



UNITE THE VALUES

Uniting the values each of our operating companies has

CEO Message

UNIVA CAPITAL is an integrated growth enterprise.

We are not an investment fund.

UNIVA CAPITAL Group was founded in 2006 with the idea of creating a growth-oriented enterprise group through integration of multiple values. Its form can be called a “federated company group”.

I believe that the culture of greed and competition has gone too far, which is one of the reasons for the current economic crisis.

This is not to say that we reject competition.

We intend to press forward together in these challenging times by maximizing the synergies between companies of value, through recognition and leveraging of their own strengths, to gain greater competitiveness.

UNIVA CAPITAL Group comprises 34 operating companies, 12 businesses in 14 countries / regions and is supported by UNIVA CAPITAL companies and approximately 700 employees. Each company’s strengths act as a catalyst for the evolution of the others. The Group will continue to move ahead boldly in this changing world, powered by the resulting synergies that generate energy.



UNIVA CAPITAL Group
Chairman and Group CEO
Shuji Inaba

What's UNIVA

UNIVA CAPITAL Group is a federated corporate group.

The federation comprises 34 operating companies in 12 businesses, in addition to the UNIVA CAPITAL companies that support them.

The businesses run the gamut from health care to advertising.

Each of these companies could stand on its own. But by melding their strengths across industry boundaries, we have created a more prosperous group, with annual sales for the group as a whole reaching US\$570,000,000.

Whereas corporate groups in general branch off from a single business and form conglomerates, the operating companies in our group stand on equal footing, with their independence secured.

The companies of UNIVA CAPITAL which are not directly engaged in business themselves provide support and coordination from a global perspective.

Their goal is to promote the integration of human capital and knowledge capital across firms, whether in the same or different businesses, thereby increasing financial capital and helping the group become more resilient and powerful.

UNIVA means “Unite the Values.”

In other words, UNIVA CAPITAL Group is a corporate group uniting the values of each of its operating companies.

Group Management Philosophy & UNIVA WAY

We contribute to global peace and harmony by creating win-win-win relationships the world over in all of our activities.

UNIVA WAY

- **Capitalism based on co-creation**

Our aim in forming the group and building cooperative relationships is not “co-existence.” By combining and refining our strengths, we co-create new value.

- **People-focused management**

Our people are our most important asset. In evaluating our people we focus on two dimensions vital for creating new value: action instead of connection alone and tackling the unknown instead of remaining stuck in existing routines. We aim to transform each individual’s potential (Energy) into Synergy.

- **Global ambitions**

As a global enterprise, we must think freely and act flexibly, unhindered by existing norms and national or cultural differences. Diversity is our strength.



Strategy

Participating in the UNIVA CAPITAL Group

~ As NAKAMA (Comrade)

Our objective is to maximize group capital, not buy-outs.

To maximize group capital, we acquire majority equity stakes in firms joining the group, and participate in management of the firm, sharing in the risks ourselves. Mergers and acquisitions are a means to build relationships where we can work closely together.

Participating in the management of a firm requires a shared vision.

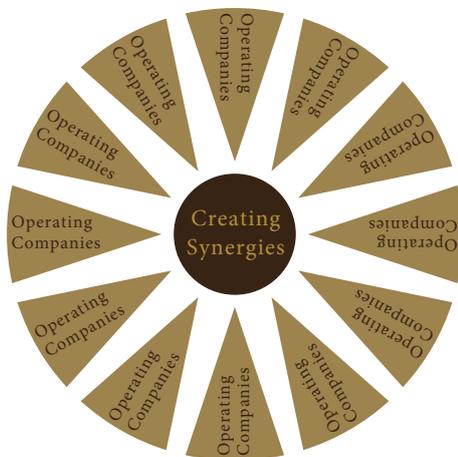
Differences in vision make it impossible to co-create and develop synergies with the other group companies, engage in joint problem-solving, and grow all our companies.

Effective participation requires a shared understanding of common goals and strategies.

To us the directors and employees of all group companies are NAKAMA (Comrades).

"NAKAMA" is a Japanese term that means that we work, sweat, and grow together through relationships built on mutual understanding.

Without such mutual understanding, the group creates no synergies. That is why the UNIVA CAPITAL Group does not engage in hostile takeovers.



