

MTG

We have many dreams



01

Company Overview

Philosophy and Vision

Philosophy

一人ひかる 皆ひかる 何もかもひかる

One shapes, We shape, All shapes

Vision

VITAL LIFE

We will help create a world where everyone lives a happy, beautiful and active life.

Basic Information

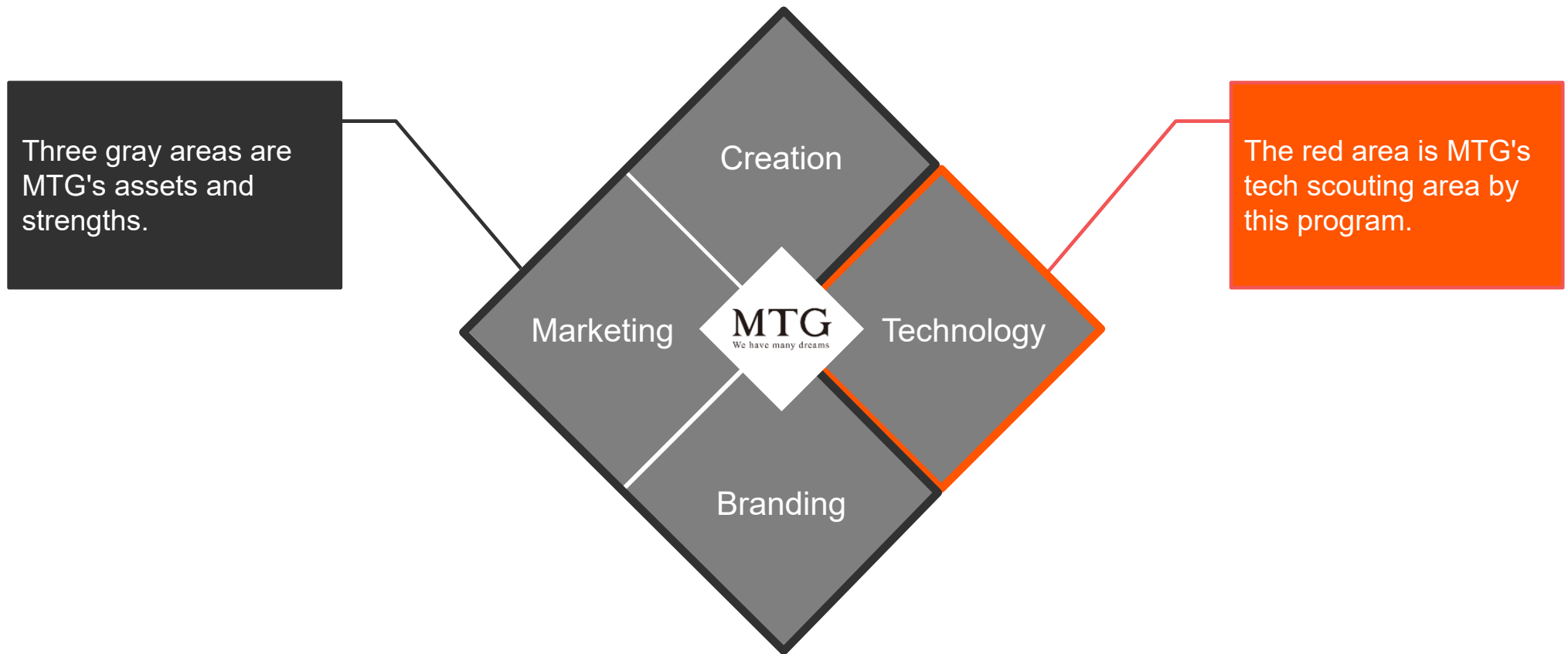
Trade name	MTG Co., Ltd.
Listed market	Tokyo Stock Exchange Growth market (securities code:7806)
Capital	16.6 billion yen
Establishment	January 1996
President	Tsuyoshi Matsushita
Employees	1.391 (Including all group and part-time employees)
Headquarters	Nagoya City, Aichi Prefecture
Major Group Companies	<p>— Group companies in Japan MTG PROFESSIONAL, MTG Ventures, MTG MEDICAL, BLAZE, GOTO no TSUBAKI, EVERING Corp., M's Agency, MTG FORMAVITA</p> <p>— Overseas group companies McLEAR, MTG SHANGHAI, MTG SHENZHEN, MTG PACIFIC, MTG TAIWAN, MTG KOERA, MTG USA, MTG EUROPE</p>

Business Structure

Based on our business vision, HEALTH, BEAUTY, and HYGIENE business fields.



