

CORPORATE PROFILE

Jupiter Shop Channel Co., Ltd.
Kokkan Building, 1-14-1 Shinkawa, Chuo-ku, Tokyo 104-0033 Japan
www.shopch.jp

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大人の女性は。

誰にでも“忘れられない買い物”があると思う。

あるいは、迷った末に買わなかったことを

ずっと覚えているものもあるかもしれない。

大人の女性にとって買い物は自分自身の物語。

何かを手に入れたと思うのは、

きっと新しい物語を始めたから。

これからも買い物を楽しみながら

自分にワクワクしたい人の

いちばん近くに。

SHOP
CHANNEL

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ユーザー代表

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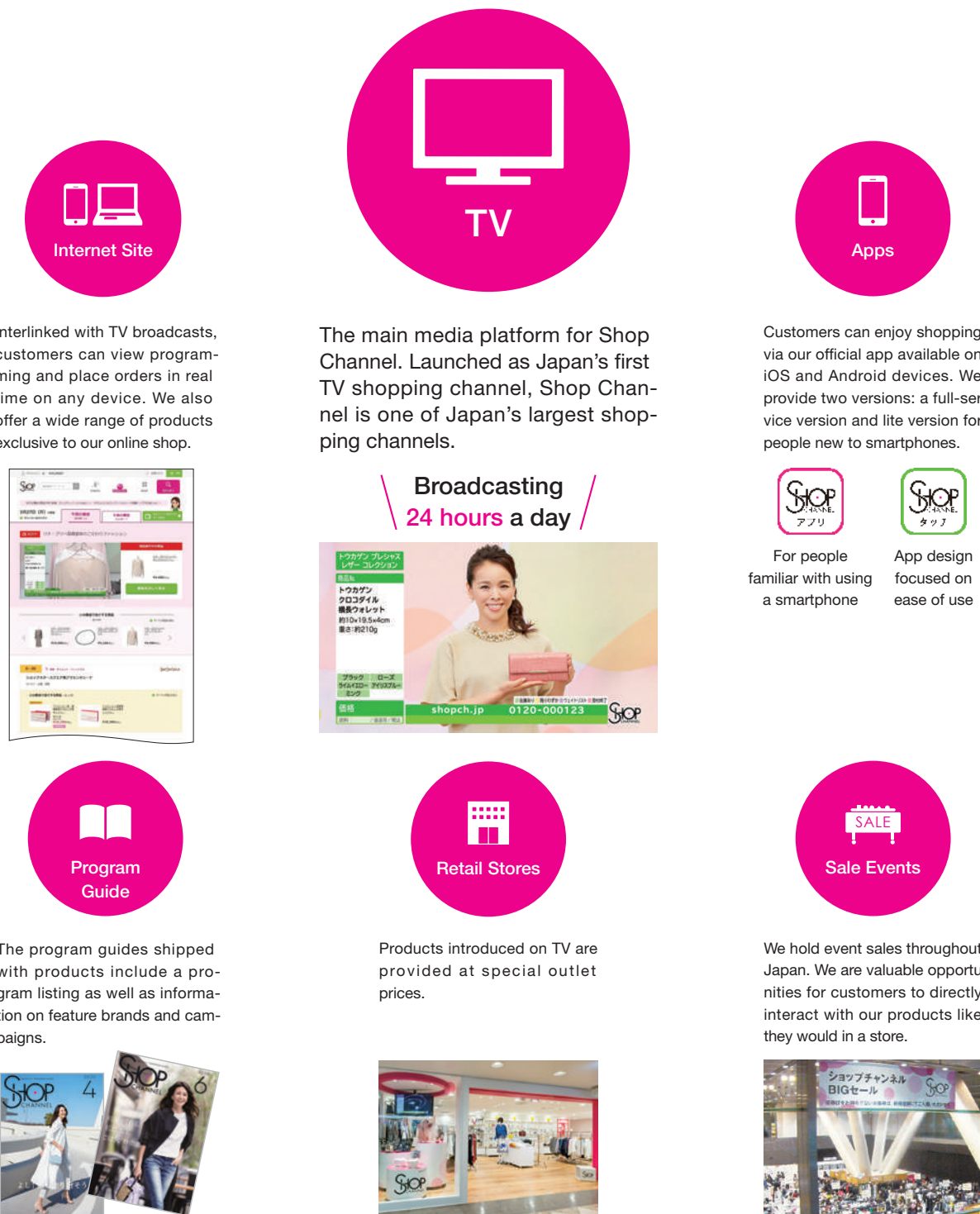
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Contact Points

