



Website



Corporate website

Jupiter Shop Channel Co., Ltd.  
7-2-18, Toyo, Koto-ku, Tokyo 135-0016 Japan

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

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



## A shopping entertainment business that integrates television, digital, and real channels

We aim to develop a diverse range of touchpoints that allow customers to encounter heartfelt, authentic products in unexpected ways, anytime, anywhere, and at their preferred time and place. Through this, we aim to build a community that connects not just us with our customers, but customers with one another as well.

### Touchpoints

At Shop Channel, we are expanding our customer touchpoints beyond live television viewing. As people's lifestyles and values continue to diversify, we are committed to staying close to each individual customer while paving the way toward the future of shopping.

### TV

- TV •TV app

In addition to watching broadcasts on TV, customers can use the TV app to view both current and past programs.

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### Digital

- Apps •Website •Social media

Through the apps and website, customers can watch programs and place orders. Our official social media accounts also share the latest information.

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### Customer

### Real

- In-store •Events •Pop-up stores

In addition to our directly operated store in Osaka, we hold events across Japan, providing opportunities for direct communication with customers.

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- Monthly Program Guide
- Loyalty program, etc.



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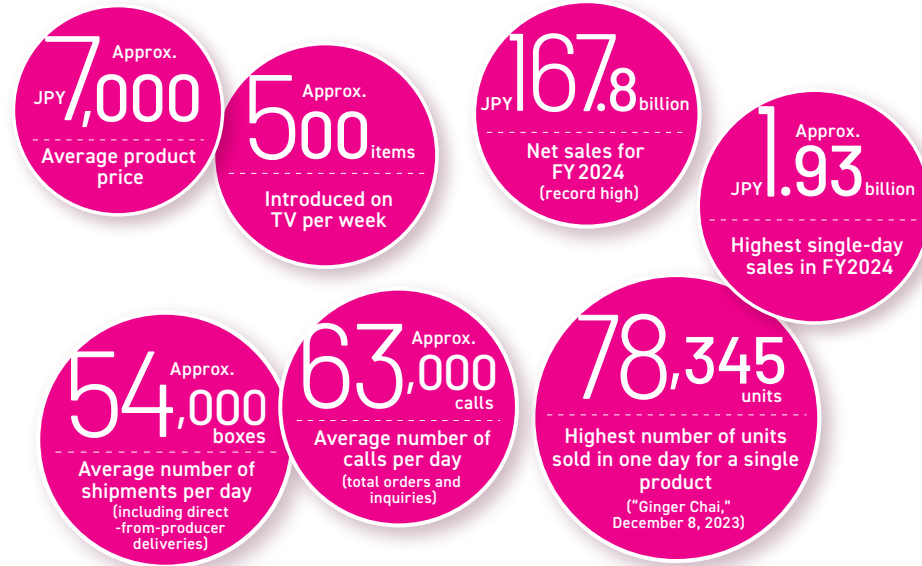
## Product Flow



By managing the entire process in-house—from product selection to post-sales customer support—Shop Channel is able to respond to customer feedback in a timely manner and reflect it in our services. In particular, we maintain a robust screening system for product quality and advertising content, in our role as a core broadcasting operator\* officially certified by Japan's Ministry of Internal Affairs and Communications. We analyze past data and customer needs and use advanced AI technologies to deliver exciting, heart-pounding shopping experiences to our customers.

\*SC Satellite Broadcasting Co., Ltd.

## In Numbers



## Main Programs & Broadcast Schedule

### SHOP STAR VALUE Shop Star Value

Introducing the day's recommended products at special prices.



Daily at 12:00 am (midnight)  
Other typical broadcast times: 7:00 am, 10:00 am, 2:00 pm, and 10:00 pm  
Note: Broadcast times are subject to change.