Corporate Profile

UNIVA CAPITAL Holdings Limited

Location : Suites 2202-04, Tower 6, The Gateway, Harbour City, 9 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong
Director : CEO Shuji Inaba

UNIVA CAPITAL Group, Inc.

Business : Group strategy planning, managerial oversight
Location : One Embarcadero Center, Suite 4100, San Francisco, CA 94111, U.S.A.
Director : CEO Shuji Inaba
Director Jamie A. Karp

UNIVA CAPITAL Investments Limited

Business : Private Equity Investment
Location : Rooms 2202-4, 22nd floor, Tower 6, The Gateway, Harbour City, 9 Canton Road, Kowloon, Hong Kong
Director : Director Shuji Inaba

UNIVA CAPITAL Hong Kong Limited

Business : Group Finance, Business Development
Location : Suites 2202-04, Tower 6, The Gateway, Harbour City, 9 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong
Director : CEO Shuji Inaba
CFO Akio Komura
COO Toshihiro Tsuruta

UNIVA CAPITAL Japan Limited

Business : Business Consulting, Energy Conservation
Location : Izumi Garden Tower 35F, Roppongi 1-6-1, Minato ward, Tokyo 106-6035
Director : Director and Chairman Shuji Inaba
Representative Director and President Atsuhiko Sano
Director Hideto Murakami
Director Katsuhiko Mizuno
Director Yukio Azuma
Director Toru Yanagisawa
Director Shosei Asakura

UNIVA CAPITAL Finance Limited

Business : Finance

Location : Izumi Garden Tower 35F, Roppongi 1-6-1, Minato ward, Tokyo 106-6035

Director : Representative Director Atsuhiko Sano

UNIVA CAPITAL Corporation Limited

Business : Trading Business, R&D

Location : Izumi Garden Tower 35F, Roppongi 1-6-1, Minato ward, Tokyo 106-6035

Director : Representative Director Shuji Inaba

Director Toru Yanagisawa

Director Katsuhiko Mizuno

Executive Profiles

Shuji Inaba :

UNIVA CAPITAL Group Chairman and Group CEO

Mr. Inaba joined Recruit in 1985, working in the staffing and marketing functions. Was on a temporary transfer to JETRO, where he was involved in promoting exports to and investment in Japan. Later was on another assignment at Recruit Eizo (currently Jupiter Visual Communications) where he built their satellite broadcasting and broadband businesses as Director and General Manager.

In 2006, formed UNIVA CAPITAL Group, Inc. in the United States and assumed the position of CEO.

Jamie A. Karp :

UNIVA CAPITAL Group, Inc. Director

After stints at Disco International Career Resource and Nambu International, Mr. Karp served as Senior Vice President of Recruit I.C.I., Director at IMCA America, and Director/HR Head at JustSystems North America, Inc. Joined UNIVA CAPITAL Group, Inc. as Director in 2007.

Atsuhiko Sano :

UNIVA CAPITAL Japan Limited Representative Director and President

UNIVA CAPITAL Finance Limited Representative Director

Mr. Sano began his career at Recruit in 1988. He later founded Esco Co., Ltd. that provides consulting in the areas of energy conservation and cost reduction, assuming position of Representative Director.

Appointed Representative Director and President of UNIVA CAPITAL Japan Co., Ltd. in 2008, and Representative Director of UNIVA CAPITAL Finance KK in 2009.

Hideto Murakami :

UNIVA CAPITAL Japan Limited Director

Mr. Murakami started his career at Recruit in 1988, where he worked in business management.

Thereafter he was on a temporary assignment at Recruit Eizo (currently Jupiter Visual Communications).

Appointed Director of UNIVA CAPITAL Japan Co, Ltd. in 2009.

Katsuhiro Mizuno :

UNIVA CAPITAL Japan Limited Director

UNIVA CAPITAL Corporation Limited Director

Mr. Mizuno started his career at Recruit in 1985, where he was involved in the information network business, pre-owned cars, and bridal businesses. Was then on an assignment at Recruit Health Insurance Society, where he built the healthcare business as Managing Director and General Manager.

Joined UNIVA CAPITAL Japan Co., Ltd. in 2010 and appointed Director in 2013.

Appointed Director of UNIVA CAPITAL Corporation Limited in 2014.



