

Fiscal Year Ended March 2019 (147th Business Year) Financial Analyst Meeting

May 22, 2019



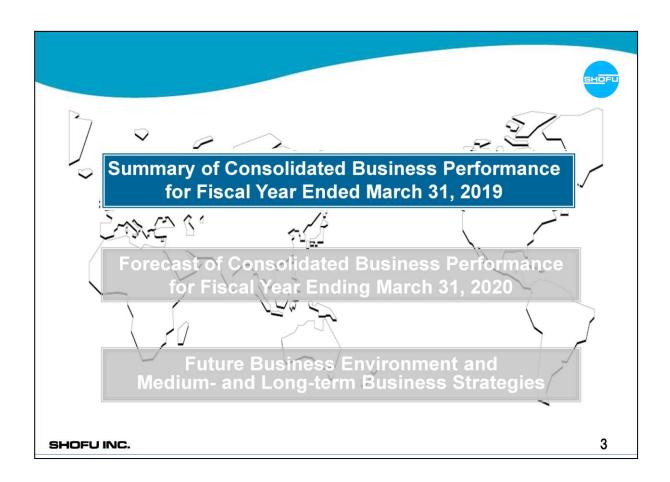


Contents of Today's Presentation

- Summary of Consolidated Business
 Performance for Fiscal Year Ended March 31, 2019
- Forecast of Consolidated Business
 Performance for Fiscal Year Ending March 31, 2020
- Future Business Environment and Mediumand Long-term Business Strategies

Noriyuki Negoro, President and CEO

SHOFU INC.



Sales by Business

Summary of Consolidated Business Performance for Fiscal Year Ended March 31, 2019

Units: billions of yen, %

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Fiscal Year ended March 31, 2019

Net Sales: 24.9 billion yen

	Net Sales	Composition ratio
Dental business	22.44	90.1
Nail care business	2.37	9.5
Other business	0.09	0.4

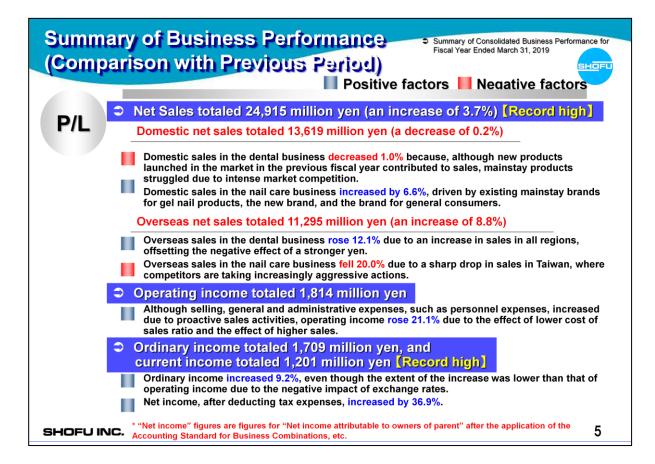
***** Manufacture and sell industrial abrasives in other business,

Slide No. 4 shows our three businesses.

SHOFU INC.

Shofu is divided into three businesses: a dental business, a nail care business, and other businesses.

The majority of our sales come from the dental business.



Business performance for the fiscal year ended March 31, 2019, saw sales and profits increase compared to the previous period, while net sales decreased and net income increased compared to the forecast. Slide No. 5 shows the contributing factors for the increases over the previous period.

Net sales totaled 24,915 million yen, an increase of 3.7%. Domestic net sales fell by 0.2%, to 13,619 million yen. Overseas net sales increased by 8.8%, to 11,295 million yen.

In our domestic dental business, sales decreased by 1.0% overall because, despite solid sales of chemical products, where new products contributed, artificial teeth and other mainstay product lines struggled due to a harsh market environment.

Domestic sales in our nail care business increased by 6.6% due to the success of initiatives to adapt to customer needs with smaller sizes and lower prices on products in a market environment characterized by increasingly harsh price competition, as well as the contributions of mainstay gel nail products to sales.

In our overseas dental business, despite the negative foreign exchange effect of 47 million yen, an aggressive sales promotion strategy yielded results and sales were strong in all regions, resulting in a 12.1% increase in sales.

Overseas sales in the nail care business decreased by 20.0% due to a sharp drop in sales in Taiwan, where competition from other companies was harsh.

In terms of income, owing to the effect of higher sales and a lower cost of sales ratio, operating income increased by 21.1%, despite an increase in selling, general and administrative expenses due to active sales activities in Japan and overseas, the acquisition of pharmaceutical approval, and HR investments.

The increase in ordinary income due to the foreign exchange effect and other factors resulted in a 9.2% increase in ordinary income, a smaller increase than that of operating income. However, net income increased by 36.9% to a record-high 1,201 million yen because there was no longer any impact from the 231 million yen impairment loss on goodwill that was recorded in the previous fiscal year for the acquisition of shares of Merz Dental GmbH.

Summary of Business Performance for the Current Fiscal Year

 Summary of Consolidated Business Performance for Fiscal Year Ended March 31, 2019

Sales and profits increased compared to the previous period/ Net sales decreased and net income increased compared to the forecast.

Units: millions of yen, %

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	Fiscal March 2018 (Results) (% of sales)	Fiscal March 2019 (Forecast) (% of sales)	Fiscal March 2019 (Results) (% of sales)	Change from Previous Period (% change)	Change from Forecast (% change)
Net sales	24,031	25,725	24,915	884	-809
	(100.0)	(100.0)	(100.0)	(3.7)	(-3.1)
(Domestic sales)	13,652	14,453	13,619	-32	-833
(Domestic sales)	(56.8)	(56.2)	(54.7)	(-0.2)	(-5.8)
(Overseas sales)	10,378	11,271	11,295	917	23
(Overseas sales)	(43.2)	(43.8)	(45.3)	(8.8)	(0.2)
Operating income	1,497	1,737	1,814	316	76
Operating income	(6.2)	(6.8)	(7.3)	(21.1)	(4.4)
Ordinary income	1,565	1,630	1,709	143	78
Ordinary income	(6.5)	(6.3)	(6.9)	(9.2)	(4.8)
Net income	877	1,109	1,201	323	91
Nerificome	(3.7)	(4.3)	(4.8)	(36.9)	(8.3)
Net income per share	55.20yen	69.77yen	75.54yen	20.34yen	5.77yer
Return on shareholders' equity	3.8%	4.6%	5.0%	1.2P	0.4F
Foreign exchange rates					
US dollar	110.81	105.00	110.69	-0.12	5.69
Euro	129.45	130.00	128.43	-1.02	-1.57
Pound sterling	147.27	150.00	145.68	-1.59	-4.32
Renminbi	16.64	16.50	16.69	0.05	0.19

Slide No. 6 shows the main sales and profit increases and decreases compared to the previous period and compared to the forecast. Here I will explain the increases and decreases compared to the forecast.

*Diluted earnings per shares for fiscal March 2019 results is 74.99 yen.

Net sales decreased by 809 million yen, or 3.1%, compared to the forecast.

In the domestic dental business, all product lines struggled in a market environment marked by more intense competition with other companies, resulting in a 658 million yen decrease in sales. Although sales increased over the previous fiscal year in the nail care business, they were 154 million yen below forecast. Overall, sales totaled 833 million yen, down by 5.8%.

