



## **UNFILO Business Briefing Session**

**July 29, 2025**  
**Onward Kashiya Co., Ltd.**

Now in the fifth year since the launch,  
the goal of “annual sales of 10 billion yen” is in sight



**Aiming to double sales further over the next three years...**

**(Products and production)**

- ▶ Development of new materials and new categories such as *zakka* (miscellaneous goods)

**(Sales promotion and PR)**

- ▶ Emphasis on communication with users through the use of digital means

**(Store opening and sales)**

- ▶ Expansion of the floor space at multi-brand stores and store opening under the name of “UNFILO”

**BRAND PURPOSE (i.e., Value offered to customers)**

**On the go. Offering functional  
beauty for all**



**Product development (Monozukuri) that embodies this**

**Marketing (Monozutae) that communicates this**

BRAND PURPOSE (i.e., Value offered to customers)

# On the go. Offering functional beauty for all



(Monozukuri)

Not to be transient hot items



- ▶ Development that considers the material itself a target for branding
- ▶ Development of items that are likely but didn't exist

(Monozutae)

Connect with a wide range of consumers



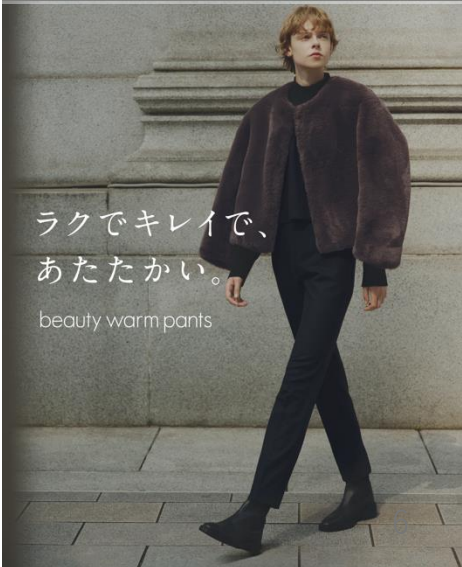
- ▶ Communicate value for users accurately
- ▶ Leverage user feedback and styles

**1. Development that considers the material itself a target for branding**

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(To communicate uniqueness) 8 product categories have been registered for a trademark for the purpose of branding



# 1. Development that considers the material itself a target for branding

## (Joint-development with Toray) Active × Elegant material **"BEAUTY MOVE"**



## (Joint-development with Toray) Material for the season of severe heat **"BREEZE MOVE"**



## **2. Development of items that are likely but didn't exist**



2. Development of items that are likely but didn't exist... **"Saiai jogging pants"**



Jogger pants with ribbed hems  
×  
Typical pretty material = Georgette

7,990 yen  
(including tax)

[History of evolution with user feedback]

2021/2H ▶ Launched → Became a hit

2022/2H ▶ Putting waist drawstring inside = Achieving a neater appearance

2023/1H ▶ Offered in as many as 11 sizes = Expanded from 7 sizes initially

2024/1H ▶ Expanded to 15 sizes, including tall and short sizes

**Over 110,000 pairs of pants sold in four years since the launch**

(Future plans)

2026/1H ▶ Renewal to a material jointly developed by Toray  
(i.e., improved water absorption / quick-drying feature and air permeability, and improved skin feel on the reverse side)

2026/2H ▶ Crease-pressed that does not come off even after washing, etc.

2. Development of items that are likely but didn't exist ... **“Near-water Clothing”**



**2024**  
**5,000 items fully sold out**  
(Winner of the Best Product Award “Silver”)

Rash guard  
×  
Design of street and going-out clothes

7,990 yen  
(including tax)



**2025 ▶ Evolution of pocket specifications, etc. based on user feedback**  
**Forecast to sell approximately 20,000 items this fiscal year**, the second year since the launch

### **3. Communicate value for users accurately**



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Create advertisements that communicate value offered in an easy-to-understand manner, always on the presumption of pursuing its concept “functional beauty”

### 3. Communicate value for users accurately

#### “Super Functional Beauty Knitwear”

\*Dare to propose high-quality and cool knitwear, instead of T-shirts, in the hot summer, resulting in a hit

5,990 yen (including tax)

Number of items sold this fiscal year  
**45,000**  
\* Result as of the end of June

Largest weekly sales  
(26W)\_Approx.  
**5,000 items**



**Raise awareness of the “brand name + concept” through hit products**

## **4. Leverage user feedback and styles**



# 4. Leverage user feedback and styles

Adopt general monitors to communicate benefits in daily life



Distribution of video advertisements that consolidate customer feedback



Develop products based on user feedback and use user feedback in advertising...

