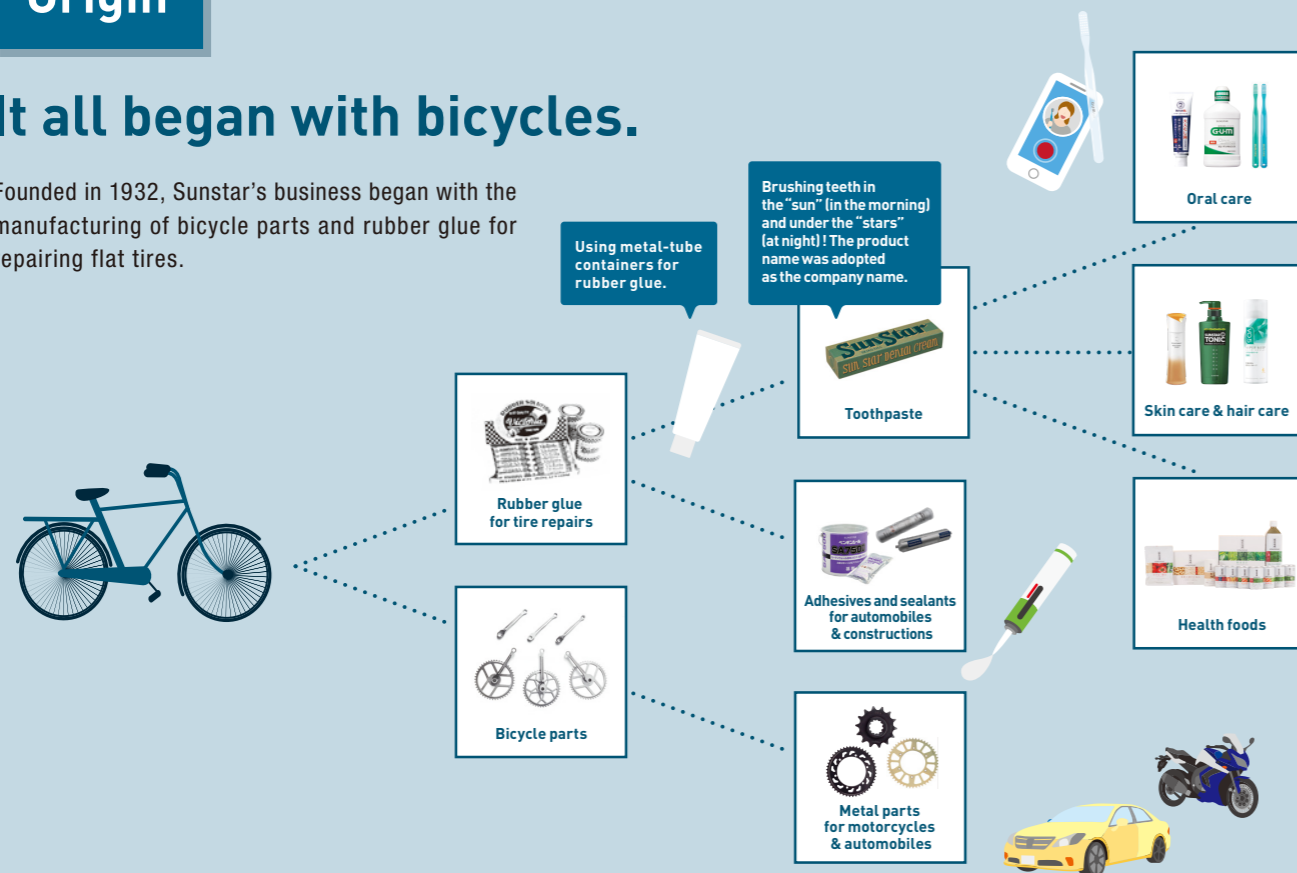


Origin

It all began with bicycles.

Founded in 1932, Sunstar's business began with the manufacturing of bicycle parts and rubber glue for repairing flat tires.



Sustainability

CSR/CSV

Sunstar is proactively engaged in addressing social issues through its business. As such, we promote involvement in CSR activities, while remaining fully committed to social contribution initiatives which contribute to people's health and healthy living.