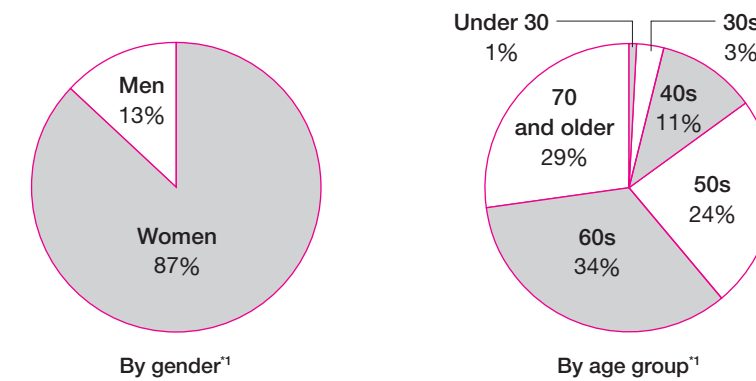
Shop Channel reaches out to customers through a variety of contact points. Beyond our primary platform of TV content, we also engage customers through our online shop, TV program guides, storefront media, and event sales. By using the merits of each platform to provide customers with delightful shopping experiences anytime and anywhere they desire, Shop Channel has become No. 1* in Japan for TV shopping.

*Source: Top Selling TV Shopping Channels in 2018 – Tsuhan Shimbun 2019.



Customers

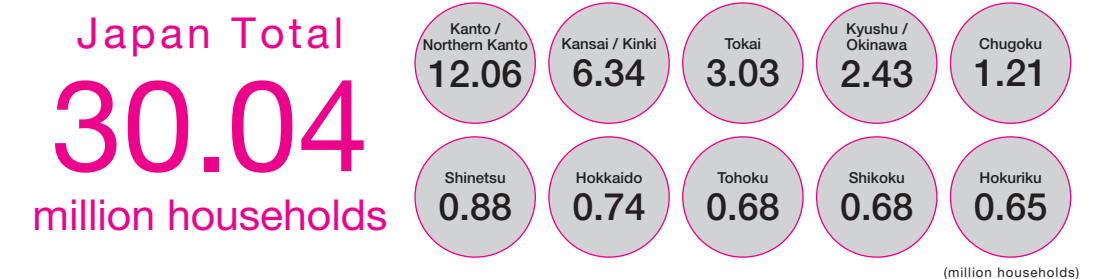
Shop Channel customers are woman in a broad range of age groups with an eye for quality, value and style.



NB Figures are rounded off to the nearest whole number and may not add up to a total of 100%.
*1 Source: Shop Channel customer database (as of March 31, 2020).

Media

Shop Channel represents one of the largest TV home shopping channels in Japan and reaches a majority of households from Hokkaido to Okinawa. We distribute programs through various services including cable TV, CS and BS TV, digital terrestrial TV, and broadband IPTV.



NB Calculated from the number of distribution households disclosed by the media channels.
The breakdown by excludes households with reception via SKY PerfecTV! Premium Service Hikari and Hikari TV.
Data as of March 31, 2020. Breakdown data as of February 29, 2020.

Free Channels			Paid Channels		
24-Hour Broadcasting			24-Hour Broadcasting	24-Hour Broadcasting	
CS TV	Digital Terrestrial TV	BS TV	Cable TV	SKY PerfecTV! Premium Service	SKY PerfecTV! Premium Service Hikari
Ch 055 ^{*1}	Ch 112 ^{*2, *3}	BS Nittete BS Ch 4 BS Asahi BS Ch 5 BS Fuji BS Ch 8 BS 11 BS Ch 11	Paid multichannel service	Ch 523	Ch 523
					Hikari TV Ch 150

*1 Viewership includes SKY PerfecTV! subscribers.
*2 Channel 112 reception is available to cable TV and SKY PerfecTV! Navi subscriber residences.
*3 Channel 112 channel number and broadcast times vary by region.