Brand Development System — Four business focus areas



Brand Development System

Creation

By putting beautiful design at the heart of all our products, MTG will develop new businesses and a new culture. Our value comes from creating products that you just can't find anywhere else. That is where all of our dreams begin.



Technology

MTG is passionate about developing technologies, Intellectual Property and incubation business, which enable us to create our one-of-a-kind products. Our policy is to collaborate with industrial, academia and governance partners in order to optimize our research and deliver products that are always on the cutting edge of technology.



IDEA

The Aesthetics of Evolving Ideas.



PLANNING & DESIGN

Creating Authenticity and Functionality.



CREATION OF NEW BUSSINESS

Form ideas through overcoming variable obstacles.



IMAGINING A NEW CULTURE

Through new ways of thinking, create a new lifestyles that will forever become a new culture.



IN-HOUSE DESIGN AND DEVELOPMENT

In-house design and development by making full use of the latest technology.



INTELLECTUAL PROPERTY

Acquisition of more than 2100 IPR in the world. Exercise of IPR in cooperation with the government.



INCUBATION

Creating new value by gathering fund of wisdom, technology and experience.



EVIDENCE

Pursuit safety supported by scientific evidence.

Brand Development System

Branding

Each one of MTG's brands embodies a philosophy, story, and mission. Unique words are built out of these elements, so that what we deliver to the world are not their products, but entire brands. One thing that all our brands have in common is that each one of them is created from the pursuit of authenticity.

Marketing

MTG develops optimal marketing strategies for each brand with tailored approaches to different countries, markets, B to C, and B to B. In this manner, we can deliver our products to the world in the most effective manner possible.



MISSION

Aims to become a presence that can contribute to society.



PHILOSOPHY

A world view of a brand described clean.



STORY

A comparing story that transmits country and regional boundaries.



VISUAL

Visuals that clean convey the world views behind our brands.



Direct	Professional	Retail	Global
E-commerce Mail Order Wholesale SNS imperative	Beauty Salon Esthetic Salon Sports club B to B Hotel, SPA	Department stores Appliance Store Shopping Malls Drugstore Duty free shops, GMS	US, China, Singapore, UK, Taiwan, Netherlands

Excluding group companies

confidential

Key Solution

Our company is primarily involved in the healthcare and beauty sectors and excels in its capacity to establish its own sales channels (B2B, B2C, online, etc.) without relying on distribution channels."



Direct

- E-commerce
- Mail Order Wholesale
- SNS
- imperative

Professional

- Beauty Salon
- Esthetic Salon
- Sports club
- B to B
- Hotel, SPA

Retail

- Department stores
- Appliance Store
- Shopping Malls
- Drugstore
- Duty free shops, GMS

Global

US, China, Singapore, UK, Taiwan, Netherlands



02

Business Issues and Objectives of the Program

Current Challenges

In the future, in alignment with our corporate philosophy, we aim to bring about a more fulfilling life for people worldwide. Through this program, we will initiate a business focused on enhancing mental health

Vision

**Maintain physical and mental health
and bring people happier life**

Current situation



Current status

We plan, manufacture and sell health care products. Until now, we have been developing business by creating our own brand. We will engage in a subscription service as a new business. That we have not engages in the area.

Background

Our main business in Japan is product-oriented and we will take a first step for global expansion. We think establishing a platform for mobile application is easier to enter the new market.

Internal issues

**Lack of knowledge of mental
health care**

Collaboration Goal & Direction

In this program, we will expand our business to the mental care field and promote comprehensive healthcare.

