

**Kentaro Sato**  
Managing Executive Officer

Expand the range of  
infectious disease  
prevention products



The Global Management Headquarters of Earth Corporation has entered overseas markets based on the ASEAN and Chinese markets. We are expanding the range of fields we operate in, particularly in Thailand, Vietnam, and China. As of 2025, we export products to approximately 40 countries worldwide. Through meticulous sales and marketing strategies, we uncover needs based on the different lifestyles and preferences of each country, and develop and sell products that are optimal for each local area. As a total infectious disease care company, we are mainly expanding our range of infectious disease prevention products.

The difficulty is that the damage caused by dengue fever varies greatly from country to country and region to region. For example, North America was a region that had not previously been affected by dengue fever. However, the introduction of exotic species has led to the spread of previously unrecognized infectious diseases. Although the number of people infected differs from country to country, when an emerging infectious disease has attracted attention in a region where it has not been previously recognized, we would like to establish a system that can contribute to the people of that region by deploying our products at an early stage. We are working in parallel behind the scenes to develop drugs and formulations that comply with the regulations of each country to obtain registration. We believe it is important to always be prepared so that we can have our products ready before something happens, rather than reacting afterwards.

### Expand the field of prevention

We haven't gotten as far as prevention against unknown infections, but by doing the best we can now, rather than reacting to new infections as they emerge, we believe that we have the potential to be more effective against new infections. We will continue to pursue the best course by utilizing all the research and pharmaceutical knowledge we have accumulated to date.

### Community-based business model

We have established an increase in sales of daily necessities such as pest control products and perfuming agents that support comfortable living. We listen carefully to feedback regarding product specifications, such as scent preferences and ease of use, and we use this information to improve the products. We believe that this attitude will be conveyed to customers, who will consequently opt for our products. As comfort for users depends on the values and sensibilities specific to each country, we directly interview employees and retailers in the region to ensure that the product fits their sensibilities and reflects their opinions. However, of course, there is no point in focusing on comfort if the efficacy is compromised. The fact that our products are both effective and comfortable, and yet potent has led to increasing consumer support in the market.



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**Make something available that was not on the market before.**

As a manufacturer, we must have a sense of mission to build a market. If we place a product that didn't previously exist in the market and make it available, the market size will grow.

That's what manufacturers need to do. Otherwise, consumer behavior will proceed in the absence of products that customers really want. We believe that consumption will increase as customers are able to utilize the products for more functional purposes. Another thing we consider important is the packaging, including the brand name, color, and design. That's because customers make instant decisions about what to buy. It would be nice if we could explain the merits of our products to each and every customer face-to-face in the store, but that is not possible. We believe that an important role of packaging is to instantly communicate the quality of the product on our behalf.

### Strengths and challenges

In terms of the global strengths of Earth Corporation, the first is its ability to offer a wide assortment of products. The second is that we are able to make precise suggestions about the functional use of each product and why the product is needed.

On the other hand, we are facing challenges as we still do not have products that address infectious diseases and pest control, so we must move quickly in preparing these. In addition, we need to consolidate our organizational structure to accelerate the spread of products in order to establish sales channels.

At the Global Management Headquarters, we have two guiding principles for our actions: thinking and acting independently, and involving and collaborating with others. Working with a diverse range of people overseas requires a high level of adaptability, as nothing in any job can be achieved by just one person.

### We also want to spread our thoughts and values.

From the desire for people to use a product to protect themselves, we have also developed products that work well without the use of chemicals. This is possible thanks to the high level of technology and knowledge accumulated by our predecessors, including Japan's research laboratories. These values and ideas will not be received by people overseas unless we convey them. Earth Corporation is well known in Japan, but not yet overseas.



However, our technologically advanced pest repellent products have been trusted and accepted as being effective without the use of chemicals. We will continue to produce products that exceed customer expectations, while building trust in the markets of each country, and increasing the presence of Earth Corporation and its brands.