For further details, visit the Shop Channel website (www.shopch.jp).

in numbers

Shop Channel

163.4 billion yen
total sales in FY2019

500 items
presented on TV per week

51,000 packages
shipped on average per day

12:00 midnight
prime time

70,000 calls
received on average per day

65,770 pieces
maximum sold per item per day



2.87 billion yen
maximum sales per day



Approx. **7,100** yen
in average price

198,000 kits
sold of No. 1 bestseller in FY2019



For Those Heart-Pounding Moments of Delight

Merchandising

Unique, rare, story to tell... Our in-house selection criteria ensures that every item is fresh and original. About 500 items are presented every week, and this assortment of items is massive in number, too.

Programming

We introduce exquisite products carefully selected from around the world 24 hours a day, 365 days a year. Unscripted presenters introduce products with the feeling of a live event and adjust program content based on real-time order status to provide an immersive experience that is unique to live TV programming.

Operation

Shop Channel delivers a secure, pleasant shopping experience through our in-house management system covering everything from product selection and sales to shipping and customer service. With the further introduction of a system conforming to ISO standards, we translate customer feedback into even better products, programs, and services.

3

Strengths of
Shop Channel

Merchandising

Shop Channel delivers the **joy** of shopping with a **broad assortment** of products

Shop Channel TV programs introduce as many as 500 items every week,* about half of which are new. This massive assortment of products is one of the reasons for our enduring popularity. Dedicated in-house buyers search for ever-better products throughout Japan and across the globe to sustain our broad product lineup.

* Figures fluctuate by week. In FY2019, items introduced weekly numbered 467-709.



7 product Selection criteria ensures a distinctive product lineup

We carries a massive number of products and yet each item is true to Shop Channel style. Every item conforms to seven standards established by Shop Channel, ensuring a distinctive product lineup.

UNIQUE

Original,
One of a kind

RARE

Scarce,
Hard to find

EPISODE

Tells
an engaging story

VALUE

Clear
product value

LIMITED

Exclusive
in time or number

REASONABLE

Realistic
pricing

NICHE

Caters to
a niche market

Assortment of Fresh Items and Diverse Range of Categories from around the world

Shop Channel offers wide range of item categories popular with women, like fashion, beauty and health, home essentials, and grocery and deli. We deliver an ever-better assortment of products from a broad perspective, including many directly imported overseas brands. we look to offer selected items hot in current and emerging trends.



Jewelry



Fashion

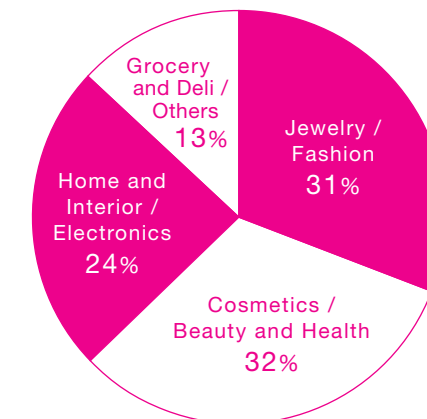


Cosmetics



Beauty and Health

Sales by Product Category



NB Figures are rounded off to the nearest whole number and may not add up to a total of 100%. Data as of March 31, 2020.



Home and Interior



Electronics



Grocery and Deli



Others

Programming

Providing the **fun** and **excitement** of discovering rare items from around the world **24 hours** a day.

Shop Channel programming runs non-stop, 24 hours a day. We spend roughly 30 minutes to one hour introducing a single product or brand to convey product benefits and explain the care and commitment poured into each product. Live broadcasts provide real-time information on the number of product orders, inventory status, and call center congestion. We provide customers with the information they desire and reflect customer desires into program content in real time to create an immersed experience and a sense of togetherness that resembles storefront sales.



Fluid and dynamic programming unique to **live TV!**



Shop Channel has its own 3-floor studio. Live TV is broadcast from sets arranged specifically for each program.



We assess product inventory information and receive customer inquiries in real-time and reflect that information in the program content.

Shopping entertainment with engaging dialogue that creates the **feeling of a live event**

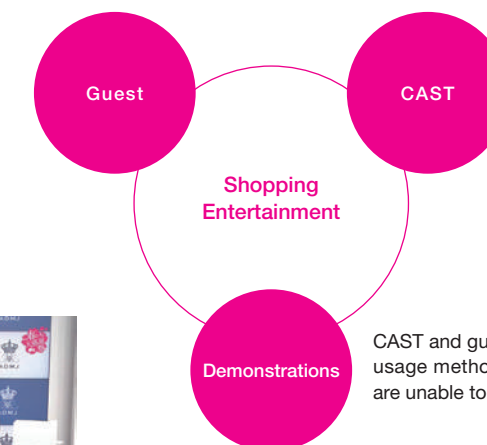
Adding to the appeal of Shop Channel programming is the unscripted dialogue between the CAST* and a guest presenter, who has extensive knowledge of the product. Using well-paced dialogue, the CAST and guest together introduce the finest details of a product. They use product demonstrations to introduce product features in a way that is easy for viewers to understand.