*CSR : Corporate Social Responsibility
*CSV : Creating Shared Value



Sunstar's SDGs Key Goals

We are contributing to the achievement of SDGs through our business activities, focusing on three specific goals.

We are contributing to the achievement of United Nations SDGs through our business activities, realizing the Sunstar Group's Long-Term Vision.

* The SDGs (Sustainable Development Goals) are 17 global goals set by the United Nations with UN member states to achieve a sustainable world with a balanced economy, environment and society by the year 2030.

3 GOOD HEALTH AND WELL-BEING
We will provide products and services that will help people live healthier lives, from the promotion of oral and overall health to improving the living environments of people all around the world.

11 SUSTAINABLE CITIES AND COMMUNITIES
We will work to make living environments more secure and comfortable, with regards to mobility and buildings.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
We will work to prevent, reduce, and reuse waste products through the entire life cycle of our products—from procurement to manufacturing, logistics, sales, and even after consumer use.



SUNSTAR



SUNSTAR GROUP GUIDE



Management Message

Contributing to healthy, enriched lives and smiles of people everywhere.

As indicated in our corporate motto, “health” and “quality of life (QOL)” are important keywords for the Sunstar Group. One of the most significant challenges, in present times, is that extending lifespans is not the only concern, leading a fulfilling life with a sound body and mind is also equally important. To help address this challenge, Sunstar is striving to develop innovative, value-added products and services for creating social value through business. Sunstar will contribute to enhancing life expectancy and QOL, focusing on good oral health, preventive medicine, and holistic wellness. It is important for us to be recognized as one among the most trustworthy companies in the world by providing total support for people to live healthy and comfortable living in all types of environments.



Yoshihiro Kaneda
Sunstar Group Representative



Corporate Motto: Always strive to help people everywhere achieve better health and enhance their quality of life

Company Profile

A global network supplying products and services to 100 countries.

Based in **23** countries worldwide

The Sunstar Group is based in 23 countries in four major regions—Europe, the Americas, Asia, and Japan—and supplies products and services to 100 countries worldwide. Sunstar's Global Headquarters, as well as the Consumer Business*¹ Headquarters is located in Switzerland, while the Industrial Business*² Headquarters is in Singapore.



Switzerland



Singapore

*1 Consumer Business : oral care goods, cosmetic, health foods, etc.

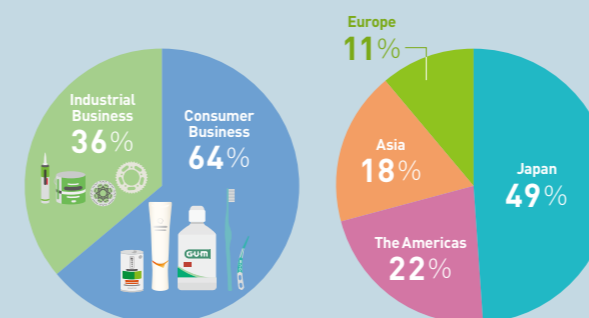
*2 Industrial Business : metal parts for motorcycles, automobiles, and adhesives/sealants for automobiles, buildings, electronic parts, etc.



Annual sales of **1,159** million Swiss Francs (CHF)

FY2021

The Sunstar Group's net sales by region are composed of 49% in Japan, 22% in the Americas (North and South America), 18% in Asia, and 11% in Europe. Net sales percentages, by business sector, are divided as 64% from our consumer business and 36% from industrial business. We aim to expand our business through the development of high value-added products and the expansion of product categories and sales areas.



FY2021 Net Sales by Business Sector

FY2021 Net Sales by Region

4,000 employees

In Europe, the Americas, Asia, and Japan, our global team of diverse employees from various countries and backgrounds collaborate across boundaries to provide solutions for social issues under the key motto, “One Team, One Sunstar.”



Group Vision

Extension of healthy life expectancy in the 100-year life

Holistic Health Care

Sunstar will continue to help people worldwide to live a healthy, enriched life by leading them toward healthy lifestyles through a holistic approach that incorporates the mouth, body, and living spaces.