Goal

**Grow a new business to
2 billion yen in 3 years
(14 million dollars)***

*target a global ¥10 billion business in the future
(67 million dollars)*

* \$1=¥149

Direction

- **Developing business with wellbeing technologies**
- Expanding to the mental health field
- Providing mental care services and subscription services with consumer goods (e.g. fragrances)

New Business Overview

Wellness Support Services with Well-Being Technology

Purpose of the new business

- Bring innovation in the area of mental health care (Wearable Device Measurement of Human Mental)
- Help users improve their mental health (provide measurement results to users)
- Create subscription business models (product proposals to improve mental health)

Background

- The expectation for the market growth of mental health & few companies have already entered in the market (MTG will be the first who enters the blue ocean market)
 - Growing the demand for healthcare. (Especially Western countries and Japan.)
 - Growing the importance to Mental health. (Japanese companies are aware of the importance of mental care, and we expect it to become more active in the future.)

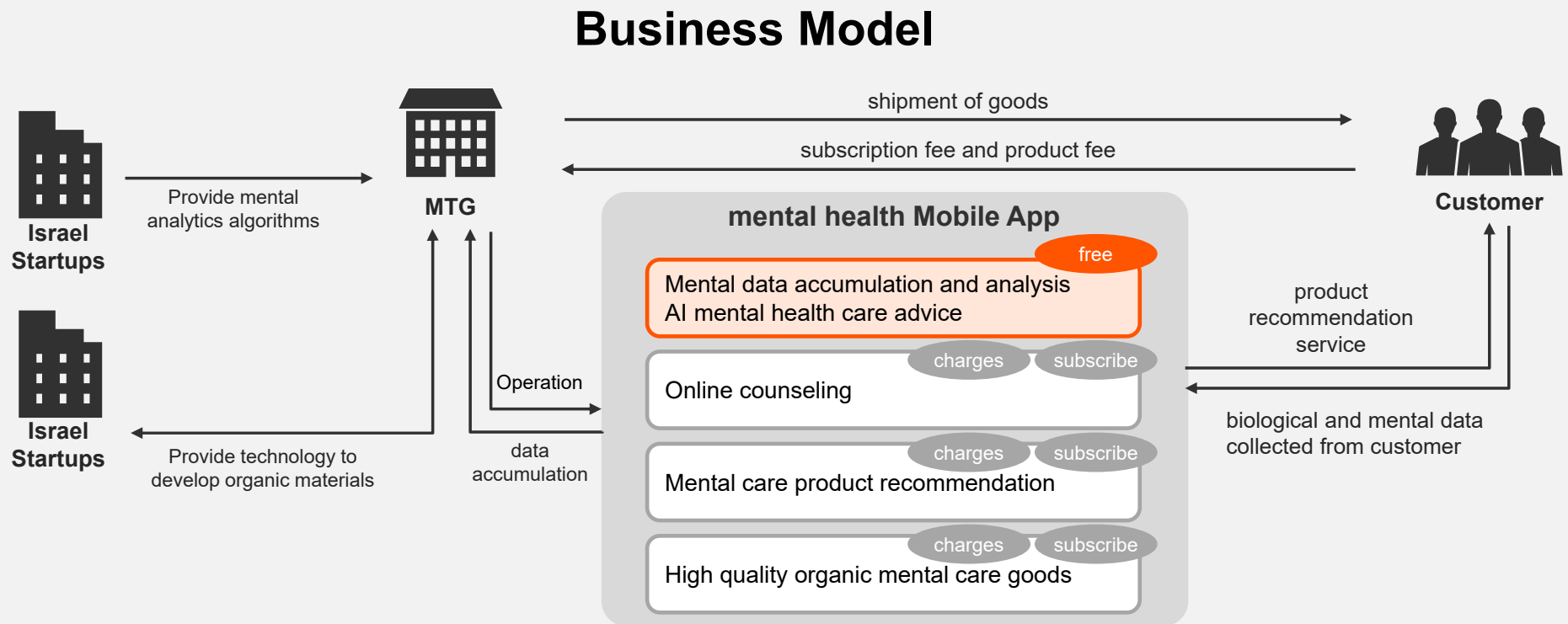
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03

Future collaboration

subscription business model

We are launching the new business by analyzing biological and mental data and offering advice to enhance customers' mental health.



