



Jupiter Shop Channel Co., Ltd.

7-2-18, Toyo, Koto-ku, Tokyo 135-0016 Japan

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SHOP
CHANNEL

心おどる、瞬間を。

CORPORATE PROFILE

Brand Promise

Shop Channel's Unwavering Promise

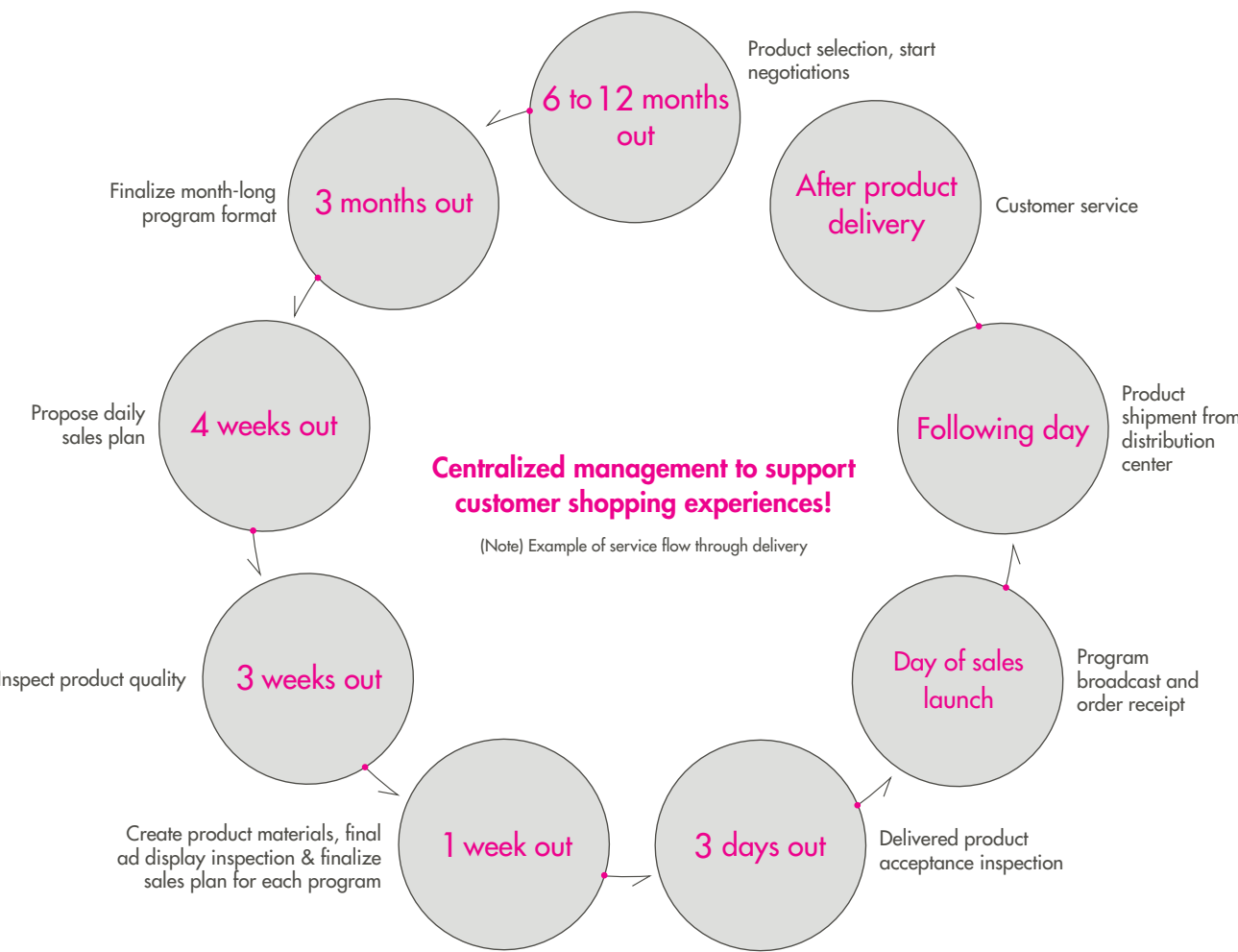
Everything we do is for those heart-pounding moments of delight.

Shop Channel believes shopping is a form of entertainment through which we create the stories that link customers with high-quality products and deliver heart-pounding moments of delight to the increasingly diverse daily lives of our customers.



Until Our Products Reach Our Customers

We provide centralized management, from product selection to post-sales support. Through product selection and sales plans based on past experience and the current needs of customers, we engage in numerous processes to ensure our ability to offer shopping experiences that provide those heart-pounding moments of delight.



