

New Year's Resolution

In 2018, Challenge for Commercialization

FSX has closed its financial book with higher revenues and lower profits in August. This was mainly due to the delay of new products and therefore only development costs went ahead. In detail, REION L Size came late till April and REION S Size is still waiting it's shipping in 2019 though it was originally expected its release within this year. Corporate-branding work also took days than expected. This impacted to the release of Pocket Oshibori and new VB. All these stuffs will be ready for the market by 2019 spring. I appreciate our stakeholder for their patience. All the employees are working hard for those dates.

As for the topics in 2018, we won "Regional Companies with Industry-Leading Visionaries" from METI. SMB Authority of Kingdom of Saudi Arabia visited us within their working program for Japan. In early 2018, we got two certifications; one is the license for manufacturer of cosmetics, and the other one is for the selling of it. To sustain our challenges like these, we increased capital first time during these ten years, and it is the really first time since our business launch that we accepted third party's capital.

2018 has become our first year to ship our products overseas. Our attempt of "exporting Japanese culture worldwide" has well received by the press including notable Nikkei Press.

Looking back our country in 2018, we have seen so many natural disasters. We have spontaneously sent relief supplies. FSX is the one of the startup members of SEMA - Social Emergency Management Alliance - established by Yahoo Japan in 2017. FSX will continue our social contribution.

Decreasing of population is real, and the serious issue to FSX too. "Work style reforming" with the IT will be proceeded for more efficient corporate operation.

In 2019, Establishment of FSX Brand

This year is going to be the establishment and emphasis of our brandings tightly connected with CI started from 2016. Firstly, we will announce our new corporate stance. Shipping of REION S Size is scheduled in the spring. Regarding to Pocket Oshibori, we will promote popular Aroma series and other distinctive products. These are followed by the rearrangements of standard product line done in last year. VB also schedules its re-branding. Now these will be formulated and announced as our new service scheme. I, along with all the staffs, would like to devote myself to make this year very wonderful and exciting one.

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