### Go! Go! VALUE GO! GO! Value

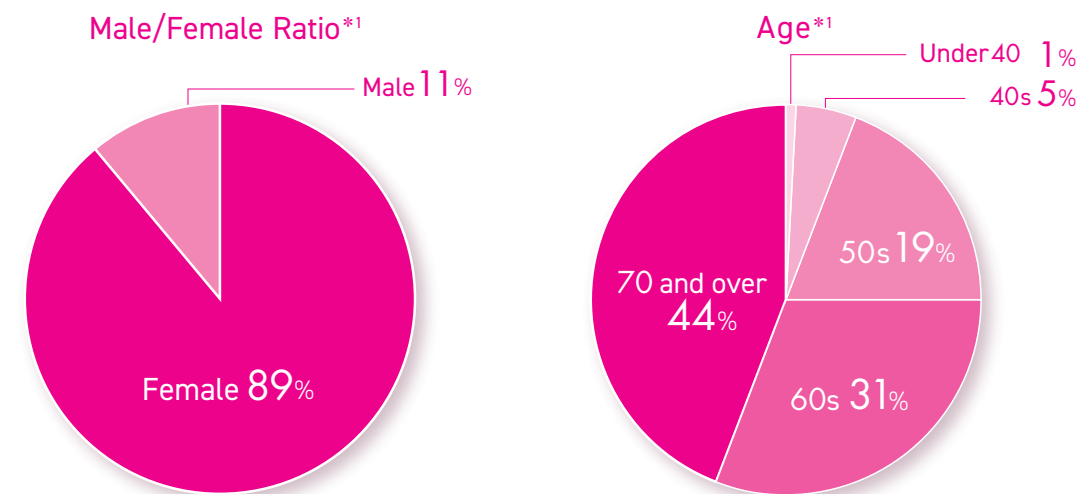
Presenting the afternoon's recommendations, including seasonal items and select products.



Every afternoon from 12:00 pm Typically also broadcasts at 8:00 pm  
Note: Broadcast times are subject to change.

## Customer Profile

Shop Channel is supported by customers from a wide range of generations, with a focus on women. It is enjoyed by highly attuned women with their own lifestyles and values.



(\*1) Based on Shop Channel customer data (as of end of March 2025)

## Media

Shop Channel programs are available in the majority of households across Japan. You can enjoy our content through a wide range of viewing platforms suited to your home environment and lifestyle, including CS (communication satellite) broadcasting, cable TV, BS (broadcast satellite) and BS 4K broadcasts, terrestrial TV, IPTV, as well as via our apps and website.

\* Calculated based on number of subscribing households disclosed by media outlets (total for cable TV, SKY PerfectTV! Navi, SKY PerfectTV!, SKY PerfectTV! Premium Service, SKY PerfectTV! Premium Service Hikari, Hikari TV) However, the breakdown of region-specific figures does not include household viewers of Hikari TV (as of end of March 2025).

\*1 Ch 112 is available to viewers living in residences compatible with cable TV or SKY PerfectTV! Navi.  
\*2 The channel number and broadcast times for Ch 112 will vary depending on the region. Check our website for details (Japanese only). shopch.jp

No. of households capable of viewing 24-hour

Across Japan	<b>32.1 million*</b>
Hokkaido	770,000 households
Tohoku	680,000 households
Kanto	14.01 million households
Hokuriku	650,000 households
Koshinetsu	900,000 households
Tokai	3.39 million households
Kansai & Kinki	7.17 million households
Chugoku	1.26 million households
Shikoku	740,000 households
Kyushu & Okinawa	2.53 million households

## TV

CS broadcast	Ch 055
Shop Channel 4K	BS4K Ch 11
Cable TV/ Paid multichannel service	
Terrestrial TV	Ch 112 *1 *2
SKY PerfectTV! Premium Service	Ch 523
SKY PerfectTV! Premium Service Hikari	Ch 523
Hikari TV	Ch 150