Numerical Data

Shop Channel by the numbers



Main Programs & Broadcast Schedule

Golden times for Shop Channel are 12:00 am (midnight) and 12:00 pm (noon). In particular, Shop Star Value, which airs from 12:00 am, has become a regular viewing habit for many customers thanks to the familiar pattern of launching with the day's recommended products the moment the date on the calendar changes.

SHOP STAR VALUE

Daily **at 12:00 am** (Midnight)
Introducing the day's recommended products at special prices.



GO! GO! VALUE

Daily **at 12:00 pm** (Noon)
Presenting the afternoon's recommended items, including select seasonal items and select products.



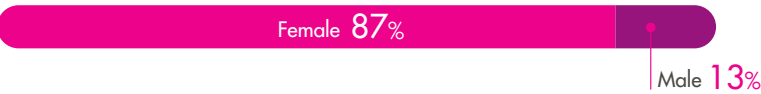
Broadcast Schedule Example

Live broadcasts	12:00 am	SHOP STAR VALUE
	1:00 am	Gourmet
	2:00 am	Fashion
	3:00 am	Appliances
	4:00 am	Home
Recorded broadcasts	5:00 am	Cosmetics
	6:00 am	SHOP STAR VALUE
	7:00 am	Fashion
	8:00 am	Health and Beauty
	9:00 am	SHOP STAR VALUE
	10:00 am	Home
	11:00 am	Appliances
Live broadcasts	12:00 pm	GO! GO! VALUE
	1:00 pm	Jewelry
	2:00 pm	SHOP STAR VALUE
	3:00 pm	Gourmet
	4:00 pm	Home
	5:00 pm	Cosmetics
	6:00 pm	Health and Beauty
	7:00 pm	Fashion
	8:00 pm	GO! GO! VALUE
	9:00 pm	Health and Beauty
	10:00 pm	SHOP STAR VALUE
	11:00 pm	Variety

Customer Profile

Shop Channel is supported by a wide range of generations. From people who enjoy curiosity and adventure to ladies with their own unique values and aesthetic sense.

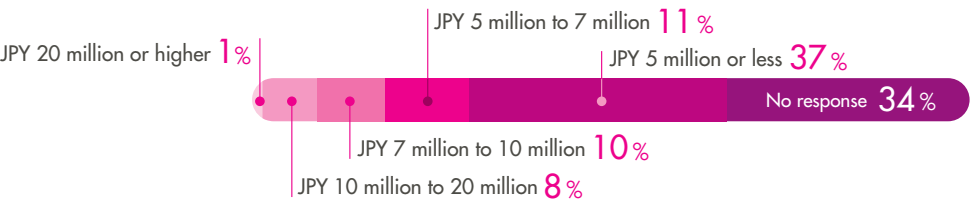
Male/Female Ratio *1



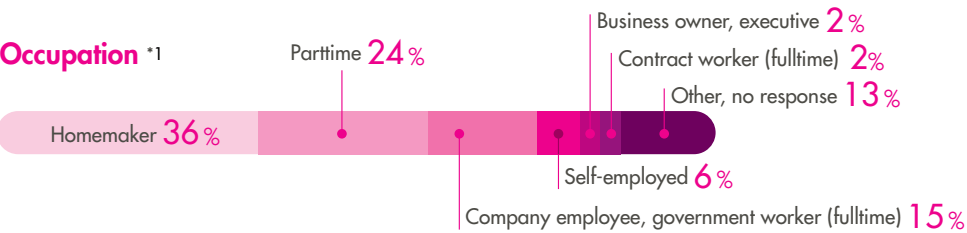
Age *1



Household income *1



Occupation *1



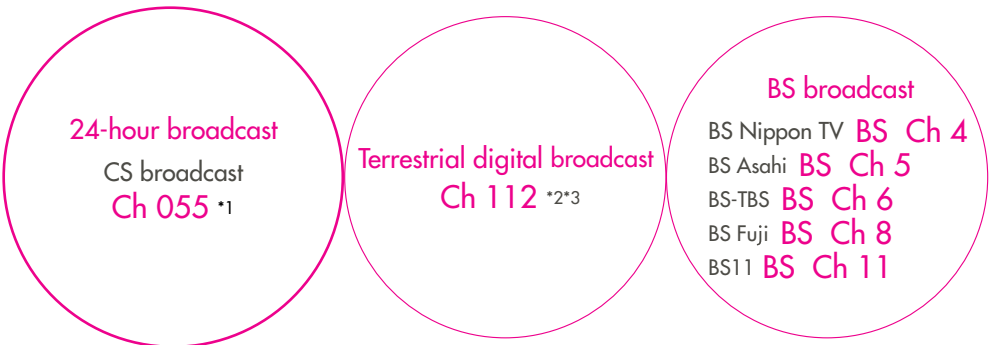
Media

Shop Channel programs are available to the majority of Japanese households. We provide various programming to fit a wide range of viewer environments, including CS broadcasts, cable TV, BS broadcasts, terrestrial digital broadcasts, IPTV (broadband TV), and 4K broadcasts.

