

Company Brochure

KeePer Technical Laboratory Co., Ltd.

Making a new car-wash culture in Japan



GOOD COMPANY AWARD
New Technology Business Promote Prize



First Section,
Tokyo Stock Exchange
Stock code: 6036

Since I began working at a gas station when I was 18 years old, washing cars has always been part of my job.

Back in the old days, if you went to a gas station and asked for a full tank of gas, it was commonplace to receive a free car wash. For this reason, the day after it rained, we would always get a lot of customers who asked for full tanks so they could get their cars washed. Even though you received the same amount of pay on rainy days, when there were no customers, as on sunny days when a deluge of customers were filling their tanks and getting their cars washed, the difference was like heaven and hell. For this reason, when I was young, I hated sunny days. On the other hand, when I woke up in the morning and heard the sound of falling rain outside, I remember feeling relieved and very happy. Having gotten used to this repetition, even though I am in the car wash industry, for which rainy days are problematic, I still feel a sense of relief when I hear the sound of rain, which is one of the sounds I love.

When I was younger, washing cars was simply hard work. It was not very rewarding, and I tried to make it as easy on myself as possible.

I wonder when my thinking changed. Even I cannot determine when the change occurred, but I came to realize there is a relationship of squares between making cars beautiful and customer happiness. To put it another way:

If a car is cleaned to level one, the customer's level of happiness is one (1²).

If a car is cleaned to level two, the customer's level of happiness is four (2²).

If a car is cleaned to level four, the customer's level of happiness is 16 (4²).

A clean car = A happy customer.

Making a car even cleaner = Making the customer even happier.

Making the car cleaner than expected = Making the customer surprisingly happy.

Providing the customer with significant happiness, or more specifically satisfaction, is also known as added value in the service industry. Customer satisfaction is often returned to us in the form of appreciation, which makes us feel the job was worth doing.

My thinking began to evolve: there is nothing more interesting and fun than to make cars even more beautiful and go the extra mile to make sure customers take home happiness equal to the square of the efforts we put in.

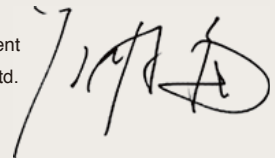
If "car washing"— meaning washing, polishing and protecting, cleaning and all other aspects of making a car beautiful—is provided in such a way that a customer's expectations are exceeded, then it is not "hard work." Rather, it is "happiness" that takes business to an even higher level. I became convinced that the results in customer satisfaction through the squaring of our efforts would enable the business to spread on a broader scale.

One step towards realizing this goal is KeePer and KeePer LABO, and more recently, Crystal KeePer and Express Wash Wing. To ensure all this is communicated properly, we have training centers across Japan.

Rather than hard work, washing cars should be transformed into customer happiness. We are creating **"Making a new car-wash culture in Japan"** to enhance business is meaningful for everyone at KeePer.

Yoshimichi Tani

Representative Director and President
KeePer Technical Laboratory Co., Ltd.



Founded in 1985 It starts from here.



KeePer is

Expanding throughout Japan as a Car Coating that Really Works.

In the past, it was commonplace to think that car coatings wouldn't work, so it didn't matter which one you bought. Despite this challenge, KeePer earned repeat customers as a unique car coating that maintained its promised effects, which truly improve luster and are visible to the eye.



CRYSTAL KeePer

A clear glass coating applied once each year that makes your car look new again, creating a new car life.

One year of car washing only, no maintenance.

CRYSTAL KeePer Composition

Two layers

1 Glass coating creates a transparent luster with solid paint protection

2 Resin coating deepens luster, prevents discoloration

DIAMOND KeePer

Strong sense of luster. Thickness and density of glass creates deep luster.

Three years of car washing only, no maintenance. (Annual maintenance extends life to five years of car washing only)

DIAMOND KeePer Composition

Two layers

1 High-density glass coating creates a deep, thick luster offering stronger paint protection

2 Resin coating deepens luster, prevents discoloration

All KeePer Products are Original, from Chemicals Related to Car Coating, to Car Wash Machinery, Equipment and Tools.

KeePer brand chemical products include products developed in-house as well as chemicals developed in conjunction with SONAX of Germany, all of which are high-performance proprietary products created from multiple patents. In addition, car wash machinery and tools are original products developed in conjunction with leading Japanese machinery manufacturers.