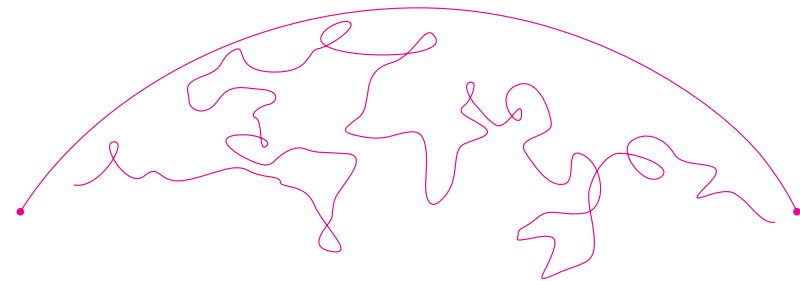
BS Nippon TV	BS Ch 4
BS Asahi	BS Ch 5
BS Fuji	BS Ch 8
BS11	BS Ch 11
J:COM BS	BS Ch 260
BS Yoshimoto	BS Ch 265

## Digital

Total number of times apps and website are accessed monthly

- Page views : **159 million**
- Unique users : **3.2 million** (March 2025)





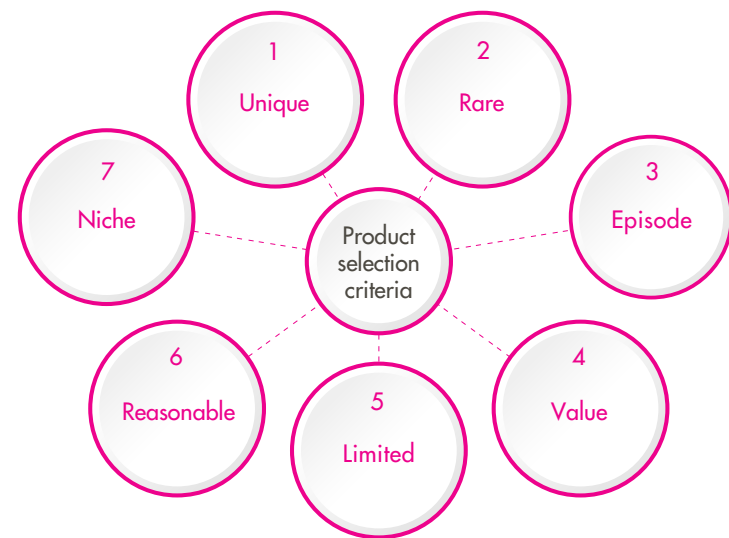
## From things to experiences : a diverse lineup of select products from around the world

Through our TV broadcasts, we introduce approximately 500 items\* each week, about half of which are new products. Our diverse product lineup plays a key role in delivering enjoyment and excitement in shopping, while also responding to the needs of our customers. Our vast array of products and diverse product categories are the secret ingredients to Shop Channel's popularity.

\*Fluctuates depending on the week. (FY2024 figures: 408 to 652 items/week)

### Our 7 selection criteria for increasing product appeal

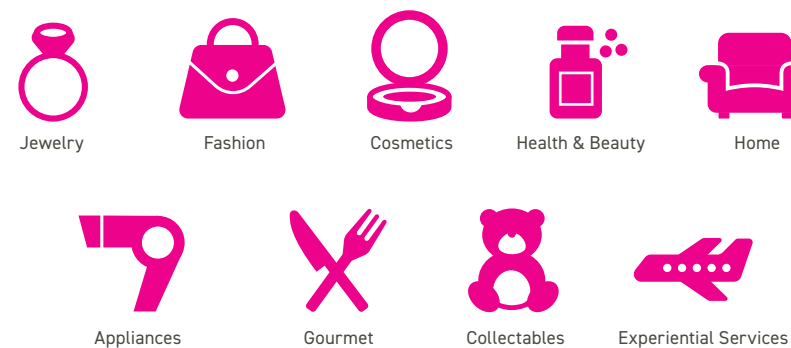
To deliver new surprise and excitement to our customers, we only sell items carefully selected based on our own unique selection criteria. Our original selection of products is the result of the following 7 criteria.