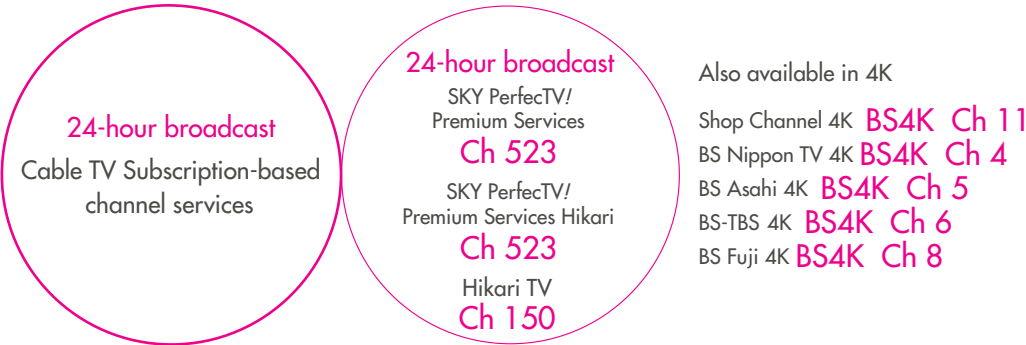
No. of households reached
Over 30 million
households nationwide*

- Hokkaido
740,000 households
- Tohoku Region
670,000 households
- Shinetsu Region
880,000 households
- Kanto & Northern Kanto Regions
12 million households
- Tokai Region
3 million households
- Kansai & Kinki Regions
6.4 million households
- Hokuriku Region
650,000 households
- Chugoku Region
1.2 million households
- Shikoku Region
680,000 households
- Kyushu & Okinawa
2.4 million households

Free broadcasts



Subscription-based broadcasts



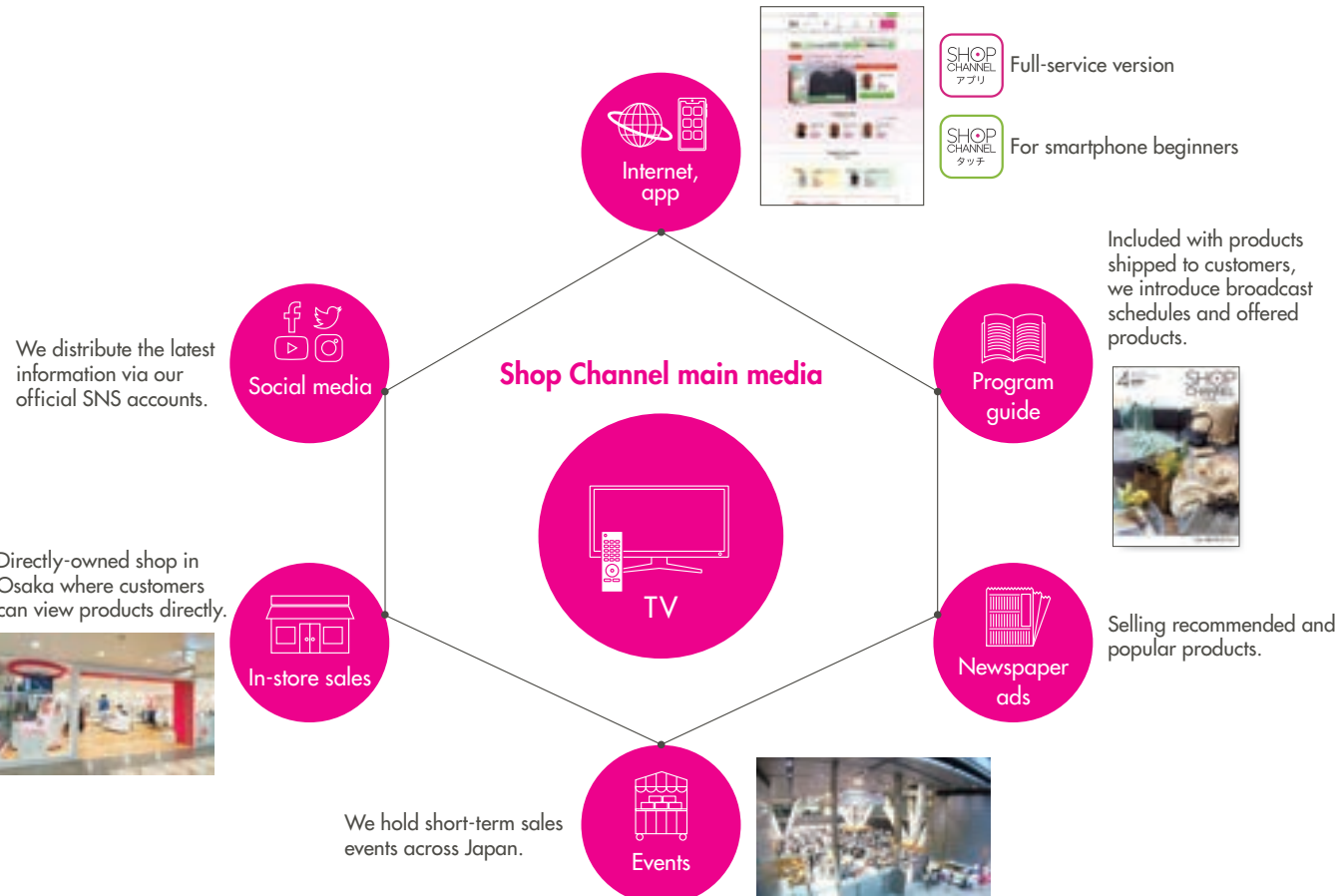
*Calculated using figures from media that disclose figures for the number of streamed households (total for cable TV, SKY PerfecTV!, SKY PerfecTV! Premium Services, SKY PerfecTV! Premium Services Hikari, Hikari TV) However, the breakdown of region-specific figures does not include viewing households for SKY PerfecTV! Premium Services Hikari and Hikari TV).
*As of end of March 2022.