Yukio Azuma :

UNIVA CAPITAL Japan Limited Director

Mr. Azuma developed market and expanded sales channels for Panasonic-brand products at KK Panashop and Osaka National Lightning Co., Ltd. Joined UNIVA CAPITAL Japan Co., Ltd. in 2006, with responsibility for energy conservation business. Appointed Director in 2010.

Toru Yanagisawa :

UNIVA CAPITAL Corporation Limited Director

UNIVA CAPITAL Japan Limited Director

Mr. Yanagisawa started his career at Recruit in 1987, involved in staffing and sales. Assumed position of Director at Mind Co., Ltd. in 1999. Appointed Director of UNIVA CAPITAL Corporation in 2009. Appointed Director of UNIVA CAPITAL Corporation Limited in 2009 and UNIVA CAPITAL Japan Limited in 2014.

Shosei Asakura :

UNIVA CAPITAL Japan Limited Director

Mr. Asakura's experience includes working for Dai Nippon Printing and advertising planning and digital satellite broadcasting new business development at Recruit. After serving on the board of an Internet consulting company, he founded takibi Co., Ltd. which specialized in branding strategy and became its CEO.

He was the Executive Adviser of UNIVA CAPITAL Japan Limited since 2013 and became its Director in 2015.

Toshihiro Tsuruta :

UNIVA CAPITAL Hong Kong Limited Director

Mr. Tsuruta developed and managed new stores in the apparel industry in Japan, the US, and Hong Kong.

Later, he became shareholder and advisor to Compleat Kitchen, Director of Cranepaddy Company,

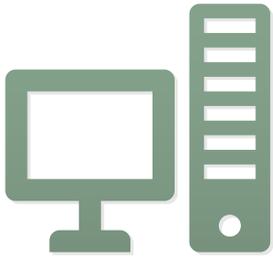
and Director at Bax Company Ltd. Appointed Director of UNIVA CAPITAL Hong Kong Ltd. in May, 2011.

Akio Komura :

UNIVA CAPITAL Hong Kong Limited CFO

Mr. Komura is a certified public accountant (CPA) in the USA and an associate of the Institute of Singapore Chartered Accountants (ISCA). After seven and a half years at Deloitte & Touche LLP, he joined BDJ Legal and Accounting Services as a partner and then was appointed managing director of BDJGLOBAL Pte. Ltd., where he worked primarily on overseas business investments as well as being involved in finance overall. In 2012, he was appointed Chief Operating Officer of UNIVA CAPITAL Hong Kong Limited and promoted to Chief Financial Officer in October 2014.

Our Businesses



IT Business

Delivering high-performance CMS based on the freedom of open source and comprehensive support

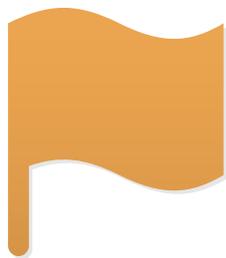
Our IT business centers around a high-performance CMS and other tools enabling information to be easily published on the Internet.

Based on our real-world expertise, we handle all of your requirements, from pre-deployment consulting, to high-level design, template creation, migration of legacy data, day-to-day operational support, and even source code modifications as deemed necessary. We have built and operated many sites for large enterprises which demand high reliability, including major newspaper companies, financial institutions, and companies listed on the first section of the Tokyo Stock Exchange. We have a high degree of confidence in our ability to deliver optimal, competitive proposals for high-level CMS designs in particular, which we view as the most important phase in web deployment, due to its large impact on web operation productivity.

UNIVA Paycast Limited (Japan)  UNIVA PAYCAST

Mission Statement, inc (Japan)  MISSION STATEMENT

UNIVA Social Commerce Inc. (Japan)  UNIVA Social Commerce Inc.



Advertising Business

Providing creative services to clients' current needs using all available methodologies and expertise

We provide creative services using all available methodologies and expertise to address the current issues our clients face. We offer a diverse range of services ranging from strategic media planning and marketing to address the problems our clients face, to sales promotions and creative work.

We propose media services, marketing aligned to client needs, and optimal communications approaches, unencumbered by preconceptions. In addition, we take full responsibility for producing sales promotions, all the way down to on-site operations and execution. We are uncompromising in presenting optimal proposals to our clients, and always maintain a creative mindset so that every company and every individual can deal with any situation.

Television and radio writers organized as idea agencies can put forth promotion programs, and as the world evolves we are expanding our services to range from large events and exhibitions down to production of small tools.