Assets MTG can provide

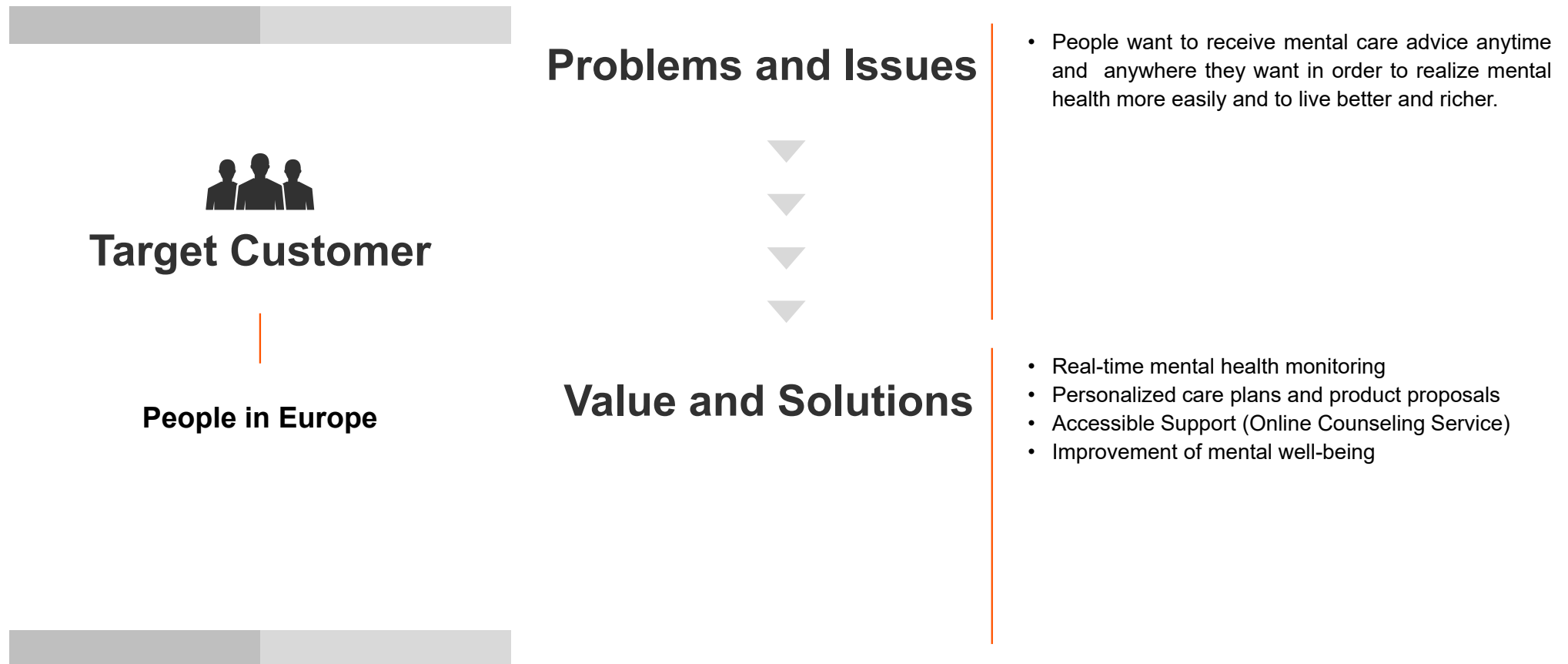
Brand Creation, Design and Marketing

Scouting Technology

Mental analysis, organic mental care cosmetics

Collaboration Idea-Target Customers

We offer value and solutions for the mental health issues of our target customers.



Partners We Are Looking For

We are seeking partners with expertise in app development and analytics algorithms for mental healthcare.



Desired Partner

Israeli startup with technologies
of software development and
analytics algorithms for mental
care

Product Lineup

Product Category

- Application
- Free Services : Mental analysis and advice with AI
- Paid Services: Online Counseling

Products for subscription users

Organic materials from Israel

- fragrance
- skin care
- Supplements etc.

Business Strategy

We enter the target market using our branding and market experience and proactively assess risks in advance.



Business strategy

Approach target markets online
and measure risks due to cultures
and technologies

Marketing Strategy

Target Market

- Mental health-conscious customers
- Working professional
- College student
- Senior market

Marketing Strategy

- Online advertising
- Social Media Promotions, Campaigns

Possible Risks

- Technical issues
- Legal regulations
- Privacy concerns
- entry of competitors

Countermeasures

- Risk mitigation measures

Risks

RoadMap



- Create an app that visualizes your heart rate, exercise status, and daily questions.