These KeePer products undergo repeated meticulous testing in the Development Department with practical technologies, and only those products that pass are actually used at our directly managed KeePer LABO shops. Expertise gained through feedback, work manuals and sales promotion products are provided to KeePer PROSHOPS and other sales partners.

KeePer Technical Laboratory Co., Ltd., has a strongly independent business model founded on development, shop management and sales.



1 section Shops

We Directly Manage 49 **KeePer LABO** Shops across Japan
Specializing in Car Coating and Car Washing(as of February 28, 2017)



Shops specializing in
car coating and car washing



Each KeePer Employee Learns KeePer Skills and Services at Local KeePer LABO Shops.

We operate 49 KeePer LABO shops across Japan specializing in car coating and car washing (as of February 28, 2017). All staff are certified coating technicians. With water purifiers hand washing equipment and dedicated coating booths, we provide consistently high-level skills and high-quality KeePer coating to become an example for all KeePer PROSHOPS.



Dedicated coating booth



Hand washing equipment
Express Wash 7

Certified
technician staff

3 section Development and Production

Products



Customer needs



In the Future, Aiming to Head KeePer LABOs or Be Salespeople or Instructors



Salesmen &

5,300 Shops Hosting **KeePer PROSHOP** Car Coating Technical Certification across Japan (As of January 31, 2017)



Car coating technical
certification shop



**Materials +
Level Technologies =
helping Product Appeal**



Products



**KeePer PROSHOPs employ staff who have acquired
our Level One coating technician qualification in workshops
with a consistent work environment.**

There are 5,300 shops across Japan offering flawless KeePer coating (as of January 31, 2017), many of which also operate gas stations. KeePer PROSHOPs maintain high-quality KeePer coating with consistently high technology.



We aim to maintain and improve KeePer Coating craftsmanship technology levels by hosting KeePer championships, KeePer skills contests, in-shop improvement sessions and regular training sessions for KeePer PROSHOPs.

Skills

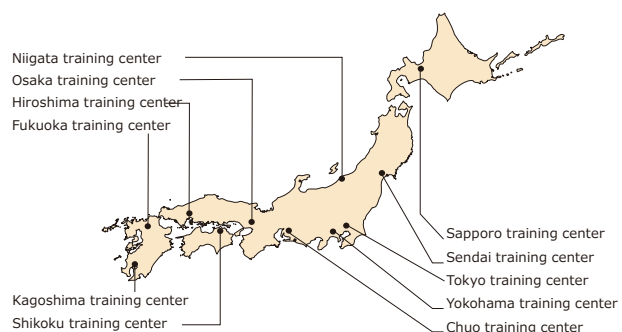
section **2**

**Salesmen and
Instructors**

and Instructors



At 11 training centers across Japan, approximately 70 technical instructors (as of December 31, 2016) instruct approximately 40,000 trainees per year (annual total in 2016) on correct KeePer techniques.



Customers are surprisingly happy when they keep their car clean with KeePer. When customers are happy, we are happy.

Our young employee high retention rate indicates our successful creation of a rewarding workplace that simultaneously realizes customer satisfaction (CS) and employee satisfaction (ES).



Making a new car-wash culture in Japan

High-quality car wash and coating that appeal to the strong sense of aesthetics inherent among Japanese are part of the car beautification business spreading across Japan. Making cars more beautiful provides customers throughout Japan with happiness that we all share. We will create a unique car wash culture in Japan with happy workplaces that instill pride at all shops throughout Japan involved in the car beautification business.