In the overseas nail care business, sales were down 280 million yen, but in the dental business, sales exceeded forecasts in all regions except for Europe, and the positive foreign exchange impact was 103 million yen. As a result, overseas sales overall increased by 23 million yen, or 0.2%.

In terms of profit, selling, general and administrative expenses decreased, but sales fell, and as a result operating income increased by 76 million yen, or 4.4%, ordinary income increased by 78 million yen, or 4.8% and net income increased by 91 million yen, or 8.3%.

Sales by Product Category (Comparison with Previous Period)

 Summary of Consolidated Business Performance for Fiscal Year Ended March 31, 2019

Unit: millions of yen Figures in parentheses represent percentage changes; unit: %

	Fiscal March 2018	Fiscal March 2019	Can	ge from pr	evious perio	d
	(Results)	(Results)			Domestic	Overseas
Artificial teeth	4,077	4,418	340	(8.4)	-42	383
Abrasives	4,006	4,145	139	(3.5)	0	138
Metal products	247	237	-10	(-4.1)	-9	-0
Chemical products	4,770	5,210	440	(9.2)	5	434
Cements and others	2,044	2,181	137	(6.7)	-18	156
Equipment and others	6,300	6,251	-48	(-0.8)	-61	12
Dental business total	21,446	22,446	999	(4.7)	-126	1,126
Nail care business	2,485	2,372	-113	(-4.6)	95	-208
Other	98	96	-1	(-1.9)	-1	-
Total	24,031	24,915	884	(3.7)	-32	917

*The effect of foreign currency fluctuations (U.S. dollar (USD), Euro (EUR), British pound (GBP), Chinese yuan (CNY), Indian Rupee (INR) and New Taiwan dollar (NTD)) on overseas net sales was - SHOFU INC. 56 million yen. (Dental business -47 million yen, Nail care business -8 million yen)

Slide No. 7 shows sales by product category compared with the previous period.

Overall, sales rose 884 million yen, of which sales in the dental business increased by 999 million yen and sales in the nail care business decreased by 113 million yen.

In the domestic dental business, despite contributions from new products, sales of artificial teeth and equipment, including CAD/CAM-related products, were negative due to heightened market competition. This resulted in an overall sales decrease of 126 million yen, down by 1.0%.

In our overseas dental business, favorable sales of our mainstay product lines in all regions, including chemical products and artificial teeth, led to an overall sales increase of 1,126 million yen, or 12.1%.

In the domestic nail care business, efforts to respond to customer needs were a success and sales of mainstay gel nail products, such as L•E•D Gel Presto, were strong, resulting in a sales increase of 95 million yen, or 6.6%.

In our overseas nail care business, sales fell heavily in Taiwan, where competition from other companies had worsened, resulting in a 208 million yen, or 20.0%, decrease in sales.

Sales by Product Category (Comparison with Forecast)

 Summary of Consolidated Business Performance for Fiscal Year Ended March 31, 2019

Unit: millions of yen Figures in parentheses represent percentage changes; unit: %

	Fiscal March Fiscal March Congo from Forceset									
	2019	2019	Cange from	Forecast						
	(Forecast)	(Results)		Domestic	Overseas					
Artificial teeth	4,352	4,418	66 (1.5)	-93	159					
Abrasives	4,114	4,145	31 (0.8)	-42	73					
Metal products	271	237	-34 (-12.6)	-33	-0					
Chemical products	5,163	5,210	47 (0.9)	-99	147					
Cements and others	2,170	2,181	11 (0.5)	-90	102					
Equipment and others	6,728	6,251	-476 (-7.1)	-298	-178					
Dental business total	22,800	22,446	-354 (-1.6)	-658	304					
Nail care business	2,806	2,372	-434 (-15.5)	-154	-280					
Other	117	96	-20 (-17.7)	-20	_					
Total	25,725	24,915	-809 (-3.1)	-833	23					

*The effect of foreign currency fluctuations (U.S. dollar (USD), Euro (EUR), British pound (GBP), Chinese yuan (CNY),), Indian Rupee (INR) and New Taiwan dollar (NTD)) on overseas net sales was +105 million yen. (Dental business +103 million yen, Nail care business +1 million yen)

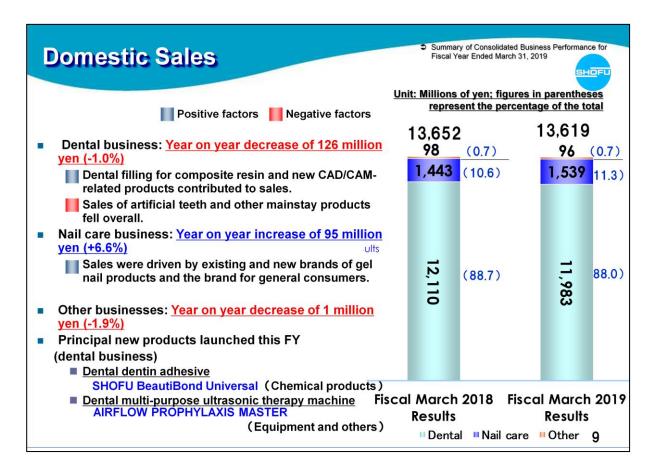
SHOFU INC.

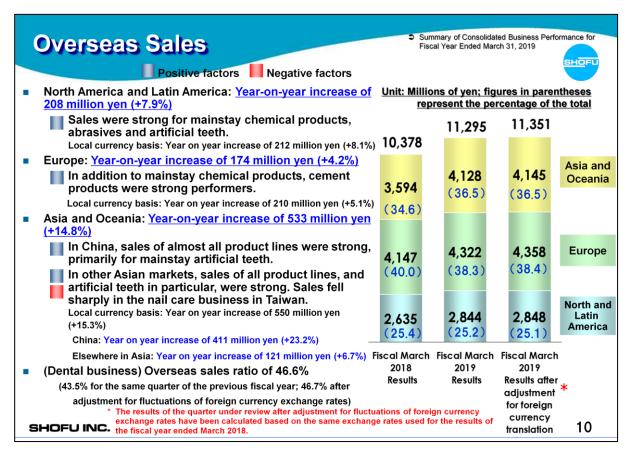
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Slide No. 8 shows sales by product category compared with the forecast.

Overall, sales fell by 809 million yen, of which sales in the dental business decreased by 354 million yen and sales in the nail care business decreased by 434 million yen.

The main factors behind the negative sales growth in the dental business were domestic factors, while the main factors for the nail care business were overseas (Taiwan) and domestic.





Slide No. 10 shows overseas sales by region compared with the previous period.

In North and Latin America, our mainstay chemical products and abrasives remained strong and sales of artificial teeth increased, offsetting the negative foreign exchange effect. This drove sales up by 208 million yen, or 7.9%.

In Europe, in addition to our mainstay chemical products, cement products were robust, offsetting a negative foreign exchange effect. As a result, sales increased by 174 million yen, or 4.2%.

In Asia and Oceania, overall sales increased by 533 million yen, or 14.8%.

Looking by area within this region, in China almost all product lines, and particularly our mainstay artificial teeth, contributed to sales, and the foreign exchange effect was positive. This resulted in a sales increase of 411 million yen, or 23.2%.

In other Asian markets, all product lines were strong, particularly our mainstay artificial teeth, so despite negative sales growth in the nail care business and the negative foreign exchange effect, sales increased by 121 million yen, or 6.7%.