Program guests include product developers, designers, and manufacturer employees. These **guests** provide product background information and introduce the appeal points of the product.

The **CAST*** controls the program flow to make sure customers receive the product information they desire. The CAST also convey real-time information such as inventory status.

* CAST is an acronym of Creative Adviser of Shopping Tour.



CAST and guest engage in a dialogue that conveys product usage methods and features on behalf of customers who are unable to **actually hold and inspect** products up close.



On the TV screen, in addition to basic product information and ordering methods, we also provide timely information on product popularity and call center congestion.

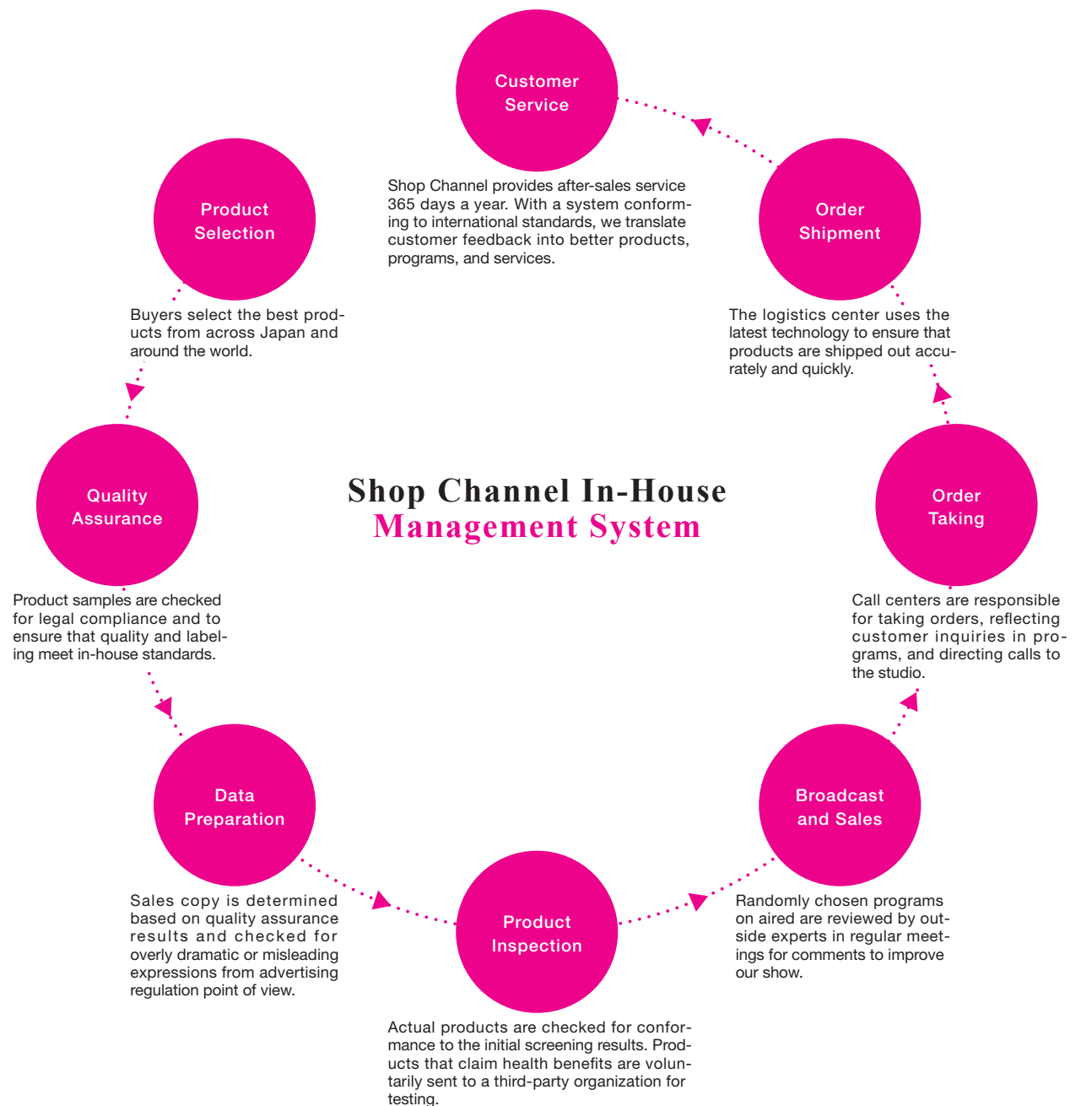
Operation

Shop Channel's in-house management system ensures security in all phases of operation