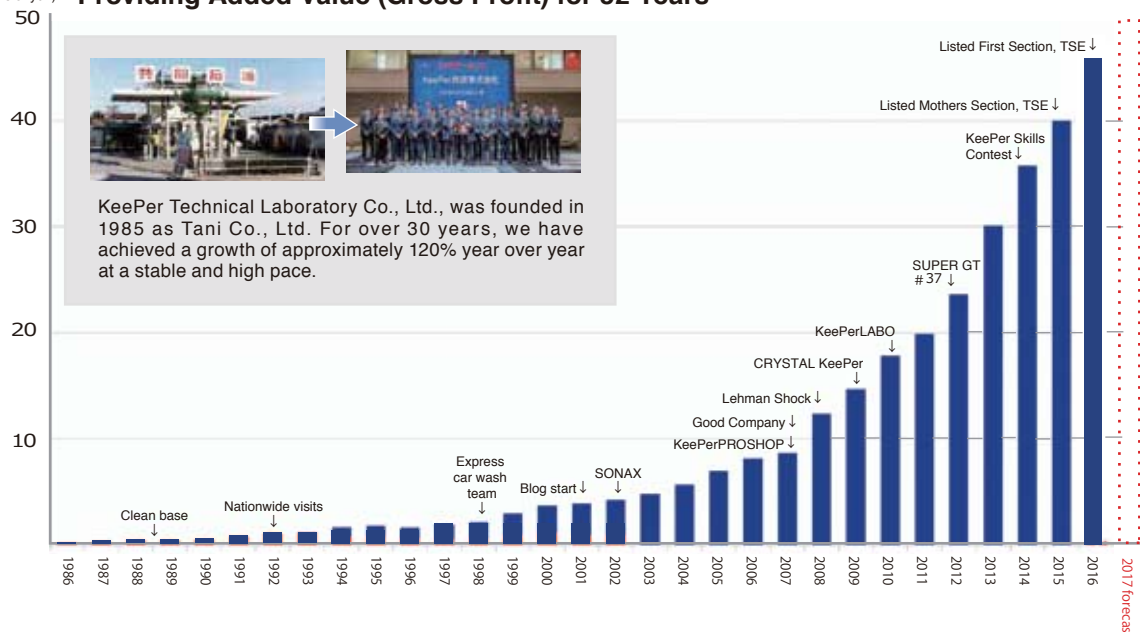


Corporate Profile

• Company Name	KeePer Technical Laboratory Co., Ltd.	• East Japan Branch	5-26-12 Nishi-Shinkoiwa, Katsushika-ku, Tokyo	• West Japan Branch (Head Office)	4-17 Yoshikawacho, Obu, Aichi Prefecture
• Established	February 1993	• Founded	August 1985	• Employees	357 (as of December 31, 2016)
• Capital	1,344 millions of yen (as of December 31, 2016)	• Fiscal 2016 Net Sales	6,586 millions of yen	• Equity Ratio	65.0% (as of December 31, 2016)

(Hundreds of millions of yen)

Providing Added Value (Gross Profit) for 32 Years



We are branding “Making a new car-wash culture in Japan” in a variety of ways.

