

## DCM Management Resources



## Do Create Mystyle 暮らしの夢をカタチに



### A workforce of about 20,000 highly motivated employees

Under the long-term business concept “transforming into an integrated business that comprehensively makes people’s lives more comfortable,” to realize the Company Philosophy “Do Create Mystyle,” approximately 20,000 employees work together to continue creating new value for society, customers, and communities. Our core value lies in human resources and organizational capabilities that enable us to collaborate as a group of DIY professionals with high aspirations and clear vision.



### Expertise in meeting DIY-related needs and databases derived from local communities

In addition to having the largest number of DIY advisors\* in the industry who possess expert DIY knowledge and skills enabling them to comprehensively support customer DIY activities, we strive to satisfy customer DIY needs and uncover potential demand by leveraging know-how accumulated over many years. Based on the characteristics of each region and the results of proprietary data analysis, we also respond to customer needs and expectations with sales floors that offer product lineups optimized for each season.

\* Professional DIY advisors certified by the Japan DIY•HC Association



### Ability to develop unique and original products that are people- and eco-friendly

We want to deliver “valuable products” offering “satisfactory quality” at a “reasonable price,” and based on this concept, we are focused on highly original private brand (PB) products that contribute to enriching customer lives. To this end, we consider raw materials, packaging, and other elements that are people- and eco-friendly, and have established an organization and human resources capable of promoting sustainable procurement and managing quality and intellectual property throughout the supply chain.



### A nationwide network of over 670 stores that can gather and provide information in collaboration with their communities

We cooperate with customers and their immediate communities to ascertain customer and community lifestyles and needs, while making new proposals and providing information with regard to each problem faced by customers through a nationwide network of over 670 stores (excluding equity-method affiliate Keiyo Co., Ltd.). Each store has different role and concept depending on whether they are large, medium, or small in size, and provide services that make full use of DX. We respond to customer needs and expectations by enabling them to use these different types of stores as necessary in accordance with their requirements.



### A supply chain able to ensure a dependable supply of products and relevant data

We collaborate with approximately 1,600 business partners in product development, supply, logistics, and other business activities to establish a system enabling us to stably provide products nationwide. Further, through collaborations with leading business partners in each field, we are able to collect the latest information on society, markets, products, and other factors, facilitating rapid responses to changes.



### Established access to financing from diverse sources for funds needed for investment and M&As

In addition to new business format developments that require capital investment and upfront investment for business expansion, including new store openings, store renovations, and system developments through a financial base offering diverse procurement methods, we proactively invest via M&A in the home improvement retail business and other areas with growth potential.