Performance by Segment (Sales and Operating Income)

SHOFU INC.

 Summary of Consolidated Business Performance for Fiscal Year Ended March 31, 2019

Unit: millions of yen. Figures in parentheses represent percentage of sales and percentage changes (unit: %)

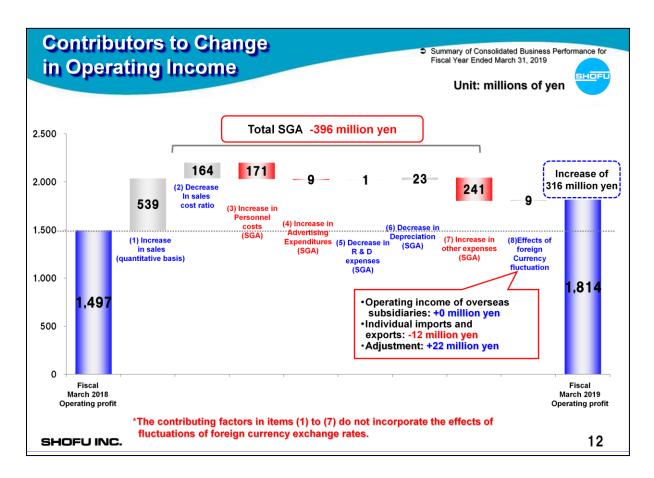
		Fiscal March 2018 (Results) Amount (% of sales)	Fiscal March 2019 (Forecast) Amount (% of sales)	Fiscal March 2019 (Results) Amount (% of sales)	Change from Previous Period	Change from Forecas
Dental	Net Sales	21,447	22,800	22,446	999	-354
	Operating expenses	20,037	21,224	20,648	611	-576
	Operating income (operating income margin)	1,410	1,575 (6.9)	1, 797 (8.0)	387	221
Nail care	Net Sales	2,486	2,806	2,372	-113	-434
Null Cure	Operating expenses	2,422	2,661	2,378	-44	-282
	Operating income (operating income margin)	63 (2.5)	145 (5.2)	-5 (-0.2)	-69	-151
Other	Net Sales	105	117	104	0	-13
	Operating expenses	87	101	87	0	-13
	Operating income (operating income margin)	17 (16.8)	16 (13.7)	16 (15.6)	-1	0
Total before	Net Sales	24,038	25,725	24,923	884	-801
consolidation	Operating expenses	22,547	23,987	23,115	567	-872
consolidation adjustment	Operating income (operating income margin)	1,491 (6.2)	1,737	1,807 (7.3)	316	70
Consolidated	Net Sales	24,031	25,725	24,915	884	-809
	Operating expenses	22,533	23,987	23,101	567	-886
	Operating income (operating income margin)	1,497 (6.2)	1,737 (6.8)	1,814 (7.3)	316	76

Slide No. 11 shows sales and operating income by segment compared to the previous period and the forecast.

Net sales were as described before. Operating income increased by 316 million yen year on year and by 76 million yen against the forecast.

The increase in income from the previous period is mainly attributable to the increase in sales in the dental business and the improvement in the cost of sales ratio. The increase in income against the forecast mainly resulted from the decrease in sales, general and administrative expenses.

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Slide No. 12 shows contributors to the change in operating income compared to the previous period.

Operating income increased by 316 million yen, or 21.1%, year on year.

This increase was primarily because, although sales, general and administrative expenses increased due to proactive sales activities in Japan and overseas aimed at expanding business, these activities yielded results and led to higher sales and an improved cost of sales ratio.

		[]		Unit: millions of yen
	Fiscal March 2018	Fiscal March 2019	Change	Major contributors to changes, special notes
Cash and cash in banks	5,733	4,890	-842	Decrease in time deposits
Notes and accounts receivable	3,285	3,354	68	Increase in accounts receivable-trade
Inventories	5,871	6,208	336	Increase in merchandises and finished goods
Marketable securities and Investment in securities	6,632	5,934	-697	Decrease in valuation of investment securities
Others	9,367	9,774	407	Increase in property,plant and equipment
Total Assets	30,890	30,161	-729	
Short-term loans payable and Long-term debt	1,486	974	-511	Decrease in long-term loans payable
Net defined benefit liability and Retirements allowance for directors and	221	228	6	
Others	5,026	4,575	-450	Decrease in net defined benefit liability, Decrease in income tax payable
Total Liabilities	6,733	5,778	-955	
Total net assets	24,157	24,383	226	Increase in adjusutment and retained earnings,decrease in valuation difference
Total Liabilities and net assets	30,890	30,161	-729	
Shareholders' equity ratio	77.8%	80.4%	2.6P	
Shareholders' equity per share	1,512yen	1.525ven	13ven	

Slide No. 13 shows the change from the end of the previous period in major balance sheet accounts.

Total assets decreased by 729 million yen, to 30,161 million yen. Total net assets increased by 226 million yen, to 24,383 million yen. As a result, the shareholders' equity ratio rose 2.6 points, to 80.4%, from the end of the previous period.

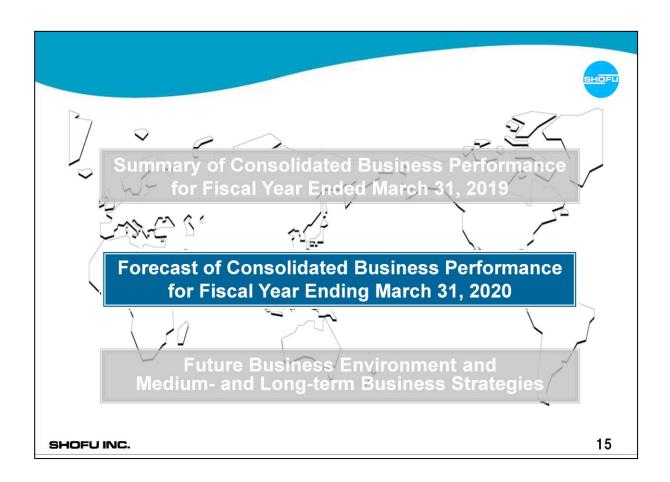
Capital Investments, Depreciation Expenses, R&D Expenses, etc.

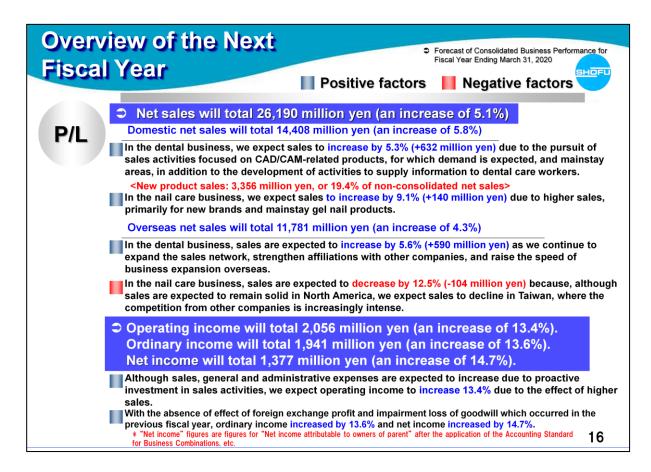
Summary of Consolidated Business Performance for Fiscal Year Ended March 31, 2019

Unit: millions of yen

	Fiscal March 2018 (Results)	Fiscal March 2019 (Forecast)	Fiscal March 2019 (Results)	Change from Previous Period	Change from Forecast
Capital investment	710	1,080	1,403	692	323
Depreciation expenses	975	1,003	893	-82	-110
(of which amortization of goodwill)	108	108	84	-24	-24
R&D expenses	1,494	1,572	1,492	-2	-80
Foreign exchange rates					
US dollar	110.81	105.00	110.69	-0.12	5.69
Euro	129.45	130.00	128.43	-1.02	-1.57
Pound sterling	147.27	150.00	145.68	-1.59	-4.32
Renminbi	16.64	16.50	16.69	0.05	0.19

[•] The foreign exchange rates given are those in effect at the average of each term; SHOFU INC. conversions of items in the financial statements of overseas subsidiaries all use average rates. 14





Slide No. 16 shows the business forecast for the fiscal year ending March 2020, compared to the previous period.