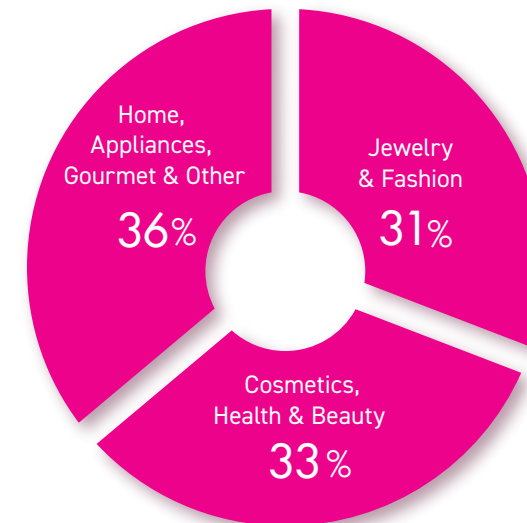
### Wide range of categories featuring seasonal picks

With a focus on categories popular with women, we introduce a wide range of seasonal items that enrich both the heart and lifestyle of our customers. Our offerings span a wide variety of categories—from fashion and beauty products to home goods, gourmet, and even experiential services such as travel. Each category is overseen by our professional buyers who identify products in Japan and overseas.

#### Product categories



### Sales by product category



(Note) FY2024 figures







## Producing realistic, immersive programming unique to live broadcasts

Our programs go beyond the traditional image of TV shopping by delivering interactive, live broadcasts that engage viewers. Each product or brand is featured for approximately 30 minutes to an hour, during which we share the creator's passion and the story behind the product. By capturing customer reactions in real time, we create an immersive, realistic environment to help viewers feel like they have the products right in front of them.

In each program, the product is introduced by the host (known as the "CAST"), and a "guest" with in-depth knowledge of the product, who give unscripted presentations. Through live demonstrations, they clearly communicate the appeal and features of the products to viewers.

### Guests

Guests include developers, designers, and other experts who appear on the program to explain the product's story and key features in detail.



The host of the program. Presenting products from the customer's point of view, the CAST clearly conveys each item's appeal, while also providing real-time updates on inventory status and other information.

CAST\*

\* CAST: Creative Adviser of Shopping Tour

## Program production process that connects with customers in real time

-To deliver "heart-pounding moments of delight" to our customers- Here's a behind-the-scenes look at what goes into producing a live broadcast, from final preparations to going on air.

### Meeting between CAST and guest

One hour prior to going live, on-air members meet to go over key points to communicate during the program. They prepare to ensure the program is both clear and enjoyable for viewers.



### Studios that showcase product appeal

We have three broadcast studios and three sub-control rooms. With thoughtfully designed sets and lighting, we bring out the true colors and textures of each product, delivering a realistic and vibrant presentation.

## Before the Broadcast

## Interactive **LIVE** Programming

Our programs are a two-way experience created together with our customers. Through real-time communication, whether via comments submitted through 2D codes or phone calls, we stay directly connected with our viewers. We provide timely updates on ordering congestion and inventory status. We respond to our customers' desire to see and know more, delivering a heart-pounding shopping experience.

## Now On Air

### Live broadcast studio

The CAST guides the program based on instructions from the sales producer in the sub-control room, while also responding to order volumes and inventory status in real time.



Comment submissions via 2D code

Live call-in appearances

Orders & inquiries



### Sub-control rooms

In the sub-control room, the sales producer works closely with the technical director, camera operators, and other staff to run the program. Using a system that monitors sales, inventory, and other key data, they stay on top of the situation and provide real-time instructions to the studio.



### Contact centers

Our contact centers receive customer orders and requests by phone. They are directly connected to the sub-control rooms via a dedicated line, allowing customer feedback to be conveyed in real time and supporting flexible, responsive program operations.



### Customers

In addition to placing orders or making requests by phone, customers can also submit comments via 2D codes. Comments are featured during the program.

## A new program style that deepens customer connection



Broadcast Time: 3:00-3:10 pm  
(Monday to Friday)



A 10-minute, non-sales program aired during the afternoon break. Different CASTs appear each day, bringing their unique personalities to the show as they respond to customer questions and comments, creating the program together with customers.