*1 Also available to SKY PerfecTV! Subscribers.
*2 Ch 112 is available to viewers living in residences compatible with cable TV or SKY PerfecTV! Navi.
*3 The channel number and broadcast times for Ch 112 will vary depending on the region. Check our website for details.

Contact Points

We have a diverse range of contact points to connect customers with Shop Channel anytime, anywhere to provide enjoyable shopping experiences.

Enabling program viewing and product orders across all devices.



For those
heart-pounding
moments of
delight

Products

Lineup of select products from around the world

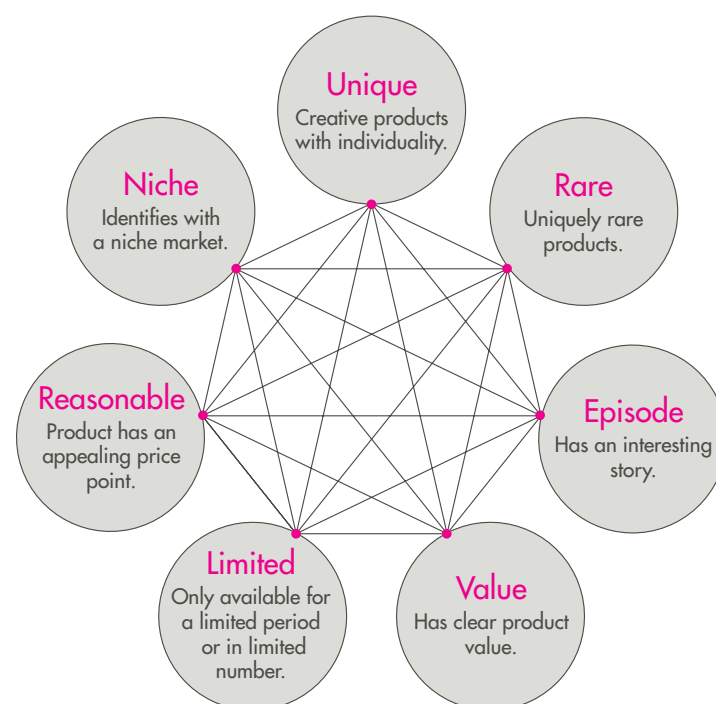
Through our TV broadcasts, we introduce some 500 items* per week, of which nearly half are new products. Providing a product line that fulfills our customer needs is critical to the fun and joy of shopping, and our vast array of products and diverse product categories are the secret ingredients to Shop Channel's popularity. This product line is supported by our passionate and talented professional buyers who identify products not only in Japan, but from around the world.