- Bring it to market as a free app.
- Analyze the data and consider additional features.
- Launch a online counseling system.

- Start collaborations with online counselors.
- Deliver daily Quotes.

- Sell products such as Aroma that have a relaxing effect.
- Offer service to deriver supplements depending on physical condition .
- provide medical certificates and medicines such as tranquilizers.

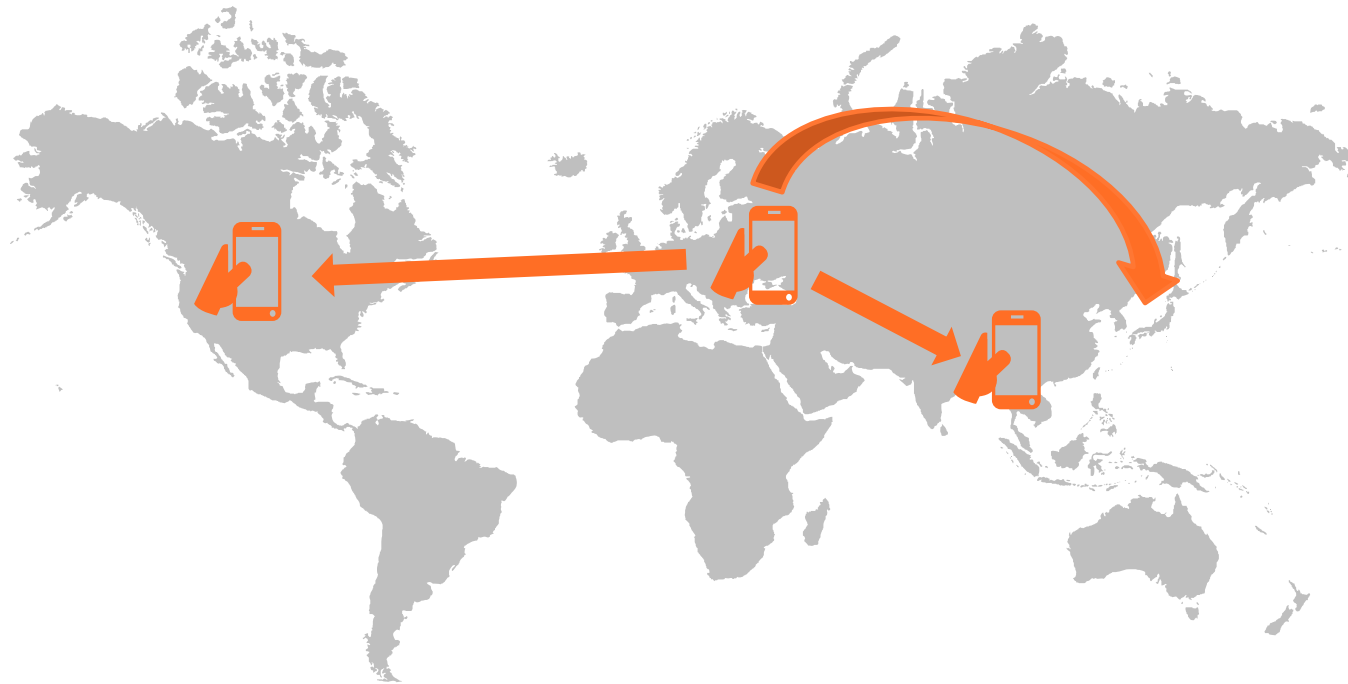
- Add functions to feel connected wit people.
- Facilitate community activities.

- Use the data accumulated in the app with the quantum mechanics to analyze human behavior.

