

Our unique corporate culture, born out of our management philosophy, is the source of our capital and strength. We will realize the vision set out in the 11th Medium-Term Management Plan, running until 2027, by advancing our two businesses.



The source of value creation for the King Jim Group is its unique climate and culture, rooted in the management philosophy of Developing Original Products and Creating a New Culture to Contribute to Society. King Jim will continue to provide value to society by delivering original products and creating new culture.

Ready and able
to always
present
new ideas

Making original items

We continue to seek out new ideas to keep up with the changing times. In order to create original products, it is important for everyone at King Jim to share their opinions. We take advantage of active communication within the company without sectionalism and value new ideas, and we actively engage in development activities to bring innovation to the market.



Products that created new culture

Corporate climate
and culture
Continuously
produce creative
products

Deliver
products using
cross-sectional
teamwork

Integrated approach from development to sales

Offering a wide range of products from stationery to lifestyle goods, King Jim has a system in place where many departments, including development, sales, business planning, quality control, and public relations, work together seamlessly during the process of bringing a product to market. These connections across departments make it possible to launch new products in a short span of time, regardless of genre.



Meetings involving participants from different departments

Consideration
from a user
perspective

Bilateral relationship with fans

King Jim launched its official Twitter (now X) account in 2010, at a time when few Japanese companies used social media for PR purposes. At first, it was just one-way communication from the company, such as information on new products, but in response to the expectations of our fans, bilateral communication, including active everyday engagement, has become a strength of our social media presence.



King Jim's X
(formerly Twitter) account



Illustration Seal commercialized
using the voice of fans

We provide original products in line with the times to a wide range of customers.

Another one of King Jim's strengths is that we continue to provide new value by utilizing fan engagement, including through social media, to incorporate their voices into products.

Ready and able to
always present
new ideas

**Creative and
diverse product
development**

Number of
products
developed
annually

Around **30**



Focusing on the future of work and living

We are developing unique products with the goal of providing our customers with convenience, comfort, safety, and color in their work and lives. As times change, the workplace and lifestyles of our customers are also changing rapidly. Our diverse team members work from a variety of perspectives to develop products that are one step ahead of such change. We work to not only provide our customers with emotional experiences, but also to convert them into fans of King Jim.

Mr. Tateishi,
Executive Officer, Deputy General Manager, R&D Division



Deliver
products using
cross-sectional
teamwork

**Extensive
sales channels**



Taking on the challenge of delivering value to customers

Even if a customer likes it, a product's value cannot be delivered unless the customer purchases it. For our mainstay product TEPPA, we are expanding the scope of our proposals from offices to the workplace in general. Valuable information is delivered to customers through traditional sales channels via sales partners. In the newly established Demand Chain Creation Department, development and sales will take on the challenge of commercializing products based on market needs and cultivating optimal sales channels.

Mr. Taniguchi,
Executive Officer, General Manager, Sales Division



Consideration from
a user perspective

**Communication
with our fans**

Followers (as of November 2024)

X	x	460,000
Instagram		230,000
Facebook		120,000
YouTube		14,000

Building long-lasting relationships with fans

As part of our PR activities, we currently manage official accounts on social media platforms such as X, Facebook, Instagram, YouTube, and TikTok. Taking advantage of the characteristics of each, we aim to provide content that will keep fans coming back for more, from fun to useful information. Going forward, we will continue to focus on both society and our company, so that we can provide the best information for our fans, without being constrained by conventional approaches.

Ms. Miura,
Manager, IR & Corporate Branding Section,
Public Relations & Advertising Department

