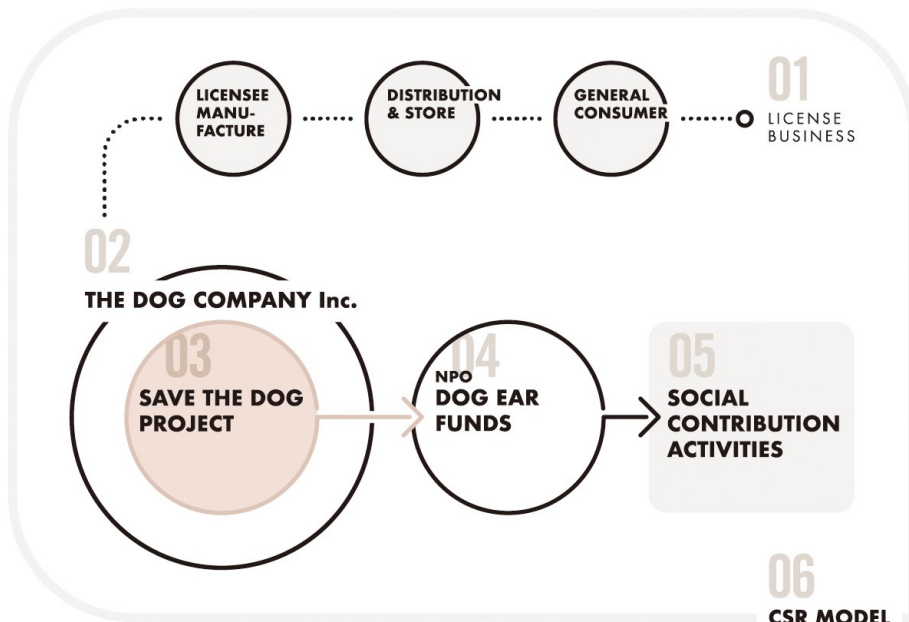


SAVE THE DOG™ PROJECT

Through our brand THE DOG, THE DOG COMPANY aims to contribute to creating a society for animals to be able to live peacefully and harmoniously together with us.

Part of the profits from THE DOG products and THE DOG COMPANY Inc.'s official merchandise will be donated towards animal shelters and rescue groups to support their activities, in order to realize a society without culling, abandonment or torture of animals.

PROJECT SCHEME



01. LICENSE BUSINESS

For products made or manufactured by our licensees utilizing THE DOG brand, part of the profits from the sales of these products will be contributed to SAVE THE DOG PROJECT.

Through their purchase of THE DOG products, consumers would be directly involved in supporting the project.

02. THE DOG COMPANY Inc.

This is the business entity which manages THE DOG and THE CAT brands, and oversees the planning and production of original pet-related products and services.

03. SAVE THE DOG PROJECT

This is an independent project initiated by THE DOG COMPANY Inc.

The project will support the activities of the various animal rescue groups and shelters by donating a part of the profits made from THE DOG products and THE DOG COMPANY's original merchandise to them.

04. Specified Nonprofit Corporation DOG EAR FUNDS <https://dog-ear-funds.com/en/>

This is a Specified Nonprofit Corporation set up by the representative of THE DOG COMPANY Inc., with the aim of raising awareness towards the welfare of animals and pets, and realizing a harmonious society for animals to live with us.

05. SOCIAL CONTRIBUTION ACTIVITIES

Through donations and contributions made by DOG EAR FUNDS, we will support the activities of partner animal rescue and welfare groups, and move towards a society without culling, abandonment or torture of animals.

06. CSR MODEL

Through THE DOG COMPANY Inc.'s business model, the aim of our CSR activities is to create a sustainable future for humans and animals to live harmoniously with each other.