We expect net sales to increase 5.1% year on year, to 26,190 million yen.

Broken down, domestic net sales will be 14,408 million yen, an increase of 5.8%, and overseas net sales will be 11,781 million yen, an increase of 4.3%.

In our domestic dental business, we will focus sales activities on CAD/CAM-related products, where demand is expected, and mainstay areas, and will also develop activities to provide information to dental professionals.

In our domestic nail care business, we will strive to further promote sales of ageha, a new brand, and gel nail products such as L•E•D Gel Presto.

In the overseas dental business, we will continue to expand our sales network, strengthen partnerships with other companies, and accelerate business development overseas.

In our overseas nail care business, we will continue to strengthen

sales activities, especially in the American and Taiwanese markets. In terms of income, although we will step up investment for future growth, including personnel costs, and selling, general and administrative expenses will increase due to proactive investment in sales activities, the effect of higher sales plus improvement in the cost of sales ratio is expected to cause operating income to increase by 13.4%.

Also, we expect ordinary income to increase by 13.6% and net income to increase by 14.7%.

Comparison of Major Statistics

⇒ Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2020

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⇒ Net sales and Net income increased compared to fiscal March 2019

Unit: millions of yen

	Fiscal March 2019 Business Performance (% of sales)	Fiscal March 2020 Forecast (% of sales)	Change From Previous Period (% change)	
Net sales	24,915 (100.0	26,190 (100.0)	1,274 (5.1)	
(Domestic sales)	13,619 (54.7	14,408 (55.0)	789 (5.8)	
(Overseas sales)	11,295 (45.3	11,781 (45.0)	485 (4.3)	
Operating income	1,814 (7.3	2,056 (7.9)	242 (13.4)	
Ordinary income	1,709 (6.9	1,941 (7.4)	231 (13.6)	
Net income	1,201 (4.8	1,377 (5.3)	176 (14.7)	
Net income per share	75.54yen	86.61yen	11.07yen	
Return on shareholders' equity	5.0%	5.6%	0.6P	
Foreign exchange rates				
US dollar	110.69	105.00	-5.69	
Euro	128.43	125.00	-3.43	
Pound sterling	145.68	145.00	-0.68	
Renminbi	16.69	16.50	-0.19	

* "Net income" figures are figures for "Net income attributable to owners of parent" after the SHOFU INC. application of the Accounting Standard for Business Combinations, etc.

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Sales by Product Category

⇒ Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2020

Unit: millions of yen

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Figures in parentheses represent percentage changes; unit: %

	Fiscal March 2019	Fiscal March 2020	Can	ge from pr	previous period		
	(Results)	(Forecast)			Domestic	Overseas	
Artificial teeth	4,418	4,663	244	(5.5)	45	199	
Abrasives	4,145	4,140	-5	(-0.1)	17	-23	
Metal products	237	248	11	(4.7)	12	-0	
Chemical products	5,210	5,546	335	(6.4)	137	197	
Cements and others	2,181	2,211	29	(1.4)	14	14	
Equipment and others	6,251	6,859	607	(9.7)	405	202	
Dental business total	22,446	23,669	1,222	(5.4)	632	590	
Nail care business	2,372	2,408	35	(1.5)	140	-104	
Other	96	112	15	(16.5)	15	_	
Total	24,915	26,190	1,274	(5.1)	789	485	

Overseas sales decreased by 303 million yen due to the effect of foreign currency fluctuations (US dollar, euro, pound sterling, renminbi, Indian Rupee and New Taiwan dollar). (Dental business -299 million yen, Nail care business -4 million yen)

SHOFU INC.

Slide No. 18 shows sales by product category compared to the fiscal year ended March 2019.

Overall, we forecast sales to increase by 1,274 million yen. Of this, we expect 1,222 million yen to be in the dental business and 35 million yen to be in the nail care business.

In both the domestic and overseas dental business, we will aim to expand sales, focusing on equipment, including digital cameras for dentistry and CAD/CAM-related products, as well as our mainstay chemical products and artificial teeth.

In the nail care business, we expect domestic sales to cover the decreased sales in the overseas business, with an overall increase in sales.

Domestic Net Sales

♦ Dental business:

Year-on-year increase of 632 million yen (5.3%)

- We will carry out sales activities focused on CAD/CAM-related products, where demand is expected, and on mainstay areas, and will also develop information activities aimed at dental professionals.
- ♦ Nail care business:

Year-on-year increase of 140 million yen (9.1%)

- we will promote sales increase of new brand and flagship product lines of gel nail products.
- Other businesses:

Year-on-year increase of 15 million yen (16.5%)

- Principal new products launched during the fiscal year ending March 2020.
 - Digital oral imaging device

EyeSpecial C-IV (Equipment and others)

Resin material for dental cutting processing

(Equipment and others)

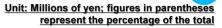
New polymerization device for a technical work

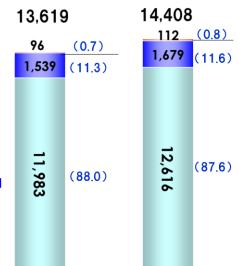
(Equipment and others)

New multilayer zirconia disc

SHOFU INC. (Equipment and others)

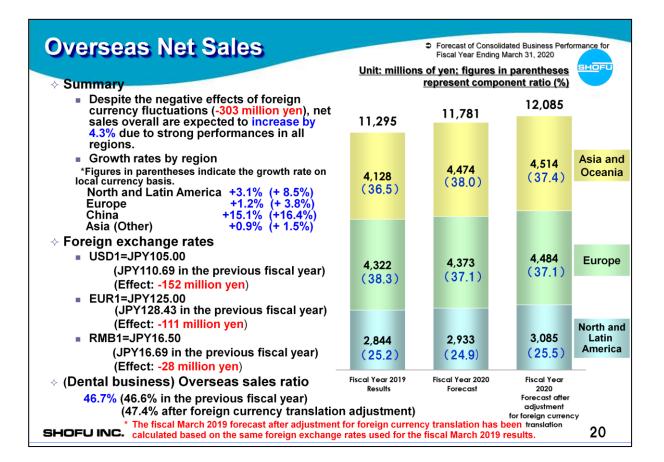
⇒ Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2020





Fiscal March 2019 Fiscal March 2020
Results Forecast

Dental Nail care Other 19



Performance by Segment (Net Sales and Operating Income) Unit: millions of yen. Figures in parentheses represent nercentage of sales and percentage changes (unit

