


This material is an English translation of the press release announced on Apr. 26, 2019 in Japanese, and the Japanese release is given priority about the content and the interpretation.

Apr. 26, 2019

Notice regarding Name Change in Mail-Order Business

Hisamitsu Pharmaceutical Co., Inc. (Head Office: Tosu City, Saga Prefecture; President and CEO: Kazuhide Nakatomi; hereinafter referred to as “the Company”) is pleased to announce that the name and logo of the mail-order business will be changed from “Hisamitsu® Healthy Mail Order” to “Hisamitsu® Iki-Iki Online” on May 1, 2019.

1. Description of change

New name	Hisamitsu® Iki-Iki Online
New logo	

2. Reason for change

The Company launched its mail-order business in March 2006 in order to fulfill hope for health of each and every one of our customers. Amidst the growing awareness of lifestyle improvement and healthy life expectancy in recent years, we would like our customers to live their lives more vibrantly than ever before, and we would like them to be more familiar with our mail-order business. Therefore, we would like to change the name and logo accordingly.

We will announce the new name through advertisements (newspapers, websites, etc.) and events the Company sponsors. Also, we will further contribute to the improvement of customers' Quality Of Life by enhancing our product lineup and providing better services.