Oral Care

In collaboration with medical and dental specialists and experts from various fields throughout the world, we are conducting extensive research on the relationship between periodontal diseases and systemic diseases, as well as the link between maintaining the ability to orally ingest food and anti-aging. We aim to create innovative products and services that protect oral and whole body health for future generations, including the prevention of cavities and periodontal diseases based on bacterial flora research, and the development of devices applying IoT technology promoting effective and fun tooth-brushing.



Mouth

Beauty Care

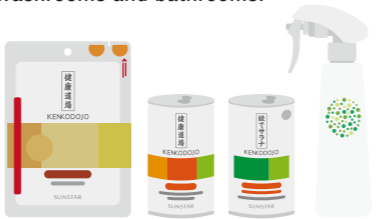
We take a holistic approach on beauty, with a focus on both the internal and external aspects of the body. We offer cosmetics, beauty beverages and foods which help draw out the beauty inherent in people, leading to translucency and well-being that glows from within. We also offer hair care products to nurture beautiful hair, products and services promoting rich facial expressions, white teeth and clear breath, utilizing natural ingredients and the innate healing power of the human body, to promote healthy smiles in order to enjoy being close to others.



Body

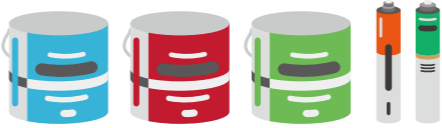
Health Care

We aim to promote health by strengthening the innate healing power of the human body by offering healthy vegetable beverages and health foods based on the traditional concept of the brown rice and vegetable diet, which helps balance the intestinal environment. In addition, we offer mist sprays which suppress the impact, on human health, of house dust containing mold and pollen, and excrements and remains of mites found in bedding and living spaces, and we are developing various other products to promote healthy living, including detergents specifically for wet areas such as kitchens, washrooms and bathrooms.



Adhesives & Sealants

Sunstar was the first in the world to develop an indoor sealant, which suppresses all of the 13 chemical substances that emit VOC (volatile organic compounds). Water-based adhesives, that effectively reduce VOCs, have also been commercialized in the automobile production industry, and are used by automobile manufacturers around the world. We play a role in creating a healthy and comfortable environment for vehicles and living spaces.



Living Space

Indoor Air Quality Improvement

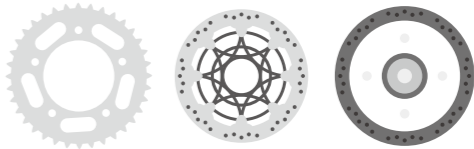
Not only do we play a role in creating healthy and comfortable living spaces, but also contribute to improving the air quality surrounding us. We have developed a clean and safe photocatalytic deodorization and sterilization system that decomposes odorous substances, bacteria, viruses, and other harmful substances into carbon dioxide, water, etc. Implementation of this system is being adopted in locations such as schools, nurseries, homes, offices, commercial facilities, medical and care facilities, as well as trains.



Mobility

Motorcycle & Automobile Parts

We continue to manufacture products that boast the top-class share in the world's market for motorcycle brake discs and sprockets(gear parts). We also offer customized parts for the racing sector, and have gained a huge following from top racers and motorcycle enthusiasts. We support an active lifestyle by promoting safe and comfortable driving. Our products are becoming more widely used in vehicles such as automobiles, off-road leisure vehicles, and road racing bicycles.



Company Story

Sunstar has a history of pioneering new research areas, in partnership with world-renowned experts, integrating innovative knowledge and technology.

“G·U·M brand to fight periodontal disease bacteria” developed in partnership with the world's leading research team

Since 1979, Sunstar has collaborated with and continued to send researchers to the State University of New York at Buffalo, renowned for its advanced dental research. For the first time in the world, the host research team discovered that periodontal disease was a bacterial infection. In response to this discovery, Sunstar developed the most effective anti-bacterial agent to combat periodontitis-causing bacteria. The results of such research, in alliance with experts, have led to today's line of G·U·M products.