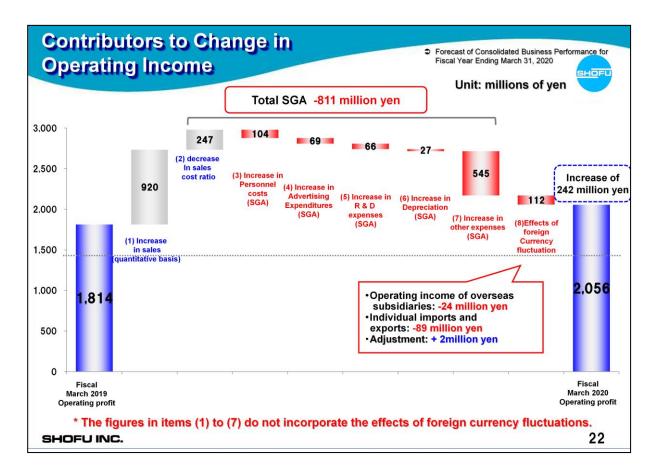
➡ Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2020

percentage of sales and percentage changes (unit: %)

		per cerringe c	r cance and percent	ige changes (unit. 7
		Fiscal March 2019 (Results) Amount (% of sales)	Fiscal March 2020 (Forecast) Amount (% of sales)	Change from Previous Period
Dental	Net Sales	22,446	23,669	1,222
	Operating expenses	20,648	21,695	1,046
	Operating income	1,797	1,973	176
	(operating income margin)	(8.0)	(8.3)	
Nail care	Net Sales	2,372	2,408	35
	Operating expenses	2,378	2,344	-33
	Operating income (operating income margin)	-5	63	69
		(-0.2)	(2.6)	•
Other	Net Sales	104	112	8
	Operating expenses	87	93	5 3
	Operating income	16	19	3
	(operating income margin)	(15.6)	(17.1)	
Total before	Net Sales	24,923	26,190	1,266
consolidation	Operating expenses	23,115	24,133	1,018
	Operating income	1,807	2,056	248
adjustment	(operating income margin)	(7.3)	(7.9)	
Consolidated	Net Sales	24,915	26,190	1,274
	Operating expenses	23,101	24,133	1,032
	Operating income	1,814	2,056	242
	(operating income margin)	(7.3)	(7.9)	

SHOFU INC.

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Slide No. 22 shows contributors to the change in operating income compared to the fiscal year ended March 2019.

Although selling, general and administrative expenses will increase significantly due to higher personnel costs, advertising expenditures, R&D expenses, and others, we expect that the positive factors of an increase in sales and improvements to the cost of sales ratio will increase operating income by 242 million yen.

Impact of Foreign Exchange Fluctuations

 Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2020

SHOFU

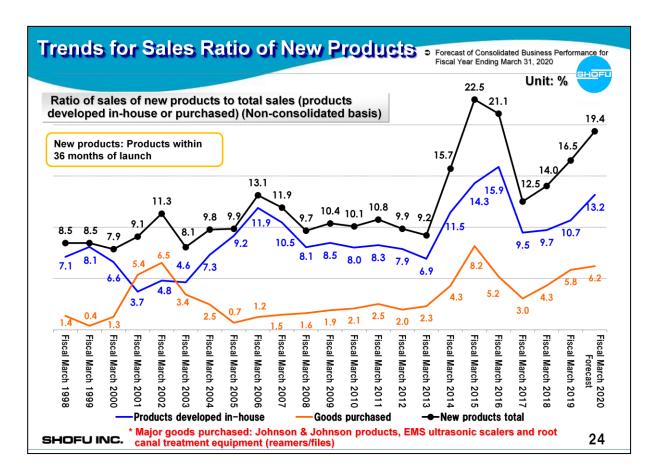
Forecast for Fiscal March 2020

(Unit: millions of yen)

	Foreign exchange rate			onsolidated erformance	Per yen of y	en strength
	Fiscal March 2019 actual	Fiscal March 2020 estimate	Sales	Operating income	Sales	Operating income
US Dollar	110.69	105.00	-186	-88	-32	-14
Euro	128.43	125.00	-110	-31	-32	-6
GBP	145.68	145.00	-2	0	-3	0
RMB	16.69	16.50	-28	-10	-148	-84

• The foreign exchange rates given are those in effect at the average of each term; SHOFU INC. conversions of items in the financial statements of overseas subsidiaries all use average rates. 23

Slide No. 23 shows the anticipated impact of foreign exchange fluctuations of major currencies such as the US dollar and euro in the fiscal year ending March 2020.



Slide No. 24 shows trends for the sales ratio of new products.

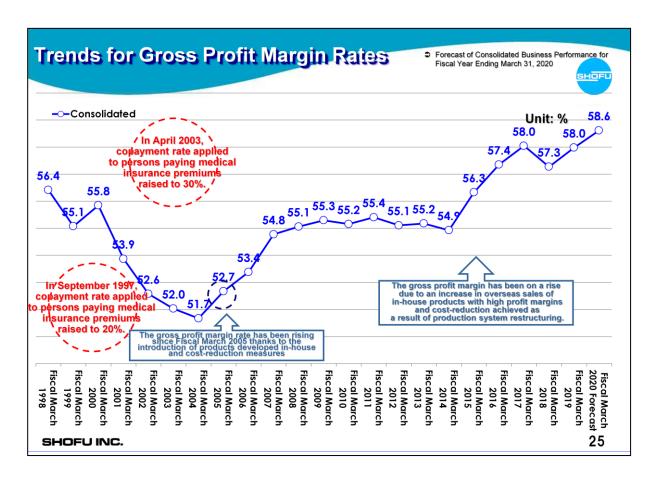
Shofu defines new products as products launched within the past three years. Our aim is for the sales ratio of new products to be 15% of total sales.

We attach importance to the expansion of new product sales as an indicator of the company's collective strength, including R&D capabilities and sales ability.

After achieving our target during the three years from the fiscal year ended March 2014, we fell short of the 15% mark from the fiscal year ended March 2017 to the fiscal year ended March 2018, but achieved the target in the previous fiscal year ended March 2019.

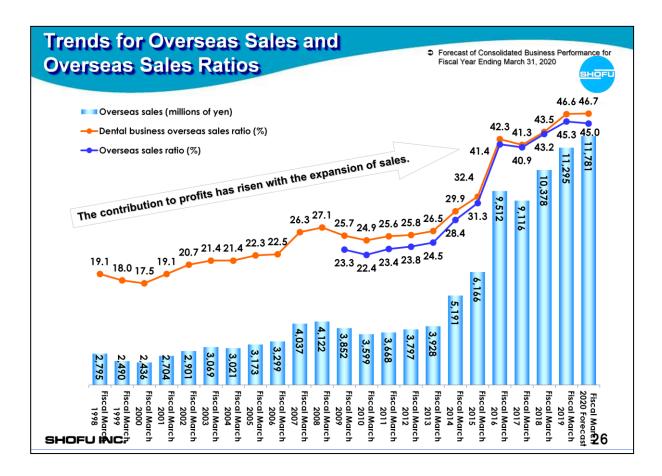
In the fiscal year ending March 2020, we expect to reach 19.4% thanks to the contribution to sales throughout the year of new products launched in the previous period, plus the effect of new products launched in the current fiscal year.

