

May 8, 2024

DHC Corporation

**DHC Declares New Purpose “Elevating Happiness Every Day”  
and Refreshes Corporate Logo  
to Mark Rebirth as Brand of Well-Being**

**New Logo Featured in TV Commercial to Air from May 9, 2024**

DHC Corporation (Head office: Minato-ku, Tokyo; President: Midori Miyazaki; “DHC” hereafter) has articulated its role within society by establishing its Purpose “Elevating Happiness Every Day.” To mark this, we have renewed our corporate logo. The new logo will debut in a new television commercial to air across Japan on Thursday, May 9, 2024, and will be introduced into other corporate media in due course.

Elevating Happiness Every Day

DHC

New corporate logo

In April of last year, DHC transitioned to a new management structure, marking a rebirth for the company. Alongside the realization of this rebirth while aiming for further corporate growth, we made the decision to establish our Purpose and refresh our corporate logo as a means of uniting our employees into one team with one mindset to tackle the challenge of creating new value through efforts to establish a well-being brand.

**[DHC Purpose Statement]**

To live a healthy, beautiful life: this is a wish held dear in everyone’s hearts. At DHC we strive to make this wish a reality through our outstanding health and beauty products. It’s why we’re committed to bringing you the highest-quality products, affordable prices, and “anywhere, anytime” convenience. We aim to nurture lifelong habits instead of fleeting moments, changing not just a single day, but your every day. Because a healthy mind and body create a new kind of beauty, one that shines from within, filling our days and lives with joy. We believe everyone deserves a beautiful life.

Elevating Happiness Every Day

■ Inquiries ■

DHC Corporation Public Relations Unit

2-7-1, Shibaura, Minato-ku, Tokyo 108-0023, Japan

Tel: +81 (0)3 3457 6220 Fax: +81 (0)3 3457 3658

## [Mission, Vision, and Values as Steps to Realizing Our Purpose as a Brand and as a Company]

To realize our Purpose, we have set a Mission that expresses our role in society or our *raison d'être*; a Vision that represents the ideal state we aim for to achieve our Mission; and Values that serve as a code of conduct for achieving our Mission and our Vision.



### [About the New Corporate Logo]

#### ■ Design Concept

While honoring our history and assets cultivated with our customers and partners through our products and services to date, the design of the new logo establishes a renewed image for DHC. Designed with a focus on beauty and originality, it evokes the perception of healthcare and beauty DHC strives to advance. The logo is composed of organic lines that highlight the gentle, personal touch we offer in our interactions with each and every customer, and its clear bilateral symmetry conveys our commitment as a company.

Elevating Happiness Every Day

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Reference: Old corporate logo

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## [About the New TV Commercial]

The new television commercial opens with a twilight scene, with lights illuminating the interiors of various homes as people go about their everyday lives. The new corporate logo, accompanied by DHC's Purpose tagline "Elevating Happiness Every Day," appears on the screen.

The commercial then introduces the theme of "40 Nutrients for Easy Nutrition" by portraying the lives of modern people, which can involve suboptimal nutritional balance due to irregular lifestyles, picky eating, and overindulgence in favorite foods. The ad highlights the appeal of DHC Perfect Supplement, a product that makes it easy to enjoy the benefits of 40 essential nutrients.

Title of commercial: DHC Perfect Supplement "40 Nutrients for Easy Nutrition"

Broadcast start date: Thursday, May 9, 2024

Broadcast regions: Nationwide across Japan (excluding certain regions)

Running time: 15 seconds



Through its beauty and healthcare activities, DHC aims to implement well-being corporate management. Fulfilling our role of contributing to the health and happiness of our customers, DHC will continue to offer safe, reliable, and quality products and services.

Name: DHC Corporation

Head Office: 2-7-1, Minami-Azabu, Minato-ku, Tokyo 106-8571, Japan

Chairman & CEO: Shigeo Takatani

President & COO: Midori Miyazaki

Executive Vice President: Hiroyuki Odaka

Established: 1972

Employees: 2,189 (as of April 1, 2024, including employees at overseas offices)

<https://top.dhc.co.jp/company/en/>

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