Raising awareness of the inter-relationship between “periodontal disease” and “diabetes.” Turning lifestyle improvement into business

The Joslin Diabetes Center, which is affiliated with the Harvard Medical School, is the world's largest diabetes research and medical institution; it is working together with the Sunstar Foundation. We have held symposia worldwide to raise awareness of the inter-relationship between diabetes and oral health, obesity and diabetes, and nutrition as part of the JSDEI (Joslin-Sunstar Diabetes Education Initiative) program. Leveraging on the knowledge and human network gathered through these initiatives, we are actively operating websites to provide useful information for improving the QOL for diabetics, and developing innovative products.



Employee welfare provision for health and productivity management becomes a business brand

We established the “Sunstar Body and Mind KENKODOJO” facility for our employees as a wellness program. At the facility, we offer our employees an instructional curriculum based on a brown rice and vegetable diet, supplemented by programs including stretching and walking, and alternate bathing in hot and cold water to adjust the autonomic nerve balance. Our employee health management initiatives are also highly regarded outside of the company, and the “KENKODOJO” products, originally intended for employees, have become a commercialized brand in 1988.



Our industrial sealants business blossomed from the construction of pavilions for The Expo '70.

Sunstar's adhesives business, which began in the early days following the success of our rubber glue used to repair bicycle tires, was transformed by its entry into the growing markets of the construction and automobile industries. The sealants, used for the pavilions at the Japan World Exposition, Osaka 1970, gained a high reputation and spread throughout the construction industry, and since then, we have commanded a strong market share in Japan. Even today, the technology, cultivated over many years, continues to support people's comfortable living space.



Automobile adhesives business actively expands in Europe following Japan, the Americas, and Asia

Our wide and diverse range of adhesives, sealants and coatings have been highly regarded in the industry with superior capability to meet the various needs of automobile manufacturers. In line with the expansion of automobile production sites, Sunstar has spread operations from Japan to the Americas and China. In 2019, we established a new major base in Germany to expand our business in Europe. Through diligent product development, we contribute to improving the safety of automobiles, and promote comfortable living around the world.



Brake discs trusted by the world's leading motorcycle racers

Racing brake discs with high heat resistance and excellent braking performance have contributed to racing titles for teams in Europe, the Americas, and Japan and have been embraced by the world's top racers. In 2018, we also commercialized a special brake pad specifically for the discs. Products that are developed and enhanced, based on the vast amount of test results accumulated over the years, have been highly valued for their innovative design as well as superior safety and functionality.



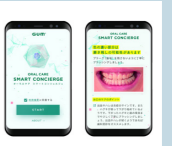
Topics

Pioneering innovatively into the future, in pursuit of creating more enriched lifestyles.

AI toothbrush recommendation web service

G·U·M Oral Care Smart Concierge

By taking a photo of the teeth and gums with a smartphone and answering some questions, the AI recommends the suitable toothbrushes and between teeth cleaning tools for the user. (Available in Japan)



Easy to use, soft interdental brushes, perfect even for beginners

G·U·M Soft-Picks

The popular rubber-type interdental cleaning tools that are gentle on the gums come in a wide variety, such as the Comfort Flex with improved grip and stem flexibility, or the curved Advanced that can easily reach the back teeth.



A next-generation device to help reduce bruxism

BUTLER GrindCare

An innovative, smart bruxism management system that improves QOL. When bruxism is detected, the device transmits a mild contingent pulse to disrupt the activities, helping to alleviate sleep disorders and facial pain.



Guilt-free, zero sugar healthy snacks!

Living Well: 80 kcal Chocolat

Deliciously rich and deeply satisfying snacks that are sugar and dairy free, with 1/4* reduced calories and fat. Only 80kcal per box (4 sticks).

* Calculations based on milk chocolate listed on the Standard Tables of Food Composition in Japan 2010.



Better adhesives for smoother ride comfort

Structural adhesives reducing car body vibration

Automotive adhesives reducing CO₂ emissions by making car bodies lighter and reducing vibration of car bodies. Its adoption is expanding worldwide.



Customization to meet any specification needs

Fine blanking parts

We are able to produce metal parts with higher precision and complexity owing to our own fully integrated production line equipped with leading-edge metal processing technology, including press work and laser cutting.