*Fluctuates depending on the week. (FY2021 figures: Approx. 417 to 650 items/week)

Our 7 selection criteria for increasing product appeal

To deliver new surprise and excitement to our customers, we only sell items carefully selected based on our own unique selection criteria. Our original selection of products is the result of the following 7 criteria.

Product selection standards



Wide range of categories to suit customer needs

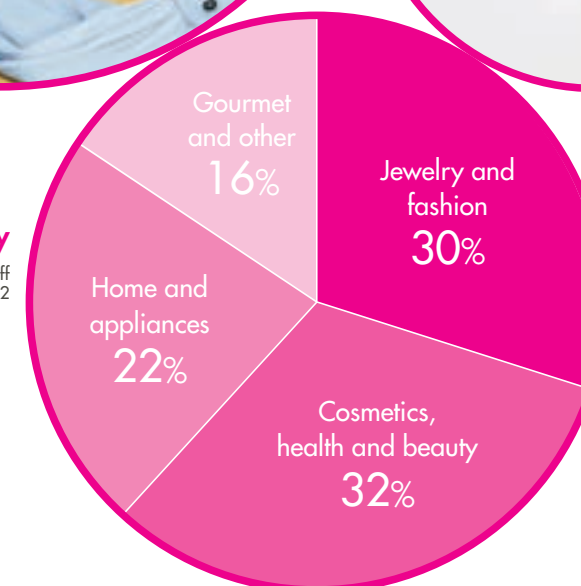
With a focus on categories popular with women, we introduce a wide range of in-season items that fulfill the hearts and lifestyle desires of our customers. These categories extend from fashion to beauty products, home goods, gourmet, and more. Our professional buyers oversee specific categories to identify products in Japan and overseas.

Product categories



Sales by product category

(Note) Decimal figures rounded off
(Note) As of end of March 2022



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Programs

Realistic programming unique to live broadcasts

Shop Channel spends from 30 minutes to an hour on each product or brand conveying the appeal, the commitment of the manufacturer, and the unique story behind the product. During live broadcasts, we ascertain product order volume, inventory, and call center congestion in real-time to accurately provide customers with the useful information. We create a realistic environment to help viewers feel like they have the products right in front of them.



Product-oriented studio for realistic presentations

We have three broadcast studios and three sub-control rooms, and each studio has four unique sets. In addition to conveying product appeal and use, sets and lighting are designed to convey product color and material texture in a way that feels like you are holding it in your own hands.

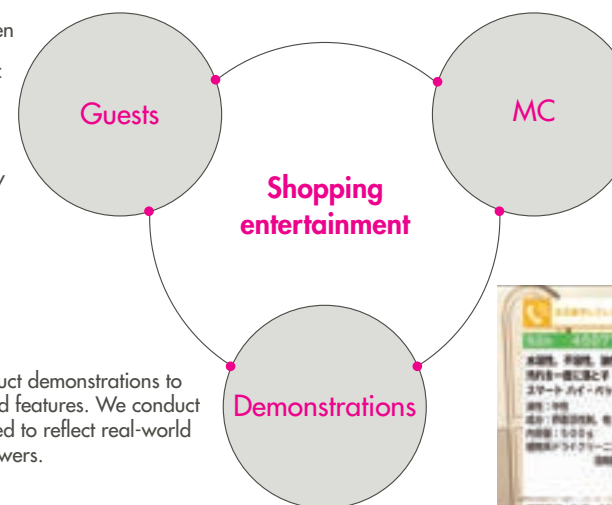
Efficient management backed by experience

We move cameras in between each program when switching sets. Sub-control rooms that monitor product inventory and order status in real time are continuously linked with each studio. Programs are supported by efficient broadcast staff who excel at multitasking, including using a single camera operator to control five cameras via remote control.

The trinity of shopping entertainment

The appeal of our programming is in having an MC to lead the program, a guest with in-depth knowledge of the product, and product explanations based on unscripted presentations. Programs feature demonstrations mixed in with detailed and highly comprehensible product explanations for customers who are unable to view products in person.

Programs feature guests, often the product developer, designer, or an employee of the manufacturer. Guests provide detailed explanations of the stories behind the products and key points of products.



The program MC manages the progression of the program. The MC explains product appeal from the perspective of the customer with accurate and easy-to-understand explanations. The MC also conveys inventory status and other information in real time.

Programs include product demonstrations to explain product use and features. We conduct demonstrations designed to reflect real-world usage situations for viewers.