ADFRONTE Co., Ltd. (Japan)  ADFRONTE

Saikoh Co., Ltd. (Japan) 



Health Care Business

Working to keep each and every person healthy

We sell high-quality and safe health supplements that customers can consume with confidence and other products helping people to maintain their health, using a membership-based, direct sales system. This business, which originated in Japan, has now grown to be of global scale.

The products we offer include supplements, hydrogenated water, hair care, skin care, and body care, that take care of the human body from both the inside and outside, all designed to create an improved state of health.

Our aim is to contribute to health of each and every individual, of whatever nationality, gender, or race, by having members who are devoted users of the products and who have proven to themselves that they work pass the fascination on to others face-to-face.

UNIVA Health Limited (Hong Kong, China) 

Naturally Plus Direct Marketing Co., Limited (Hong Kong, China) 

Naturally Plus Co., Ltd. (Japan) 

Taiwan Naturally Plus Co., Ltd. (Taiwan)

Naturally Plus Singapore Pte. Limited (Singapore)

Naturally Plus Malaysia Sdn. Bhd. (Malaysia)

Naturally Plus Korea Co., Ltd. (Korea)

PT. Naturally Plus Indonesia (Indonesia)

Naturally Plus (Thailand) Co., Ltd. (Thailand)

Naturally Plus USA, Inc. (USA)

Naturallyplus (Philippines) Inc. (Philippines)

Naturally Plus Viet Nam One Member Company Limited (Vietnam)

NATURALLY PLUS(B) SDN. BHD. (Brunei)



Beauty Business

Being a staunch advocate for true beauty and something of value

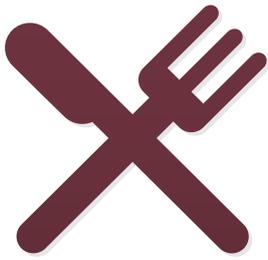
Being a staunch advocate for true beauty and something of value. We started by designing, manufacturing and selling beauty-related products such as cosmetics, topical medications, beauty supplements and controlling undergarments. We sell them via mail order and retail distributions in Japan and now are expanding our field of business abroad.

In order to offer the market high-quality and high-value products, we make no compromises selecting optimal ingredients and manufacturing process when planning and developing the products. We are committed to make products that fulfill women's never-ending quest for beauty by bringing together the expertise we have developed in-house with the wisdom of professionals, through collaborations with top make-up artists and celebrities.

Our broad line of products includes foundation makeup, point makeup, skin care, beauty supplements, hair care, controlling undergarments, and hairpieces.

In addition to our own products, we also leverage our internal expertise to take on work planning, manufacturing and selling OEM products for other companies.

UNIVA Fusion Limited (Japan) 



Restaurant Business

Promoting Japanese Food, Providing Popular Entertainment

We want people from all over the world to know about Japanese food. That is why we operate a restaurant at Haneda International airport. Along with other Japanese dishes, it serves oden, a dish whose ingredients are simmered together in a special stock that we are very demanding about.

When we think of entertainment, we think of karaoke, a form of entertainment born in Japan. In America, we are promoting the “karaoke box” concept, a comfortable, private space in which friends can share songs and communication. Plans for other ways to promote Japanese food and culture are also being developed.

Ginza Ogura in Haneda International Airport (Japan)



Payment Agency Business

Developing a true multi-payment service which users can depend on

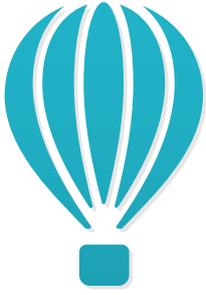
Our primary focus is to secure payment menus in the operation of e-commerce sites.

Our member firms provide a convenient multi-payment service for e-commerce sites supporting all payment methods including credit cards, e-money, and convenience-store-based payment.

For companies entering Asian markets, and China in particular where e-commerce is growing rapidly, we have concluded an agreement with a leading Chinese on-line payment supplier to provide services in foreign currencies as well.

As the e-commerce and services business grow more diverse and globalized, bringing with it the need for more types of payments, our goal is to maximize customer satisfaction by implementing stringent security mechanisms and emphasizing convenience.