Broadcast Time: 3:00-4:00 am  
(Every Friday)



A program that offers an early look at the week's recommended products. While sharing customer messages, the show builds a sense of community, which is a special part of the late-night experience for loyal fans.

Note : Programs and content are subject to change.



## Digital Platforms



### Apps & website

We offer not only the products featured on our programs but also a wide selection of online-exclusive items. You can watch both currently airing programs as well as browse past archives. In addition, the app provides push notifications with updates on new brand arrivals and special offers. Personalized recommendations based on your preferences and search history help make your shopping experience more pleasant and enjoyable.



### Online-exclusive products

We also feature online-exclusive items that are not introduced in our TV programs. Additionally, select popular TV products are available in smaller quantities and at more accessible price points.



### SHOP CHANNEL PEOPLE

This is a service where guests, brand staff, and Shop Channel employees featured on our programs try out and demonstrate products on behalf of customers, and share their honest impressions through photos and videos.



### Video content

We offer a wide range of video content, including archived videos that let you enjoy past programs anytime, AI-edited highlight clips, which condense program content into shorter segments, and short videos, where guests, brand staff, and Shop Channel employees introduce product appeal. These videos can be enjoyed easily, even in small pockets of free time.

## Instant access to information and products, whenever you want it.

We deliver heart-pounding moments of delight through computers and smartphones as well. We aim to provide a richer, more fulfilling shopping experience. Not only do we make it easy to access the products and information you want at any time, but we also actively offer services and enjoyment unique to the digital experience.

### Social media

We share the latest updates across various social media platforms including LINE, Instagram, and X. On YouTube, we offer not only live streams but also a variety of content such as CAST interviews and behind-the-scenes footage from our live broadcasts.

### New initiatives

As new customer touchpoints, we have launched two social commerce platforms. Our goal is to create new kinds of spaces where customers can not only view and buy, but also discover useful information in an enjoyable way.

#### Uchino-ne



A visually driven UGC (User-Generated Content) community commerce platform where users can explore ideas for their ideal time at home. Featuring home goods and more, it offers a shopping experience centered around empathy and authentic customer voices.

#### CanauBi



A media platform specializing in aging care, guided by beauty professionals. Alongside high-quality products, it delivers expert beauty content curated by professionals.

## Real & Service

## Bringing our unwavering commitment to real-world experiences.

We continue to enhance our physical presence through the store and pop-up shops. We place great importance on building new connections and meaningful interactions with our customers. Through our loyalty program, we also strive to foster thoughtful, personalized communication tailored to each individual customer.

### Pop-up stores



To introduce Shop Channel to a wider audience, we open limited-time pop-up stores.

### Store



Our directly operated store in Osaka allows customers to view products firsthand. We also host special sales and events on a regular basis.

### Special events

To help more customers enjoy shopping with Shop Channel, we hold special sales events at various locations across Japan on an irregular basis.

### Personalized services

Exclusive showcase events featuring rare and special items. Guests or CASTs may provide in-person service, offering customers a truly personalized and memorable shopping experience.

### Star Membership (Loyalty program)

Star Membership is a customer loyalty program designed to show our appreciation for our customers' continued support and to enhance the value of their shopping experiences. Membership tiers increase based on total purchase amount, and we offer a variety of benefits for each tier.



• Monthly member magazine • Exclusive member gifts • Special product sales • Fan events and more



### Fan events

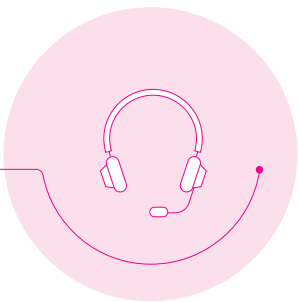


These special events are exclusively for Star Membership members. They offer unique experiences such as meeting popular guests, attending live program recordings, and watching special guest and CAST collaborations not seen on regular broadcasts, creating a memorable, one-of-a-kind time with the Shop Channel community.





## Contact Centers



Handling approximately **63,000** orders and inquiries per day

Our contact centers, operated in-house at two locations—Tokyo and Osaka—handle both order processing and customer inquiries. With operators available 24 hours a day, 365 days a year, customers can place orders at any time.