For those
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Programs

A behind-the-scenes look at our staff's unified efforts, from final preparations to broadcast

The key to creating realistic programming that captures the hearts of our viewers is the unified efforts of on-air guests, the MC, and our production staff. A look at to the work involved, from pre-broadcast final preparations to program broadcast.

Program staff group meeting

Studio and sub-control room staff gather to confirm program progression, including product details and the type of product demonstration.



MC and guest meeting

One hour prior to going live, on-air members hold a final meeting. Members use product information to reconfirm the key product points to convey in order to ensure an easily comprehensible and fun program.



Pre-live final preparations

In the studio and sub-control room, staff conform camera positions, video elements scheduled for use during the broadcast, and captions, and conduct a final audio check.



In the studio...

During live broadcasts in the studio, staff are working to prepare the adjacent set for the next program broadcast. Our studio features multiple sets to enable efficient operations.



Program start

Product features and usage method are introduced using unscripted dialogue and demonstrations. The MC wears an inner ear monitor linked to the sales producer in the sub-control room in order to receive instructions and real-time information on order and inventory status.



Sub-control room linked to studio

In the sub-control room are a total of five staff, the sales producer, technical director, camera operator, CG operator, and audio operator/time keeper. These staff are linked to the studio and our call center to ensure smooth program progression. In particular, the sales producer accurately ascertains the status of systems used to monitor sales, inventory, and call lines. The sales producer provides timely instructions to the MC and studio staff.

Call center for rapid order response

In addition to customer orders, in some cases we also respond to customer requests related to how we show featured products. The sales producer's seat in the sub-control room is equipped with a direct line to our call center. This link allows us to change program progression flexibly in response to customer feedback.



For those
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Operations

Operations supported by speed and quality

Call centers for directly receiving customer feedback and logistics centers for handling the products delivered to customers. We support pleasant shopping experiences by providing speedy, polite, and highly detailed service.



Call centers handle some 70,000 orders and inquiries per day

Customer orders and inquiries are processed through our internal call centers. Questions and feedback received from customers are shared internally. That feedback is used in future program development, product selection, and service improvement.

-Order response- As the number of calls we receive depends on the time of day, we use sales projections to assign the optimal number of operators. We have developed an environment, which includes the use of interactive voice response (IVR) to promote speedy ordering. The command center, which is located at the center of our Tokyo call center, manages all operations in Tokyo and Osaka, and serves the role of linking customer calls to the studio.

-Inquiry response- Post-purchase inquiries are handled by our in-house dedicated staff. As necessary, inquiry details are shared with internal departments to increase response speed.



Call Center Locations / Tokyo and Osaka

Operator desks	250 in Tokyo 110 in Osaka
Number of operators	Approx. 800
Order / inquiry calls	Approx. 70,000/day
Telephone lines	Approx. 1,600 lines
Order response hours	24 hours/day
Inquiry response hours	9:00 am to 9:00 pm

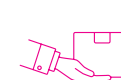
(Note) As of end of March 2022

The facilities within walking distance from JR Minami-Funabashi Station offer a lounge and other perks that create a comfortable working environment.



The creation of a high-performance logistics center capable of shipping 52,000 packages daily

Our high-performance logistics center at the MFLP Funabashi III logistics park in Funabashi, Chiba Prefecture combines operations normally allocated to five different sites. The center, which covers approximately 100,000 m², commenced operations in spring 2022. The center can conduct flexible operations to ship out large quantities of items from a product lineup that changes by the day and contains a diverse assortment ranging from jewelry to major appliances. We strike the optimal balance between automation and manual labor, from product acceptance, inspection, and storage to packaging and shipment. This enables logistics that is efficient, but also safe and environmentally friendly.



Product delivery acceptance

Products received from manufacturers based on sales plans.



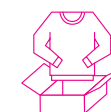
Acceptance inspection

Inspection of delivered products for size, specifications, and performance.



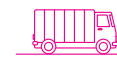
Storage

The location and details of products stored in our warehouse are managed via barcodes.



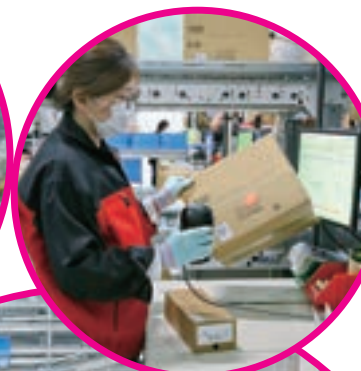
Packaging

Products are packaged rapidly and gently through a combination of automated processes and manual labor.