Business development area

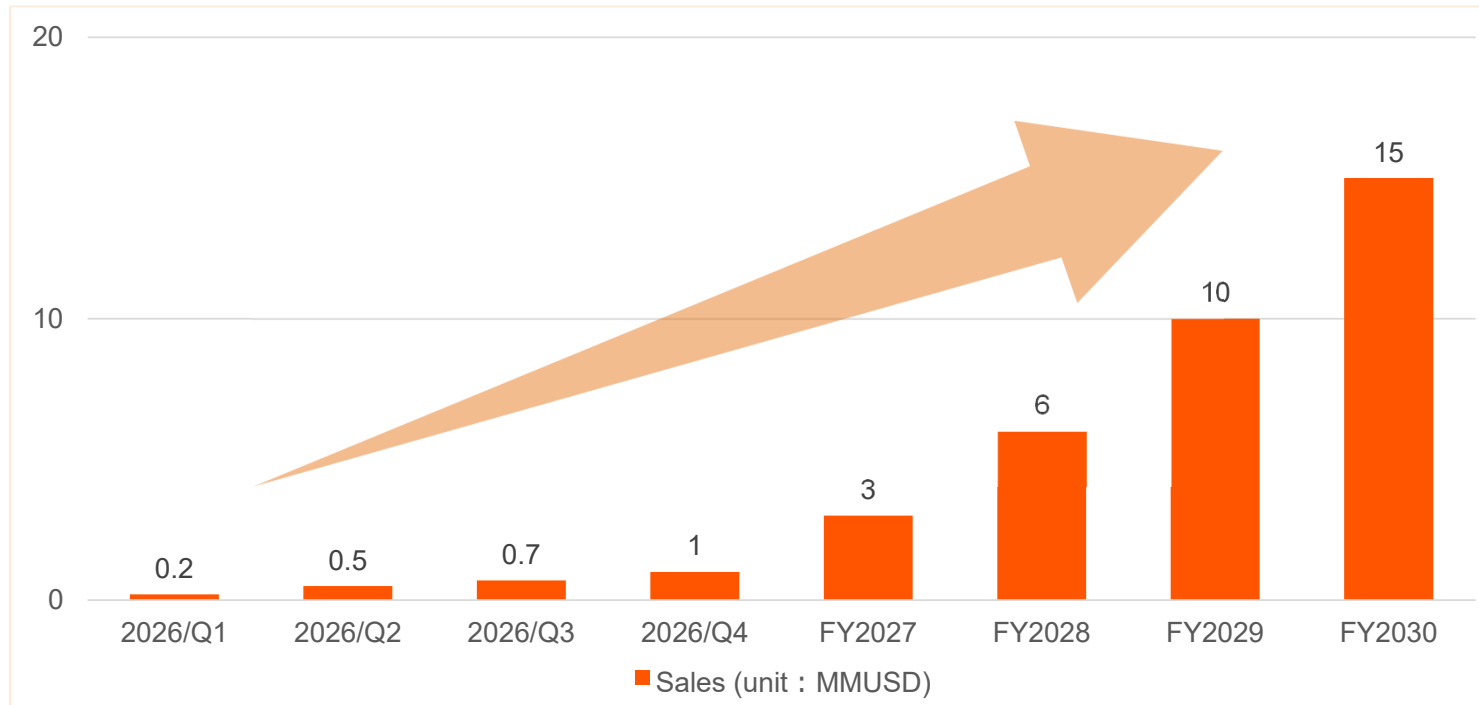
We will expand our business by incorporating additional products into the apps for subscription users. We will initiate our business in France and Germany, where the governments provide funding for mental health. From these countries, we will extend our services from Europe to Asia and Japan.