### Supporting a smoother shopping experience with advanced technology

In addition to phone and email support, we also utilize cutting-edge technology such as chatbots to respond to customer inquiries.

#### ● Order response

Because call volumes vary depending on the time of day, we allocate the appropriate number of operators based on sales forecasts. We also use IVR (Interactive Voice Response) systems to ensure a smooth and efficient ordering experience. At the command center located at the heart of our Tokyo contact center, we manage both the Tokyo and Osaka centers as a whole, making real-time adjustments to minimize customer wait times. This center also plays a key role in connecting customer calls directly to the studio when needed.

#### ● Utilizing customer feedback

The contact center shares customer inquiries with relevant internal departments when necessary, helping us improve our products, programs, and services based on direct customer feedback.

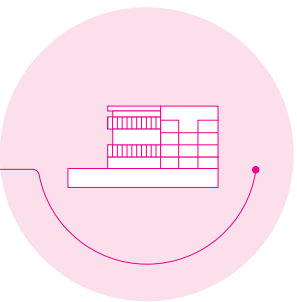
#### Contact Center Locations / Tokyo and Osaka

Operator desks	250 in Tokyo 110 in Osaka
Number of operators	Approx. 800
Order / inquiry calls	Approx. 63,000/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 2025



## Logistics Center

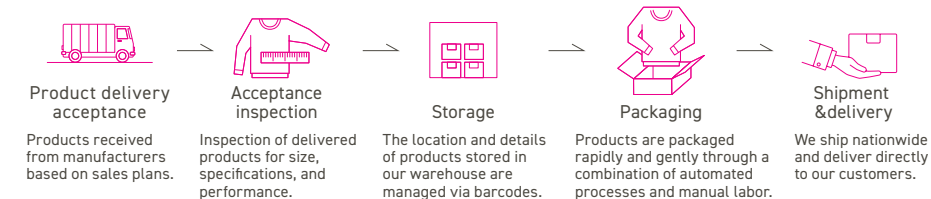


A high-performance logistics hub capable of shipping approximately **54,000** boxes per day

Our logistics center is designed to handle high-volume shipments of popular products quickly and carefully. We continuously work to ensure customer satisfaction through our delivery operations.

### Flexible operations for a diverse range of products

Located in MFLP Funabashi III in Funabashi City, Chiba Prefecture, our advanced logistics center spans approximately 86,000 square meters. The center can conduct flexible operations to ship out large quantities of popular 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, making the logistics efficient, but also safe and environmentally friendly.



### Efficient and accurate fulfillment with a Goods-to-Person (GTP) picking system

For popular items with high order volumes, we use a dedicated speed line to ensure rapid fulfillment. Packaging processes are also automated to improve operational efficiency. For efficient and accurate handling of various multi-item purchases, we implement a goods-to-person (GTP) picking system, which brings products directly from the automated warehouse to the staff at a fixed position, enabling efficient and accurate processing. We have applied our experience and knowledge from many years in our business to optimize operations specifically for Shop Channel.

#### Logistics Center

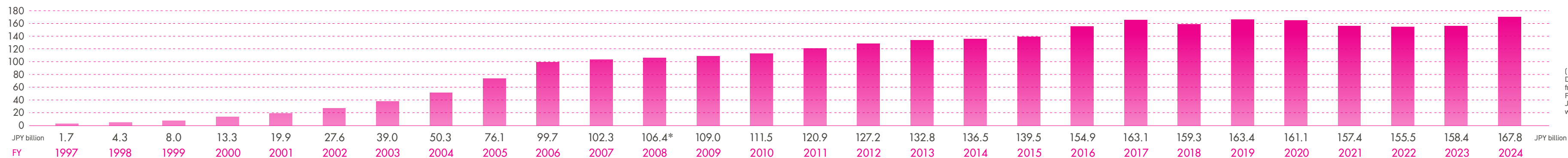
Total floor area	85,556 m <sup>2</sup>
Max shipment capacity	Approx. 180,000 items/day
Average shipments	Approx. 54,000 packages/day (including items shipped directly from producers)

(Note) As of end of March 2025





Transitions in net sales



(\*) Until FY2007, the fiscal year ended in December. Starting from FY2008, the fiscal year end was changed to March. For the 15-month accounting period from January 2008 to March 2009, net sales were JPY 131.7 billion.