Going forward, we will strive to maintain a ratio of 15% or higher by increasing sales of new products, especially new products developed inhouse.



Slide No. 25 shows trends for gross profit margin rates.

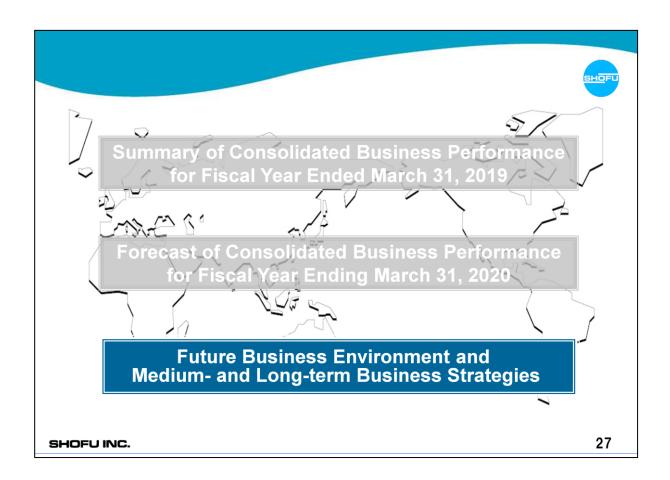
We will pursue a higher profit margin from volume effects and by reducing costs through production relocation.



Slide No. 26 shows trends for overseas sales and overseas sales ratios.

Overseas sales have increased every year since the fiscal year ended March 2010. Going forward, we will continue to shift the allocation of management resources to overseas markets to a large extent with the aim of further expanding overseas sales.

This graph emphasizes the dental business overseas sales ratio, shown in orange.



Business Environment Awareness

 Future Business Environment and Medium and Long-term Business Strategies



- Rising demand in aesthetic and preventive fields
- Decrease in population and occurrence of cavities
- Maintenance of a certain market scale
- Significant growth is unlikely

Overseas dental market

- Existence of enormous market centered on developed nations
- Economic growth and rising living standards in regions worldwide, particularly developing nations
- Demand for dental care increasing dramatically

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Slide No. 28 shows business environment awareness in the domestic and overseas markets.

Considering the domestic market first, the present situation for dentistry is that even though the elderly population is increasing, this does not necessarily translate into increases in medical charges.

Looking ahead, rising awareness of oral health is expected to foster the spread of the aesthetic, preventive, and oral health fields and to increase demand related to periodontal disease. With the decrease in population and the occurrence of cavities, however, even if the domestic dental market were to maintain a certain market scale, significant growth is unlikely.

Overseas, however, there is a market that is currently around 13 times the size of the domestic market. In addition to this, when considering the economic growth and rising living standards in regions worldwide, including developing nations, demand for dental care is anticipated to increase dramatically.

Even accounting for the differences in price level, Shofu believes that in 10 years, the global dental market could grow to 20 times or more the size of the Japanese dental market.

Vision for our company: Medium-to Long-term Basic Policy

 Future Business Environment and Mediumand Long-term Business Strategies

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Strive to expand the overseas business by dramatically shifting the allocation of management resources to overseas markets.



- Group net sales: 50 billion yen <Domestic sales: 17 billion yen;</p>
 - overseas sales: 33 billion yen>
- ➤ Group operating income: 7.5 billion yen (Operating profit margin: 15%)

Pursue globalization in every department, function (R&D, production, and sales), personnel, and by extension the company's overall management.

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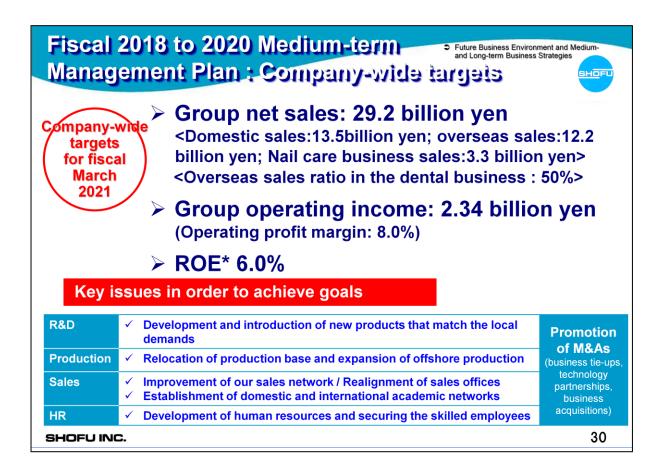
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Slide No. 29 shows the vision for our company to pursue over the medium- to long-term.

Since its establishment, Shofu has pursued its business as a comprehensive manufacturer of dental materials and equipment in line with its Corporate Philosophy of "Contribution to dentistry through innovative business activities." However, with an overseas market at least 13 times the size of the domestic Japanese market, Shofu's contribution and presence to date has been insufficient.

There are a variety of opinions on how to define "contribution" and "presence." Shofu takes net sales as the barometer of "contribution" and considers "presence" as being among the top 10 in the world.

Accordingly, while maintaining and expanding our business base in Japan, we will strive to expand our overseas business by dramatically shifting the allocation of management resources to overseas markets. By so doing, we aim to achieve group net sales of 50 billion yen and operating income of 7.5 billion yen and to raise our contribution to and presence in dentistry worldwide.

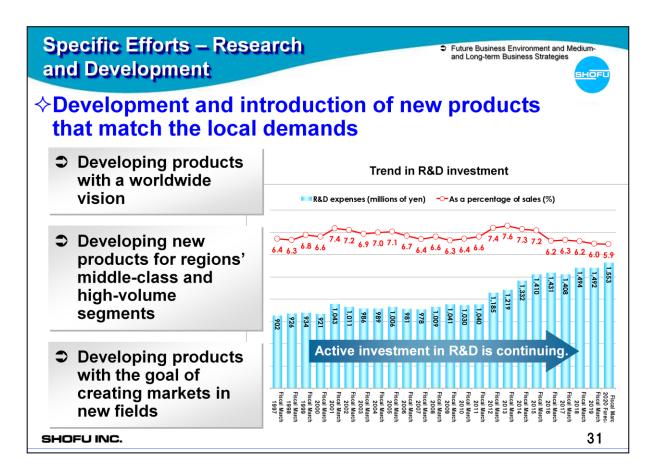


Based on that view, we formulated the Third Medium-term Management Plan, which covers the period up through the fiscal year ending March 2021. Slide No. 30 shows an overview of the plan.

In the fiscal year ending March 2021, the last year of the plan, our main goals are to achieve Group net sales of 29.2 billion yen, an operating profit margin of 8.0%, and an ROE of 6%.

Toward the achievement of these goals, we will principally focus on carrying out our key issues with greater speed over the next three years. As I just mentioned, we intend to actively make use of M&As and cooperation with outside organizations to increase speed.