We have been sticking to this original method

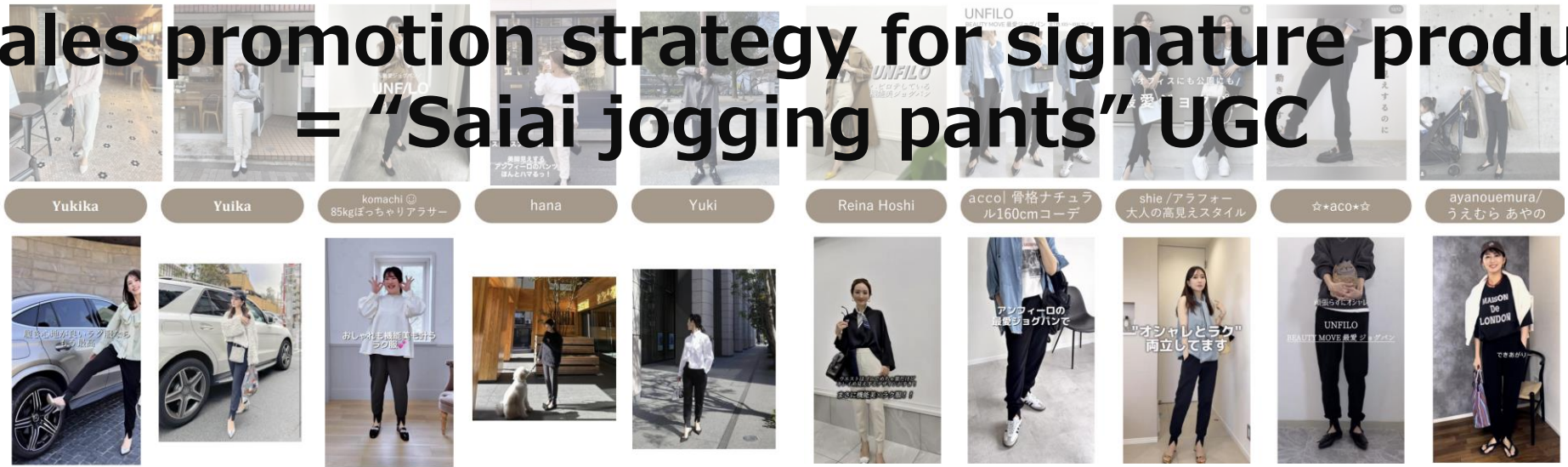
# 4. Leverage user feedback and styles

Digital distribution of content produced by KOL of various generations, body shapes, and life scenes

\* Starting from March 2025



Sales promotion strategy for signature product = “Saiai jogging pants” UGC



Keep connected with users for brand development and evolution... “UNFILO’s belief”



# 4. Leverage user feedback and styles

Use review comments efficiently and accurately... Introduction of AI automatic tabulation tool = “RPA”

2025.04.13  
★★★★★  
らんママ

身長:170cm~174cm  
性別:女性  
年代:40代  
体型:ぶつう  
カラー:アイボリー  
サイズ:MT  
着用感:ちょうどよい

2025.04.09  
★★★★★  
ミニョン

身長:160cm~164cm  
性別:女性  
年代:50代  
体型:ぶつう  
カラー:アイボリー  
サイズ:M  
着用感:ちょうどよい

2025.03.15  
★★★★★  
POLO

身長:155cm~159cm  
性別:女性  
年代:50代  
体型:ぶつう  
サイズ:[NEW]SS  
着用感:ちょうどよい

2024.11.01  
★★★★★  
たこ

身長:150cm~154cm  
性別:女性  
年代:40代  
体型:ぽっちゃり型(またはがっしり型)  
カラー:ネイビー  
サイズ:[NEW]LS  
着用感:ちょうどよい

ジョグパン最高!

身長173cmMTサイズを選びましたが、長さはバッチリで下半身が少し太めな体型もスラッと見せてくれ、本当に履きやすく動きやすく可愛くおしゃれで最高です!  
アイボリーを購入しましたが、色違いも購入します!

ストレスフリーで綺麗が叶う

パンツは膝が曲げづらいので専らスカート派です。それでもモデルさんが綺麗に着こなしているし、サイズ展開も幅広く、人気があるのだと思っちゃレンジしてみました。  
  
商品名と評判通りとても履きやすくストレスフリーな上に、綺麗も叶って大満足に入りました。同シリーズのジレも購入したのでセットアップでも試したいです。  
  
オールシーズン適用とはなっていますが、夏は涼しく、冬は暖かいと思います。  
  
162センチ・51キロ・骨格ウェーブ。標準体型で丈はジャスト、ウエストはやや余裕があるくらいでした。

最高の履き心地

軽くて、ストレッチもきくので履き心地がとていいです!お手入れも超ラク!なんと言ってもサイズ展開が細かくあって、丈もピッタリくるものを選べたので、脚長効果もバッチリでした。  
ブラックを2本購入しましたが、春に向けて別色を増やす予定です。

サイズが選びやすくなりました

背が低いので、普通サイズは着るどころかと残念に思っていたところ、その細いサイズが出て早速買いました。  
  
私の身長にはちょうどよく、着心地も良い。  
肌が弱いのでこの程度のお値段の商品はいつも買って後悔しますが、これは少し化繊を感じるものの、満足度は高いです。  
ウォーキングに行きがてらのスーパーに寄ることができるので重宝しています。  
しわは手洗いモードならほほえみず、何度か洗った感じではセンタープレスもきちんとついたままでアイロンの必要はありません。

Review comments

RPA

ROBOTIC  
PROCESS  
AUTOMATION

8 things you can do with RPA tool

Automation of operations performed on the computer screen

Recognition of characters, numbers, shapes, colors, etc.

Application startup and shutdown

Schedule setting and execution

Send and receive data between applications

Remote operation

Data organization and analysis

Report creation

We will stay true to its concept of “For All” and continue to make the next move....  
Make evolving with a wide range of users a “brand personality” in itself

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# On the go. Offering functional beauty for all

## (Monozukuri)

Not to be transient hot items



- ▶ Development that considers the material itself a target for branding
- ▶ Development of items that are likely but didn't exist

## (Monozutae)

Connect with a wide range of consumers



- ▶ Communicate value for users accurately
- ▶ Leverage user feedback and styles

Leverage digital effectively and use communication with users both for products and advertising

**We will evolve our brand with originality and achieve business scale expansion with a sense of speed**



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