Europe → North America → ASEAN → East ASIA



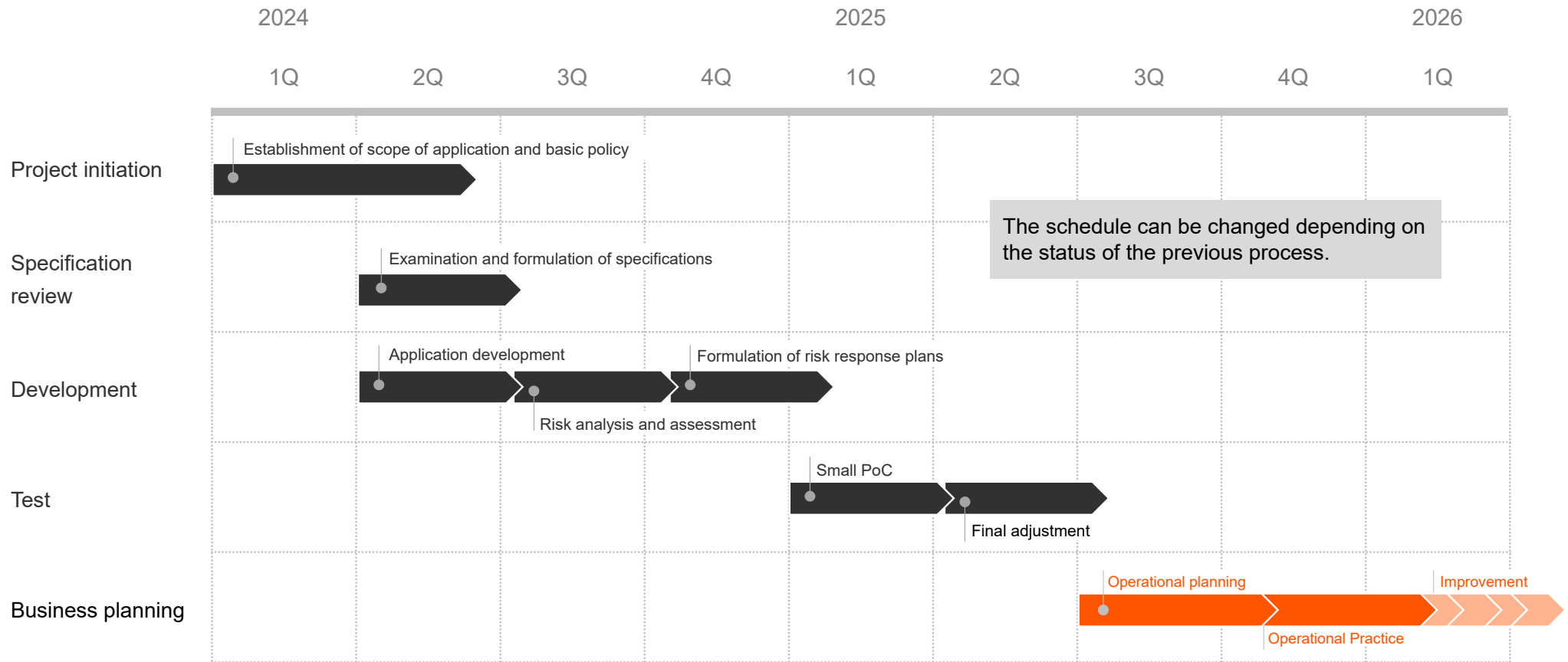
Sales Forecast

The company aims for consistent growth, starting at \$0.2 million in sales in the first quarter of 2026 and reaching \$15 million by 2030, with a Compound Annual Growth Rate (CAGR) of 60%. We will expand our business by introducing products that can be developed through subscription.



Schedule

PoC Schedule - To Be Determined



Points for Today

We aspire to collaborate on new mental health services with startups who have technologies for mental health share our vision.

1 Why we need you

- **To provide mental health application services** in Europe.
- We will start business with free mental health care advice service and expand it to subscription services with online counseling and mental health care goods.

2 What we achieve

- **To provide people happy and health life both mentally and physically.**
- We will start the new business and be the first who enters the blue ocean market, mental health care in overseas.

3 What we need

- **We want to collaborate with startups who already have mental analysis algorithms or who have ability to develop it.**
- We will provide brand creation, design and marketing knowledge.

FAQ – About the New Business

Q

What vision does MTG have?

Why Israeli startups?

Does MTG still have connection with partner companies for the new business?

IS MTG planning to develop services for medical use?

A

The goal is to provide people with a happy life with mental health service.

In expanding mental health care business in Europe, where mental health gets popular, we would like to collaborate with Israeli startups that have advantages in analytics software compared to other countries.

With expanding the customer base through free services, we monetize by providing higher quality services to subscription users.

No. The mental health service that we aim to realize is that anyone can easily receive mental care.

FAQ – About the Collaboration

Q

What can MTG offer for a collaboration?

Can MTG do R&D on technology seeds?

What will MTG focus to choose a partner?

Is MTG planning to expand business in Israel?

A

We can provide branding, design, and marketing capabilities acquired through the development of beauty and health products in Japan.

The technology to analyze mental health and offer optimum proposals is higher priority. However, collaboration with startups with beauty products outside this program is possible.

We are looking for a company who share the vision of providing a healthy and happy life and co-create business as a business partner.

Yes, we are planning to run a business in Israel. PoC can be conducted not only in Europe but also in Israel.

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