

Reduced manufacturing costs through better-than-expected results **Price revision to be implemented for Wrinkle Shot Serum**

Price to be reduced from ¥15,000 (excluding tax) to ¥13,500 (excluding tax) as of January 1, 2018

POLA INC. (Headquarters: Shinagawa, Tokyo; President: Yoshikazu Yokote), of the POLA ORBIS Group, will implement a price revision for “POLA Wrinkle Shot Serum (hereafter, “the Product”)” as of January 1, 2018, which marks the first anniversary of the Product. The Product will be sold at the new price of ¥13,500 (excluding tax).

Background behind and aim of setting new price

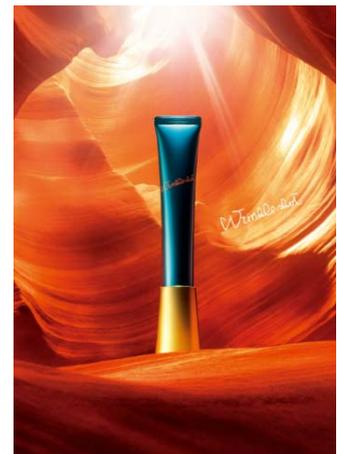
The Product, while positioned in the ultra-high price range, continues to show robust performance exceeding expectations, and has already won the favor of approximately 440,000 customers*¹ since its launch. As a result, production efficiency has risen dramatically, which has reduced manufacturing costs. We are reducing the price of the Product in order to pass these savings on to our customers. We will aim for growth as a brand that continues to be the long-standing preferred choice of customers.

*1: Research by POLA INC. from January 1 to September 30, 2017

Sales status of Wrinkle Shot Serum

The Product's cumulative sales results as of September were approximately 800,000 units and ¥11.2 billion, which is expected to exceed the 2017 annual sales target of ¥12.5 billion (initial target of ¥10.0 billion). First-time purchasers accounted for about 25% of these results, which helped to expand points of contact with new customers for the POLA brand.

In addition, the cross-selling ratio of customers who purchased the Product and other POLA products was over 60%, significantly contributing to the growth and continuity of the POLA brand as a whole.



Product details of POLA Wrinkle Shot Serum

POLA Wrinkle Shot Serum

20g ¥13,500 (¥14,580 including tax) [quasi-drug]

The Product is sold nationwide through POLA Beauty Directors, at about 4,600 POLA stores, including approximately 650 POLA THE BEAUTY stores, and 53 POLA counters in major department stores.

Note: The Product cannot be purchased at POLA's official online store.

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<Additional Information>

Limited edition POLA Wrinkle Shot Anniversary Kit on sale from January 1, 2018

On January 1, 2018, which marks the first anniversary of the Product, POLA INC. will release its limited edition POLA Wrinkle Shot Anniversary Kit—a set that includes two B.A skincare items—to express our appreciation to customers for their loyalty and to deliver the joy of “wrinkle improvement” to even more people.

Product name: POLA Wrinkle Shot Anniversary Kit

Price: ¥13,500 (¥14,580 including tax)

Contents: Wrinkle Shot Serum (the Product) 20g / B.A lotion 8mL / B.A SERUM REVUP 4mL

Note: Quantities are limited; available only while supplies last.