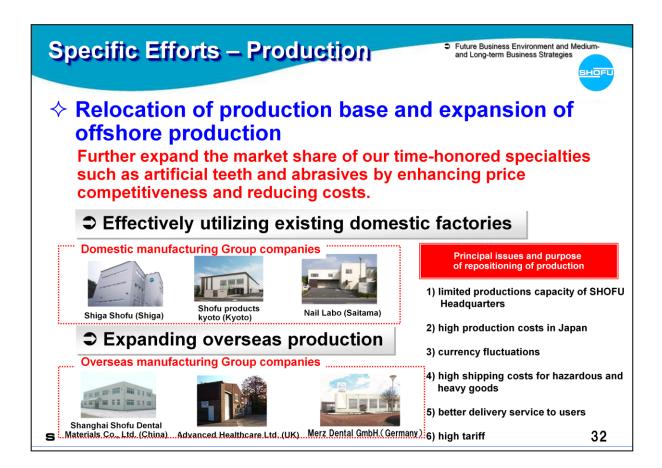
I will now explain the specific efforts that we will make with respect to each issue.



Slide No. 31 shows priority efforts related to research and development.

Shofu aims to pursue global growth as an R&D-driven company. Going forward, we will continue to develop products with a worldwide vision. In addition to that, from here on we will also develop new products that match local demands, targeting the middle-class and high-volume segments.

Furthermore, as well as opening up new business fields related to CAD/CAM, we have also begun selling implants developed in-house and produced in Japan.

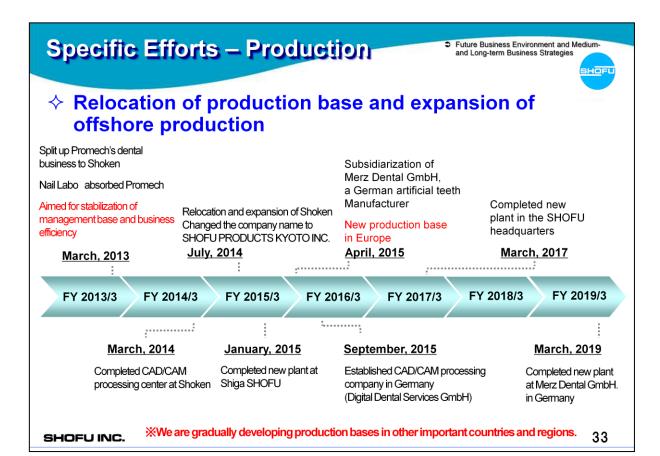


Slide No. 32 shows priority efforts related to production.

With respect to production, we will relocate production bases by effectively utilizing existing domestic factories and expanding overseas production in an effort to enhance price competitiveness through increased production volume and cost reductions.

Specifically, at our domestic manufacturing subsidiaries, we will transition away from production at the Shofu headquarters through technology transfers and facilities enlargement as well as construction of new factories.

Overseas, meanwhile, since the acquisition of the German artificial teeth manufacturer Merz Dental and the expansion construction of the factory was completed in March this year, we will increase its utilization as a production base in Europe while also considering the establishment of production bases in other regions.





Slide No. 34 shows priority efforts related to sales.

The most important challenge both in the domestic and overseas markets, is the need to establish a system for Shofu's products to earn firm recognition among the dental professionals who are our end customers.

Specific efforts overseas include the establishment of a local subsidiary in Singapore and the establishment of bases in Mexico, Italy, and Taiwan in order to strengthen sales

activities in each of those regions. We will also increase utilization of Merz Dental's sales network.

Furthermore, we established sales companies in Brazil and India. Going forward, we will gradually develop and enhance our sales network in key countries and regions.

Specific Efforts - Sales Future Business Environment and Medium-and Long-term Business Strategies **♦Realignment of sales offices** Established Sales Company for Dental Implant in Japan Established Entry into the Implant business Sales Company Incorporated Sales Branch (SHOFU BIOFIX Inc.) in India in Singapore (SHOFU Dental (SHOFU Dental Established Sales Branch **Established Sales** India Pvt. Ltd.) Asia-Pacific Pte. Led.) in Italy Branch in Taiwan April, 2015 April, 2013 May, 2015 April, 2017 ÷..... FY 2013/3 FY2014/3 FY 2015/3 FY 2016/3 FY 2017/3 FY 2018/3 April, 2015 January, 2017 June, 2014 Established Subsidiarization of Established Merz Dental GmbH, Sales Company in Brazil Sales Company (SHOFU Dental Brasil a German artificial teeth in Mexico Manufacturer Comercio De Produtos (SHOFU Mexico Odontologicos Ltda.) S de R.L. de C. V.) * We are planning to establish sales bases in other important countries / regions.

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Specific Efforts - Nail Care **Business**

Basic Policy

- Work to expand the nail care business by taking advantage of the R&D and production engineering capabilities the company has developed in the dental materials business.
- Ensuring profitability by improvement of in-house products ratio
- ♦ Expanding sales channels in overseas markets
 - U.S., Europe, Taiwan, South Korea, China

Specific Efforts

- ♦ Capturing share in the LED gel market with improved Presto
- Improving competitiveness and profitability by integrating operations from product planning to sales
- ♦ Released self nail gel nail "by Nail Labo" (August 2014)
- ♦ Established joint venture in Taiwan (December 2014), began operation in January 2015
- ♦ Launched new "ageha Gel" brand of gel nail products for nail salons

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Future Business Environment and Mediumand Long-term Business Strategie

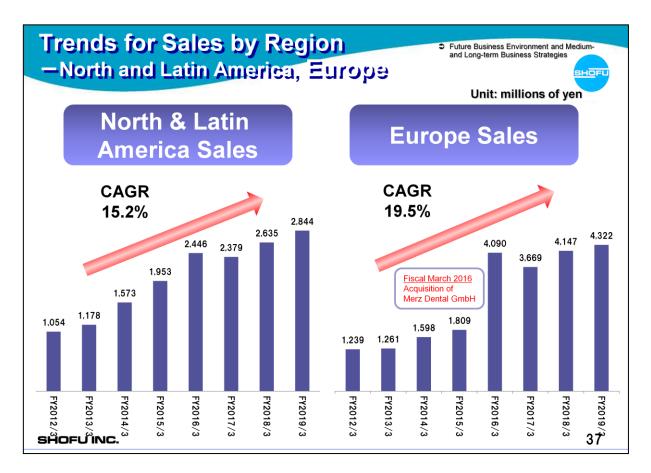




Slide No. 36 shows our basic policy and priority efforts related to the nail care business.

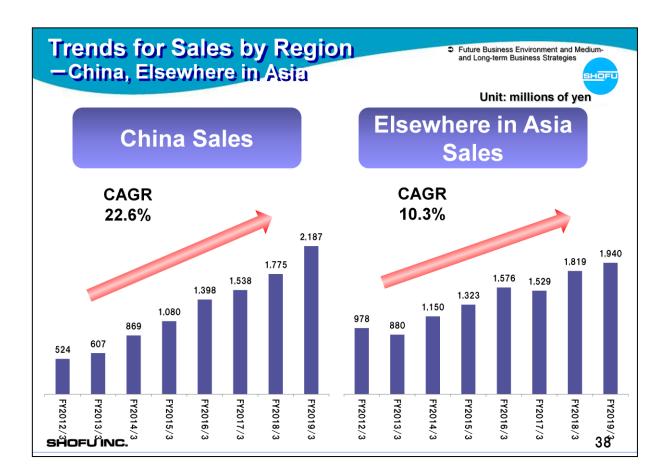
Price competition is becoming increasingly intense in today's business environment compared to when we entered the nail care business in earnest in 2008. While the business has not reached the scale we had initially imagined, we have built an integrated system for working on everything from product development to manufacturing and sales, and we are striving to stabilize our management base and streamline operations.

