho Yurinokidori, Akashi, Hyogo

Kitchen Studio Hakata

NPC Building 2F, 2-17-15 Hakata-ekimae, Hakata-ku, Fukuoka City, Fukuoka



Yufuin Retreat



Taiwan Villa



Kitchen Studio



Premium Space for Members