TV CM



Television commercials



Team sponsorships in popular car race SUPER GT



Branding through informational magazines published in-house



KeePer LABO site



KeePer PROSHOP site



Corporate website

History

August 1985	<ul style="list-style-type: none"> Established Tani Co., Ltd., the predecessor of KeePer, in Kariya, Aichi Prefecture, to sell gasoline 	January 2007	<ul style="list-style-type: none"> Established coating technology certification system, launched KeePer PROSHOP service brand handling KeePer and opened first shop
February 1993	<ul style="list-style-type: none"> Spun-off Tani's super polymer business to create I-Tac Co., Ltd., in Kariya, Aichi Prefecture with capital of ¥10,000,000, to engage in sales, work technologies and training with respect to chemicals and tools used for car washing, car coating work and car coating 	July	<ul style="list-style-type: none"> Opened 1,000th KeePer PROSHOP
April	<ul style="list-style-type: none"> Created the "KeePre" (at present "KeePer") brand identity, established the Chuo training center in Kariya, Aichi Prefecture, as a dedicated facility for the nationwide adoption of KeePer, as well as school activities through car wash schools and seminars teaching about coating technologies and coating chemicals being sold to gas stations across Japan 	August	<ul style="list-style-type: none"> Launched sales of body glass coating CRYSTAL KeePer
July 1998	<ul style="list-style-type: none"> Opened the Express Wash Team Kariya branch (at present KeePer LABO Kariya branch) in Kariya, Aichi Prefecture as a pilot shop for a new "car wash and express wash team" business 	August 2009	<ul style="list-style-type: none"> Opened 20th directly managed shop Express Wash Team Adachi branch in Adachi-ku, Tokyo (at present KeePer LABO Adachi branch)
February 2000	<ul style="list-style-type: none"> Established Tokyo sales office and training center in Koto-ku, Tokyo (currently located in Katsushika-ku) Established Sendai sales office and training center in Iwanuma, Miyagi Prefecture (currently located in Sendai) 	April 2010	<ul style="list-style-type: none"> Changed brand from "KeePre" to "KeePer" and changed "Express Wash Team" shop name to "KeePer LABO"
May 2001	<ul style="list-style-type: none"> Established alliance with SONAX, a German automotive chemical manufacturer, to jointly develop products 	July 2011	<ul style="list-style-type: none"> Opened 2,000th KeePer PROSHOP
May 2003	<ul style="list-style-type: none"> Established the Osaka sales office and training center in Osaka, Osaka (later moved to Kobe, Hyogo Prefecture) 	July 2012	<ul style="list-style-type: none"> Established Yokohama sales office and training center in Yokohama, Kanagawa Prefecture
February 2006	<ul style="list-style-type: none"> Established the Hiroshima sales office and training center in Hiroshima, Hiroshima Prefecture 	August	<ul style="list-style-type: none"> Established Niigata training center in Niigata, Niigata Prefecture
April	<ul style="list-style-type: none"> Established the Fukuoka sales office and training center in Kurume, Fukuoka Prefecture as our tenth directly managed shop; opened Express Wash Jimokuji in Ama, Aichi Prefecture (at present KeePer LABO Jimokuji) 	May 2013	<ul style="list-style-type: none"> Opened 3,000th KeePer PROSHOP
May	<ul style="list-style-type: none"> Established the Sapporo sales office and training center in Sapporo, Hokkaido Launched sales of body glass coating DIAMOND KeePer 	June	<ul style="list-style-type: none"> Established Kagoshima training center in Aira, Kagoshima Prefecture
July	<ul style="list-style-type: none"> Constructed head office in Obu, Aichi Prefecture, moved Nagoya sales office and Chuo training center to Obu, Aichi Prefecture 	November	<ul style="list-style-type: none"> Opened KeePer LABO Takarazuka branch in Takarazuka, Hyogo Prefecture as 30th directly managed shop
		February 2014	<ul style="list-style-type: none"> Held first KeePer Skills Contest
		July	<ul style="list-style-type: none"> Opened 4,000th KeePer PROSHOP
		September	<ul style="list-style-type: none"> Changed company name from i-tack Co., Ltd., to KeePer Technical Laboratory Co., Ltd.
		February 2015	<ul style="list-style-type: none"> Listed shares on the Mothers Section, Tokyo Stock Exchange
		March 2016	<ul style="list-style-type: none"> Listed shares on the First Section, Tokyo Stock Exchange Listed shares on the First Section, Nagoya Stock Exchange
		June	<ul style="list-style-type: none"> Opened 5,000th KeePer PROSHOP

KeePer LABO

<ul style="list-style-type: none"> ●Sapporo branch ●Sendai Nagamachi branch ●Mito Uchihara branch ●Saitama branch ●Urawa Misono branch ●Soka branch ●Kashiwa branch ●Noda branch ●Chiba Furuichiba branch ●Matsudo Higashi branch ●Matsudo branch ●Funabashi branch ●Adachi branch 	<ul style="list-style-type: none"> ●Setagaya branch ●Itabashi branch ●Takashimadaira branch ●Mitaka branch ●Hachioji branch ●Kamimizo branch ●Sagamihara branch ●Fukui Owada branch ●Ogaki branch ●Osu branch ●Nakagawa Branch ●Jimokuji branch ●Tokai branch 	<ul style="list-style-type: none"> ●Takabari branch ●Narumi branch ●Togo branch ●Obu branch ●Okazaki branch ●Toyota branch ●Kariya branch ●Anjo branch ●Chiryu branch ●Shikatsu branch ●Handa branch ●Ichinomiya branch ●Tsu branch 	<ul style="list-style-type: none"> ●Suzuka branch ●Suzuka Tamagaki branch ●Nabari Kaido branch ●Hikone Aeon branch ●Katano branch ●Amagasaki branch ●Takarazuka branch ●Fukuyama branch ●Fukuoka Kasuga branch ●Nishi-Kumamoto branch
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Sales Offices and Training Centers

<ul style="list-style-type: none"> ●Sapporo Sales Office ●Sendai Sales Office ●Niigata Training Center 	<ul style="list-style-type: none"> ●Tokyo Sales Office ●Yokohama Sales Office ●Nagoya Sales Office 	<ul style="list-style-type: none"> ●Osaka Sales Office ●Hiroshima Sales Office ●Fukuoka Sales Office 	<ul style="list-style-type: none"> ●Kagoshima Training Center Note: Each sales office is also a training center
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KeePer Technical Laboratory Co., Ltd.

KeePer Technical Laboratory Search

<http://www.keepercoating.jp/corp/>



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