To continue living up to our customers' trust, we at Shop Channel manage all aspects of operation in-house, from product selection to after-sales service. To ensure product quality, we have a team dedicated to performing legal compliance checks as well as screenings and inspections in line with our own standards. In the area of customer satisfaction and the handling of complaints, we have introduced a system conforming to ISO 10001 and ISO 10002, and are working daily to further improve our services.



Speedy Order Processing at the Call Centers and Logistics Center



Call Centers and Logistics Center, To Fulfill the Customers' Trust

Call Centers



Shop Channel call centers represent our primary contact point with customers. Orders are accepted 24 hours a day, 365 days a year, and inquiries from 9 a.m. to 9 p.m. The number of representatives available is adjusted each hour, as orders vary greatly by program and product. While handling as many inquiries as there are products presented on the programs, the call centers provide consistent, high-quality customers service.

Work Stations	Tokyo	250
	Osaka	110
Representatives	Approx.	800
Orders and Inquiries	Approx.	70,000 calls daily
Telephone Lines	Approx.	1,600

Logistics Center



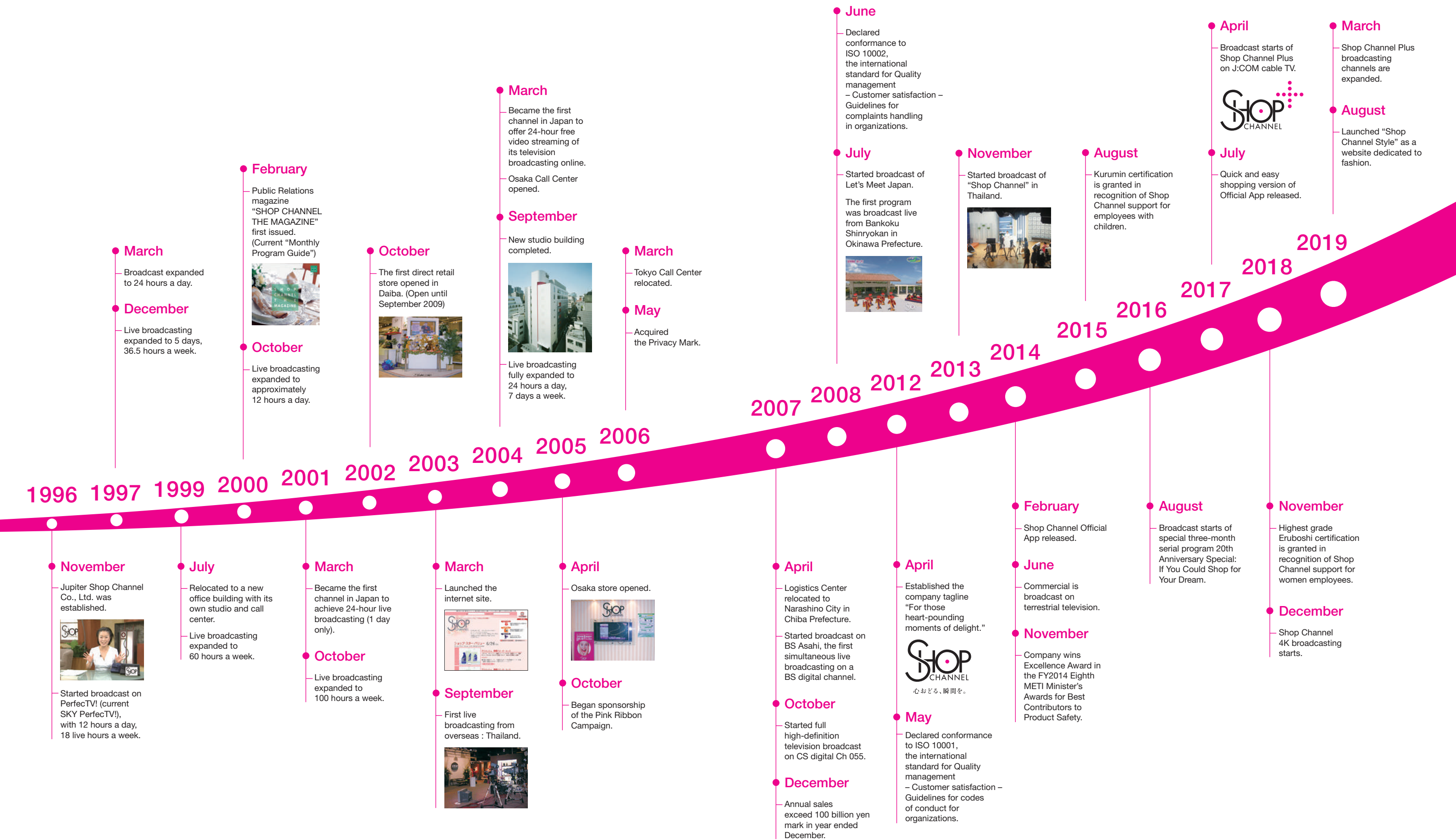
The Shop Channel logistics center, in Chiba Prefecture, is responsible for receiving, storing, and shipping products. A unique operation style is employed, combining the latest technology with manual work, to manage shipments that vary greatly in product type and number every day. One of the most efficient and high-quality facilities of its kind in Japan, our logistics center ships products as early as one day after the order is placed.