Shipment

Next-day shipping throughout Japan.



Flexible, efficient operations respond to customers' diverse orders

Orders for top recommended products come in a rush. The dedicated Speed Line responds quickly to single item purchases of these products. For efficient and accurate handling of various multi-item purchases, we introduced a goods-to-person (GTP) system that conveys products from an automated warehouse to operators working at fixed locations. We have applied knowledge from many years in our business to optimize operations specifically for Shop Channel.



Logistics Center

Total floor area*	100,103 m ² *
Max shipment capacity	Approx. 180,000 items/day
Average shipments	Approx. 52,000 packages/day


*After April 2022 relocation
(Note) As of end of March 2022

Background

1996

November

Established Jupiter Shop Channel Co., Ltd.



Launched 12 hours/day programming on PerfectTV! (currently SKY PerfectTV!) with 18 hours/week of live programming

1997

March

Expanded broadcasts to 24 hours/day

December

Expanded live programming to 5 days/week, 36.5 hours/week

1999

July


Relocated to new office building featuring in-house studio, dedicated call center, and other functions

Expanded live programming to 60 hours/week

2000

February

Launched SHOP CHANNEL THE MAGAZINE PR magazine (currently our Monthly Program Guide)



October

Expanded live programming Approx. 12 hours/day

2001

March

First for Japan: 24 hours of live programming (1 day only)


October

Expanded live programming to 100 hours/week

2002

October

Opened first directly-owned shop - Outlet Shop Odaiba (closed in February 2009)




2008

June

Self-Declaration of Compliance with ISO 10002 international standard for Quality Management - Customer Satisfaction-Guidelines for complaints handling in organizations

July

Launched "Let's Meet Japan" special programming focused on various regions in Japan. First broadcast conducted live from Bankoku Shinyokan, Okinawa



2012

April

Outlined company slogan as For "those heart-pounding moments of delight"

May

Self-Declaration of Compliance with ISO 10001 international standard for Quality Management - Customer Satisfaction-Guidelines for codes of conduct in organizations

2014

February

Launched provision of Shop Channel App

June

Broadcast first commercial on digital terrestrial TV


November

Received Excellence Award at the 8th Annual Best Contributors to Product Safety Awards (FY2014)

2015

August


Obtained Kurumin Certification as a Company Supporting Childcare



2016

August


Three-month serial program -20th Anniversary Special- If You Could Shop for Your Dream



2017

April

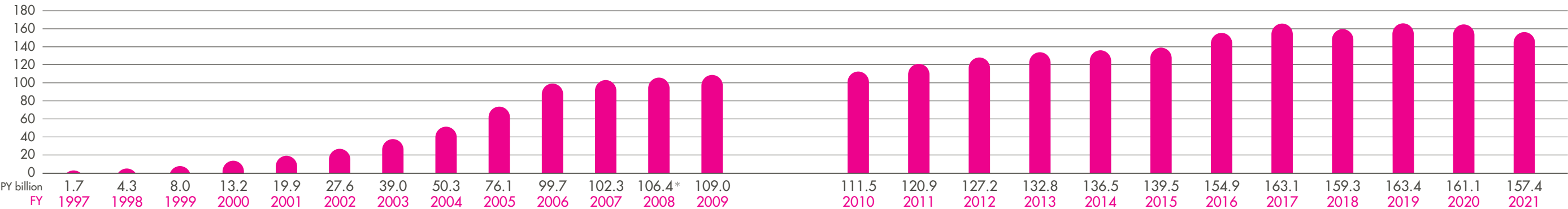
Launched Shop Channel Plus on J:COM TV



July

Launched provision of Lite App

Transitions in net sales




*Fiscal year ended in December through FY2007. From FY2008, we switched to a fiscal year ending in March. JPY 131.7 billion for 15-month accounting period from January 2008 through March 2009.