## Company Overview

Company name	..... Jupiter Shop Channel Co., Ltd.	Capital	..... JPY 4.4 billion
Established	..... November 22,1996 *Broadcast start: November 1, 1996	President and CEO	..... Yoshihiro Ogawa
Address	..... 7-2-18 Toyo, Koto-ku, Tokyo	Executive Vice President	..... Osamu Sekiyama
Shareholders	..... JCOM Co., Ltd. 50%	Employees	..... 978 (As of end of March 2025)
	Sumitomo Corporation 45%		Ratio of female employees: Approx. 60%    Ratio of female managers: Approx. 40%
	KDDI CORPORATION 5%	Business overview	..... Direct marketing business centered on the operation of “Shop Channel,” which conducts mail-order sales via media such as CATV broadcasts, satellite broadcasts, the internet, and catalogs.
		Subsidiary	..... SC Satellite Broadcasting Co., Ltd. (Core broadcasting operator)

## Sustainability 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 United Nations' Sustainable Development Goals (SDGs).

### Four themes of Shop Channel's efforts

#### 1 Contributing to regional revitalization through our connections with customers and business partners across Japan.

By leveraging our network of customers and business partners nationwide, we contribute to energizing local communities. We discover local specialties and crafts unique to each region and showcase their appeal through special programs. This supports regional economies and promotes regional revitalization. Additionally, we participate in community clean-up activities and other initiatives to help create safer and better living environments.

Introducing fine local pieces from various regions across Japan



Introducing fine items by Japanese artisans



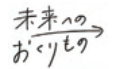
Introducing local culinary specialties from various regions across Japan



#### 2 Committing to providing a shopping experience that is friendly to both people and the environment throughout all aspects of our corporate activities.

We actively offer environmentally and socially conscious products and are strengthening our communication of these initiatives through our programs. We are also working to reduce our environmental impact by purchasing the Green Power certificate to partially source our electricity from renewable energy, and by promoting the use of eco-friendly packaging materials.

Introducing products good for people and the environment



#### 3 Supporting our customers' physical and emotional well-being for healthier everyday lives.

We support the Pink Ribbon Campaign, raising awareness about the importance of early detection, diagnosis, and treatment of breast cancer. We are also committed to offering products that meet customer needs and support the improvement of their quality of life.

Modified logo during Pink Ribbon Awareness Month in October



#### 4 Creating a workplace where everyone can thrive and fully demonstrate their abilities.

We are developing various programs to support a flexible work style and environment that aligns with diverse lifestyles, and to help employees balance work with childcare or caregiving. We also actively promote paternity leave for men and aim to increase the proportion of women in management positions, fostering a workplace where everyone can excel.

Obtained "Platinum Kurumin" certification for supporting balance between work and childcare



Obtained "Eruboshi" certification as a company promoting women's participation and advancement in the workplace



SUSTAINABLE DEVELOPMENT GOALS



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

We were established in 1996 as Japan's first dedicated shopping channel, and at a time when TV-based shopping was not yet common, we expanded our business thanks to the support of forward-looking customers and the cooperation of our business partners.

From the beginning, what we have consistently valued most is delivering “heart-pounding moments of delight” to our customers through the shopping entertainment we provide. As consumer lifestyles and values become increasingly diverse, and as digital transformation accelerates, the environment surrounding our business continues to change at an unprecedented pace. In response to these changes, we are committed to further evolving our core television shopping business by strengthening interactive communication with our customers. In addition, we will actively expand into new business areas that help us establish more touchpoints with customers—striving to deliver “heart-pounding moments of delight” to even more people than ever before. We are also proactively working 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 and lives up to the trust they place in us. We ask for your continued support and cooperation.

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