Moreover, in addition to offering products to professional manicurists, we are developing products for general consumers, and have established a joint venture in Taiwan, launched a collaboration with a noted manicurist, and are making other efforts to develop the market from both the product development and sales angles.



Slides No. 37 to No. 38 shows fluctuations in sales by overseas region.

Sales remain strong due to efforts to reinforce sales activities in each region.



Medium-term Management Future Business Environment and Mediumand Long-term Business Strategie Plan – Principle Targets Unit: millions of yen **★···**Record Fiscal March Fiscal March Mid-term Management Plan Fiscal March 2019 2020 2018 Fiscal March Fiscal March Fiscal March (Results) (Forecast) **Net sales** 24,031 25,725 27,419 29,264 24,915 26,190 (3.7%) (7.7%) (6.7%) (Change from Previous Period) (7.1%)(6.6%)(5.1%) 13,652 14,453 15,085 15,700 13,619 14,408 (Domestic sales) (Change from Previous Period) (3.5%)(5.9%) (4.4%) (4.1%) (-0.2%)(5.8%) 10,378 11,271 12,333 13,563 11,295 11,781 (Overseas sales) (Change from Previous Period) (13.8%) (8.6%) (9.4%) (10.0%) (8.8%) (4.3%) 1,497 1,737 2,056 2,341 1,814 2,056 Operating income (Persentage of sales) (6.2%) (6.8%)(7.5%)(8.0%) (7.3%)(7.9%)Ordinary income 1,565 1,630 1,946 2,234 1,709 1,941 (7.1%) (7.6%) (6.9%) (Persentage of sales) (6.5%)(6.3%)(7.4%)1,596 Net income 877 1,109 1,370 1,201 1,377 (5.5%) (4.8%) (Persentage of sales) (3.7%)(4.3%)(5.0%)(5.3%) **Dental** business 43.5% 44.6% 46.0% 47.6% 46.6% 46.7% Overseas sales ratio "Net income" figures are figures for "Net income attributable to owners of parent" after the application of the Accounting Standard for Business Combinations, etc. 39 SHOFU INC.

Slide No. 39 shows principle targets under the Medium-term Management Plan for fiscal year 2018 – 2020.

We expect sales to decrease by 1,229 million yen, or 4.7% in the fiscal year ending March 2020 due to delays in progress in the dental business in Japan and in Europe and the nail care business in other Asian countries relative to targets for that fiscal year in the medium-term management plan. However, the Company and Group companies expect to achieve the medium-term management plan targets on an income basis due to efforts to use operating expenses for the optimal cost vs. benefit effect.

We expect net sales and income in all categories to reach record highs in the fiscal year ending March 2020.

Medium-term Management Plan by Segment (Sales and Operating Income)

 Future Business Environment and Mediumand Long-term Business Strategies



Unit: millions of yen

	Fiscal Mo	Fiscal March		Mid-Te	erm Manaç	gemer	nt Plan		Fiscal Mo	arch	Fiscal Mo	Fiscal March	
	2018 (Results)		Fiscal March Fiscal Marc 2019 2020			Fiscal March 2021		2019 (Results)		2020 (Forecast)			
	Amout	%	Amout	%	Amout	%	Amout	%	Amout	%	Amout	%	
Dental business	21,447	89.2	22,800	88.6	24,227	88.4	25,787	88.1	22,446	90.1	23,669	90.4	
Nail care business	2,486	10.3	2,806	10.9	3,068	11.2	3,343	11.4	2,372	9.5	2,408	9.2	
Other businesses	105	0.4	117	0.5	123	0.5	133	0.5	104	0.4	112	0.4	
Net sales	24,038	100.0	25,725	100.0	27,419	100.0	29,264	100.0	24,923	100.0	26,190	100.0	
Daniel budana	1 410		1 575		1047		0.070	•	1 707		1.070		
Dental business	1,410	6.6	1,575	6.9	1,867	7.7	2,070	8.0	1,797	8.0	1,973	8.3	
Nail care business	63	2.5	145	5.2	169	5.5	243	7.3	-5	-0.2	63	2.6	
Other businesses	17	16.8	16	13.7	18	15.3	27	20.5	16	15.6	19	17.	
Operating income	1,491	6.2	1,737	6.8	2,056	7.5	2,341	8.0	1,807	7.3	2,056	7.	

[•] The foreign exchange rates given are those in effect at the average of each term; conversions of items in the financial statements of overseas subsidiaries all use average rates.

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Medium-term Management Plan Capital Investments, Depreciation Expenses, R&D Expenses

➡ Future Business Environment and Mediumand Long-term Business Strategies



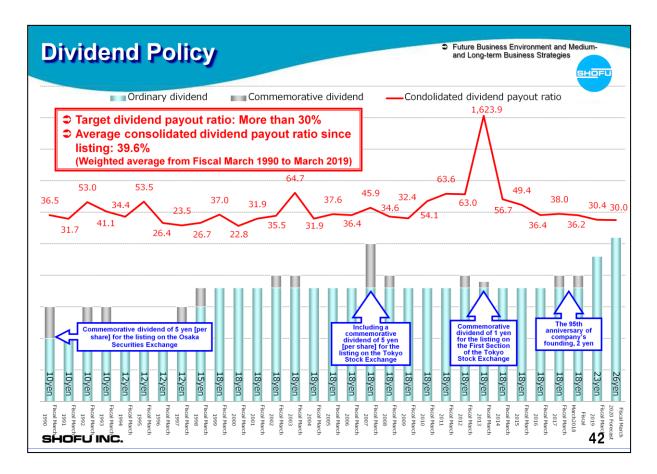
Unit: millions of yen

	Fiscal	Mid-Term Management Plan			Fiscal	Fiscal
	March 2018 (Results)	Ficsal March 2019	Ficsal March 2020	Ficsal March 2021	March 2019 (Results)	March 2020 (Forecast)
Capital investment	710	1,080	967	967	1,403	1,598
Depreciation expenses (of which goodwill	975 108	1,003 108	1,003 108	1,003 108	893	1,026 82
amortization) R&D expenses	1,494	1,572	1,596	1,604	84 1,492	1,553

[•] The foreign exchange rates given are those in effect at the average of each term; conversions of items in the financial statements of overseas subsidiaries all use average rates.

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^{*}Capital investment, depreciation expenses and R&D expenses above are recorded only for those realized at this moment. Profit plan includes certain strategy investment expenses.



Slide No. 42 shows our dividend policy.

Our basic dividend policy is to maintain a dividend payout ratio of at least 30% on a consolidated basis with a lower limit of 18 yen per share. In the current fiscal year ending March 2020, with an increase in profitability, we are planning to issue an ordinary dividend of 26 yen per share.



Forecasts in this document are based on information and data available at the time of release as well as on assumptions concerning uncertain factors that might affect the company's future business performance. Depending on various factors, actual business performance could differ substantially from the forecasts contained in this document.

SHOFU INC.

11 Kamitakamatsu-cho, Fukuine, Higashiyama-ku, Kyoto 605-0983, Japan Phone: +81-75-561-1112 Fax: +81-75-561-1227

URL: http://www.shofu.co.jp E-mail: ir@shofu.co.jp

Contact: Corporate Planning Department

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