UNIVA Paycast Limited (Japan)  UNIVA PAYCAST



Marketing Business

Providing practical marketing services focused on “selling”, with visible results

Leveraging our deep understanding of differences in corporate culture and national characteristics, we are engaged in supporting companies entering Japanese market from the US and vice versa.

Starting from detailed market research and test marketing for Japanese firms entering the US market, we provide comprehensive support including helping with product and service branding, conducting PR, and setting up distribution, and then work with you to expand distribution. We also support the licensing of top-notch US products for distribution in the Japanese market. Our goal is to help stimulate the economies of both countries.

UNIVA America, Inc. (America) 



Trading Business

Procuring better products and sharing joy and excitement through trading businesses

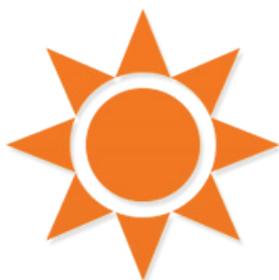
Our Chinese sales company is engaged in a trading business, primarily handling the products of UNIVA CAPITAL Group companies.

We believe that the function nutritional products and cosmetics we sell will lead to expanding the “joy and excitement of being healthy” and the “joy and excitement of being beautiful” among Chinese people, and to share the joy with everyone involved putting more smile on their faces.

Guided by the first principles of caring about the customer, honesty and trust, we will continue to provide the highest quality merchandise in China.

UNIVA (Guangzhou) Trading Co., Ltd. (China) 

Bax Company Limited (Hong Kong, China) 



Energy Business

Engaging extensively in the energy field under the concepts of saving and creating energy

We are engaged in energy conservation primarily through the Esco division, and energy creation (supply) for its demand through trading of oil and natural gas. ESCO is an acronym for Energy Service Company, which provides a comprehensive range of services required for energy conservation, from technology, equipment, human resources, and funding. Our group firms offer consulting across the spectrum of energy conservation, ranging from planning and selling equipments that monitor and control air conditioners and industrial refrigerators, to proposing water-regulating valves and LED lighting as well as suggesting contract modifications for electricity charges.

As an important element affecting a company’s cost competitiveness, energy conservation should be a management-level issue. Even beyond the conventional notion of “energy conservation means cutting back”, however, environmental initiatives will be an important key in implementing future corporate activities sustainably.

Passive attempts to cut usage will be replaced by aggressive energy conservation measures. Our goal is to provide long-term support for corporate environmental initiatives, as well as to engage boldly in the energy supply business.

UNIVA CAPITAL Japan Esco Division (Japan) 

UNIVA Energy Limited (Hong Kong, China) 



Asset Management Business

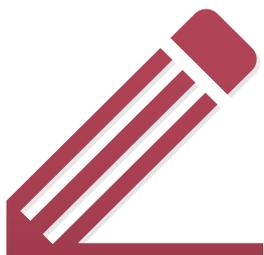
Offering asset management targeting revenue maximization

UNIVA CAPITAL engages in low risk, long tail return asset management by investing in stocks, bonds, and other forms of debt. We offer low risk, high return on equity investments through property management aimed at raising the mark to market value of buildings, apartments and other commercial real estate.

UNIVA Property Management Limited (Japan)

UNIVA Asset Management Limited (Japan)

UNIVA Trade Limited (Japan)



Design Business

Generating new values by expressing concepts through the media of Fashion Art Space

Our business provides comprehensive design services, primarily space design for apparel stores, leading department stores, and tenants in new commercial facilities.

We offer a total design solution, including interior design, coordination design, display design, and graphic design. Our broad range of services also extends to participating in the launch of a new fashion brand, and making product proposals.

We realize new values that people will remember, by expressing them in every possible kind of media.

STRATCAST Co., Ltd. (Japan) 



Back Office Business

Providing total back office support to assist companies in taking the next big step forward

Our back-office business targets small and medium enterprises. We offer a one-stop total solution for all fields related to administrative management departments, including accounting, human resources, general affairs, and system deployment.

Finance and accounting services range from daily bookkeeping to year-end closing; human resources range from payroll to labor consulting; general affairs range from cost reduction to consulting on operational process improvements; system deployment services range from installation of packaged software to turn-key management.

By taking on back office administration completely, expertly, and broadly, we solve the problem of staff shortages and support small and medium enterprises in creating the infrastructure necessary for them to grow into valuable firms.

Index Co., Ltd. (Japan) 