2003


March

Launched internet site



September

First overseas live programming from Thailand



2004


March

First for Japan: Launched 24-hour free streaming of TV programming via our website

Opened Osaka Call Center

September

Completed new studio building in Chuo-ku, Tokyo




Launched fully live 24-hour programming

2005

April

Opened directly-owned shop (Shop Channel Osaka)



October

Started sponsorship of Pink Ribbon Campaign

2006

March

Relocated Tokyo Call Center

May

Acquired Privacy Mark certifying Shop Channel as a business with personal information protection structure

2007

April

Relocated logistics center to Narashino, Chiba

Launched simul broadcast on BS Asahi, a first for BS digital broadcasting

October

Launched full high-vision broadcast on CS Digital Ch 055

December

Exceeded JPY 100 billion in annual net sales for fiscal year (ending in December)

2018

November

Obtained highest certification for Eruboshi as a company contributing to the women's engagement in the workplace

December

Launched Shop Channel 4K

2019

March

Expanded broadcast channels for Shop Channel Plus

August

Opened Shop Channel Style as a dedicated fashion page on our website

2020

April

Changed live programming to 7 hours/day in response to COVID-19 pandemic

June

Changed live programming to 16 hours/day

October

Launched broadcast of "Gourmet at Home! Delicious Discoveries from Around Japan," special programming supporting producers impacted by COVID-19

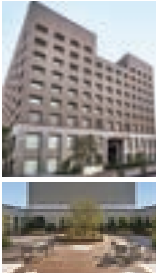
2021

February

Constructed and relocated to new 4K-ready studio in Koto-ku, Tokyo

March


Relocated main office to Koto-ku, Tokyo



2022

April

Rebranded corporate logo



Changed live programming to 20 hours/day

Launched "Gifts to the Future" a program introducing sustainable fashion

Launched new livestream shopping (influencer streaming on social media platform)

Corporate Overview

Company name
Jupiter Shop Channel Co., Ltd.

Established
November 22, 1996
*Broadcast start: November 1, 1996

Address
7-2-18 Toyo, Koto-ku, Tokyo

Shareholders
JCOM Co., Ltd. 50%
Sumitomo Corporation 45%
KDDI CORPORATION 5%

Capital
JPY 4.4 billion

President and CEO
Yoshihiro Ogawa

Executive Vice President
Masako Yano

Employees
1,028
*As of end of March 2022

Business overview
Management of direct marketing business centered around Shop Channel, which conducts correspondence sales via CATV broadcasts, satellite broadcasts, internet, catalogs, and other media.

For more heart-pounding moments of delight into the future

Everyone involved with Shop Channel wants a future where we can lead happy lives with an abundance of goods and a rich environment. Through our business activities, we endeavor to address issues facing our customers and society and to contribute to achieving the SDGs.

Four themes of Shop Channel's action

1 Contribute to stimulating local economies by utilizing our connections with customers and business partners across Japan

We broadcast special programs that discover and share local specialties and allures through Shop Channel's very own network. In addition, through cleanup efforts and other activities, we strengthen our collaboration with communities and contribute to creating better lives.



Introduce Japan's local culinary specialties



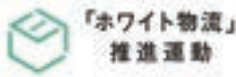
Introduce fine pieces of Japanese workmanship



Modified logo during Pink Ribbon Awareness Month in October

2 Create a shopping experience that is good for people and the environment through our products, programming, and operations

We handle products that are good for the environment and society and do more to publicize them through our programming. Furthermore, by purchasing The Certificate of Green Power and using eco-friendly packaging, we reduce our environmental impact.



Implement sustainable logistics



Introduce products good for people and the environment

4 Create a workplace environment where everyone can demonstrate their abilities and thrive on the job

To create a workplace environment allowing for flexible working arrangements in line with changing lifestyles, our goal is to have women in at least 50% of managerial positions by 2030 and to have at least 30% of eligible men taking paternity leave by FY2023.



Obtained the Kurumin certification for supporting a balance between work and childcare



Eruboshi certification as a company promoting women's engagement in the workplace



A new start towards our 30th anniversary and more of those heart-pounding moments of delight.

Since launching as Japan's first dedicated shopping channel in 1996, we have used live broadcasts and two-way communication with our customers to propose new shopping styles and values. Thanks to the love and support of our customers, in 2021 we celebrated our 25th anniversary. We are now taking on new challenges as we head towards our 30th anniversary as the next milestone in our history.

From the diversification of consumer lifestyles and values to the acceleration of digital technology, the operating environment impacting our business is changing at an unprecedented pace. At Shop Channel, our brand promise is to deliver those heart-pounding moments of delight to our customers. Under this philosophy, we have worked to present the shopping experience as entertainment for our customers to enjoy. Moving forward, we will adapt to our dramatically changing operating environment by reforming our core business and engaging in new business development that enables us to increase our engagement with customers and more accurately address customer needs. We will also proactively work towards resolving societal issues through our business activities.

Every employee at Shop Channel is dedicated to applying creative and innovative ideas towards providing entertainment that surpasses the expectations of our customers. We ask for your continued supporting and cooperation.

Jupiter Shop Channel Co., Ltd.
Yoshihiro Ogawa, President and CEO

