



News Release

April 11, 2016
beauty experience Inc.

“one beauty experience”

Business merger for strengthening the basis of growth and creating synergy and unifying the existing brands into the “beauty experience” brand

As of 1st August 2016, beauty experience Inc. (based in Shinjuku, Tokyo; CEO: Toshihiro Fukui) is to unify all existing brands into the “beauty experience” brand.

Also, on the same day, beauty experience Inc. will merge the four group companies — MoltoBene Inc. (“MoltoBene”), Bene Cosmetics Inc. (“Bene Cosmetics”), LIB JAPAN Inc. (“LIB JAPAN”), and MBL Inc. (“MBL”) — into itself in an absorption-type merger.

Background and purpose of merger

In 2015, its 40th anniversary, beauty experience Inc. introduced a new corporate identity and was reborn as a corporate group providing “new experiences of beauty” to customers.

The company is working on creating moving experiences for customers such as “surprise” and “joy” , even beyond the haircare category, which has been its main business field.

Under the medium-term management plan for FY 2016 to FY 2018, the company set out its management policy, implementing a fundamental selection and concentration strategy aiming to create a basis for growth.

As one of the measures, the company will merge its four wholly-owned subsidiaries — MoltoBene, Bene Cosmetics, LIB JAPAN, and MBL — into itself. The aim is to optimize the organizational operations and management, and set up management systems that facilitate quick decision-making and business growth.

Merger method

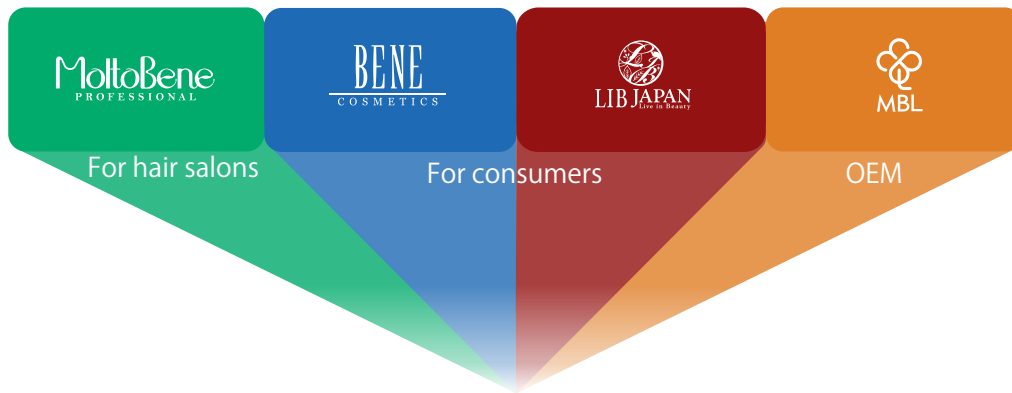
The merger is an absorption-type merger, with beauty experience Inc. as the surviving company and the other four subsidiaries, MoltoBene, Bene Cosmetics, LIB JAPAN, and MBL being absorbed.

Merger date

1st August 2016 (scheduled)



About the new system



Mid-to-long-term objectives

one beauty experience

Through a fundamental selection and concentration strategy, the company aims to strengthen the basis for growth and create synergy by unifying the existing brands into the “beauty experience” brand.

The objectives are to:

1. Grow beloved brands that provide “new experiences of beauty” to customers.
2. Set up simple management and operational systems that enable the continuous supply of high-quality and reliable products and services.
3. Strengthen cooperation between its business partners and internal departments.



Summary of companies involved (as of 11 April 2016)

(1) Surviving company

(1) Company name	beauty experience Inc.
(2) Company address	Takadanobaba Access, 2-20-15 Nishi-Waseda, Shinjuku-ku, Tokyo
(3) Representative	CEO Toshihiro Fukui
(4) Business activities	Manufacture and sale of cosmetics and related products
(5) Established	December 1974
(6) Capital	133 million yen
(7) Fiscal period	October-September

(2) Companies to be absorbed

	Company 1	Company 2
(1) Company name	MoltoBene Inc.	Bene Cosmetics Inc.
(2) Company address	Takadanobaba Access, 2-20-15 Nishi-Waseda, Shinjuku-ku, Tokyo	Takadanobaba Access, 2-20-15 Nishi-Waseda, Shinjuku-ku, Tokyo
(3) Representative	CEO Toshihiro Fukui	CEO Osamu Kato
(4) Business activities	Manufacture and sale of cosmetics and related products	Manufacture and sale of cosmetics and related products
(5) Established	April 2013	May 1987
(6) Capital	10 million yen	10 million yen
(7) Fiscal period	October-September	October-September

	Company 3	Company4
(1) Company name	LIB Japan Inc.	MBL Inc.
(2) Company address	Takadanobaba Access, 2-20-15 Nishi-Waseda, Shinjuku-ku, Tokyo	Takadanobaba Access, 2-20-15 Nishi-Waseda, Shinjuku-ku, Tokyo
(3) Representative	CEO Minetoshi Tsuji	CEO Hidenori Kono
(4) Business activities	Manufacture and sale of cosmetics and related products	Manufacture and sale of cosmetics and related products
(5) Established	May 1992	October 1985
(6) Capital	30 million yen	10 million yen
(7) Fiscal period	October-September	October-September

Post-merger status

No change will be made to beauty experience Inc.' s name, representative, business activities, amount of capital, and fiscal period following the merger.

In anticipation of future business expansion, beauty experience Inc. plans to relocate to 4-10-1 Yoga, Setagaya-ku, Tokyo in September 2016 so as to secure necessary working space and improve the office environment. The telephone and FAX numbers will also be changed accordingly. More details will follow at a later date.