Total Floor Area		86,000 [※] m ²
Maximum Shipment	Approx.	180,000 packages daily
Average Shipment	Approx.	51,000 packages daily (including items shipped directly from producer to customer)

※ The total area of the two logistics centers in Chiba and Gumma and the external warehouse.



SHOP CHANNEL MILESTONES





Shop Channel began as Japan's first TV shopping channel and today provides customers with shopping entertainment 24 hours a day, 365 days a year through our TV programming and online shops.

The operating environment influencing our business continues to undergo many changes. With the diversification of media and devices in the digital age, consumer purchasing patterns have changed dramatically. Also, the TV broadcasting industry is approaching the start of new 4K8K satellite broadcasting.

Even in such an environment, people remain at the core of our business and most critical is that we have a thorough understanding of our customers. We aim to be a company that will continue to be chosen by the customer. We will achieve this by injecting our passion into product and programming development that is unique to Shop Channel and by providing services that suit the diversifying lifestyles of our customers.

Our slogan of providing those heart-pounding moments of delight expresses our commitment to deliver joy that exceeds customer expectations at every point of contact.

Working closely with our business partners, all of us at Shop Channel are dedicated to conveying the care and devotion that goes into every product we offer.

Thank you for your continued understanding and support.

Kenji Shinmori
President and CEO
Jupiter Shop Channel Co., Ltd.



SHOP CHANNEL CORPORATE PROFILE

Company Name	Jupiter Shop Channel Co., Ltd.	Capital	4,400 million yen
Date of Establishment	November 22, 1996 *Broadcast started November 1, 1996	President and CEO	Kenji Shinmori
Location	Kokkan Building, 1-14-1 Shinkawa, Chuo-ku, Tokyo	Executive Vice President	Masako Yano
Stockholder	Jupiter Telecommunications Co., Ltd. 50% (owned by its SPC) Sumitomo Corporation 45% KDDI CORPORATION 5%	Number of employees	1,006 (As of March 31, 2020)
		Business overview	Direct marketing business centered on the operation of Shop Channel, delivering teleshopping through media channels including CATV broadcast, satellite broadcast, internet, and mail-order catalogs.



CORPORATE RESPONSIBILITY

Support for Breast Cancer Awareness in the **Pink Ribbon Campaign**

In 2005 we joined the Pink Ribbon campaign for promoting early detection, diagnosis, and treatment of breast cancer. Our initiatives include special contents and distributing Pink Ribbon badges to our employees, all with the wish to support the health of women.



Environmentally Friendly Packaging Materials

We strive to conserve forest resources by shipping Shop Channel products in cardboard boxes made of 80% recycled paper.



CERTIFICATIONS

Acquired the "Privacy mark" as a certified company for having appropriate measures to protect personal information.



"kurumin" certification is granted to Shop Channel in recognition of child care support for our employees.



Acquired highest grade of "Eruboshi" certification based on the Act on Promotion of Women's Participation and Advancement in the Workplace.

