

# Happiness in Harmony with Others



FELISSIMO

**Management Philosophy:**  
**Establish and practice business guided by**  
**the goal of achieving happiness of the society**



**f e l i s s i m o = felicity + ssimo**

**The Greatest and the Ultimate Happiness**

**Our goal is to promote well-being in the world that is lasting and evolving  
through our business activities.**

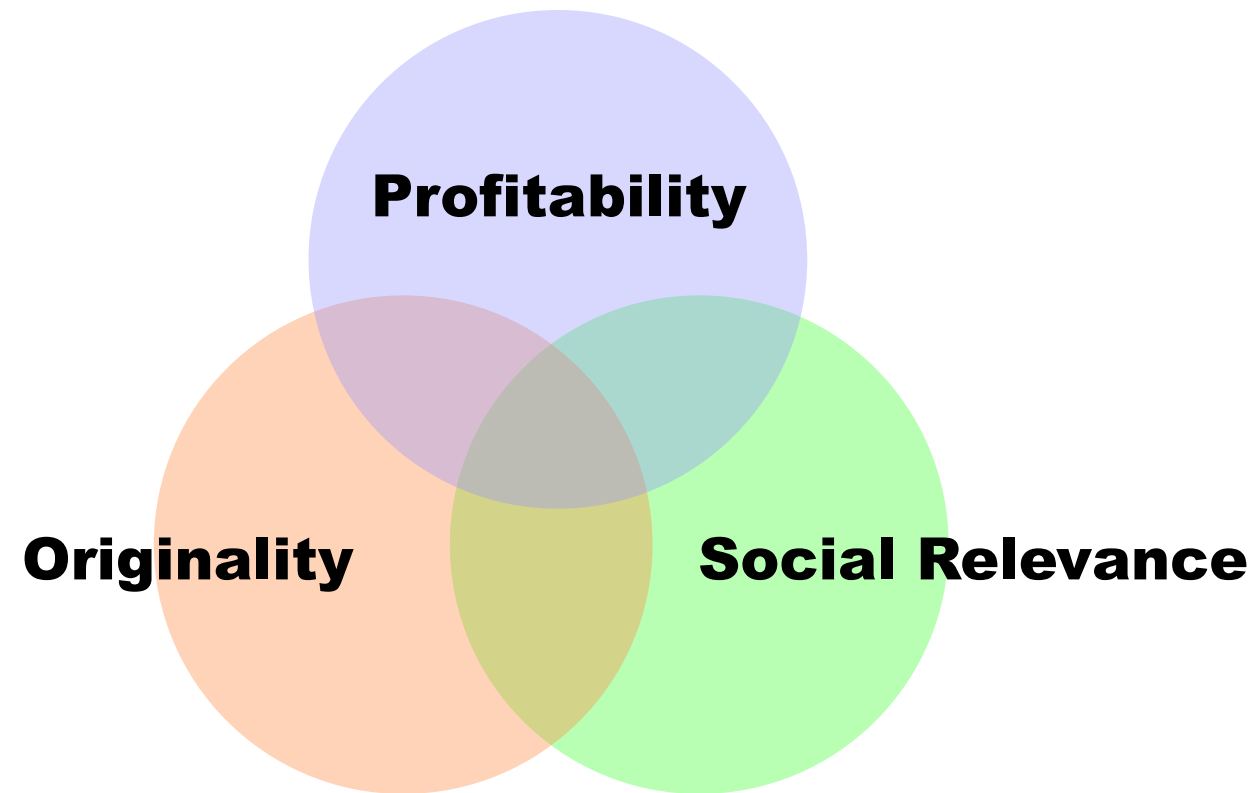
**Our name "FELISSIMO" was created by fusing the Latin word "felicity" and "- ssimo", a  
suffix which emphasizes the meaning of the word.**

**The name underscores our commitment to pursue and practice our philosophy  
: to promote well-being (happiness) in the world that is lasting and evolving.**

## ■FELISSIMO Corp. Info

<b>Company Name</b>	<b>FELISSIMO CORPORATION</b>
<b>Founded</b>	<b>May 8,1965</b>
<b>Representative</b>	<b>President and CEO Kazuhiko Yazaki</b>
<b>Headquarters</b>	<b>59 Naniwa-machi Chuo-ku, Kobe 650-0035 JAPAN +81-78-325-5555</b>
<b>Capital</b>	<b>1,868 million yen (as of February 29,2012)</b>
<b>Sales</b>	<b>46,358 million yen (2012 Consolidated Basis)</b>
<b>Net Income</b>	<b>651 million yen (2012 Consolidated Basis)</b>
<b>Total Assets</b>	<b>42,233 million yen (2012 Consolidated Basis)</b>
<b>Number of Employees</b>	<b>1,142 (2012 Consolidated Basis)</b>
<b>Website</b>	<b><a href="http://www.felissimo.co.jp">http://www.felissimo.co.jp</a></b>
<b>Main Banks</b>	<b>Sumitomo Mitsui Banking Corporation Resona Bank / Bank of Tokyo-Mitsubishi UFJ .Ltd</b>
<b>Consolidated Company</b>	<b>Felissimo Universal Corporation of America (NewYork) Felissimo International Limited (HongKong) Beijing Happy Life Corporation Felissimo Beijing Corporation Shanghai Felissimo Corporation</b>
<b>Stock Exchange</b>	<b>1<sup>st</sup> Section of Tokyo Stock Exchange (Securities Codes: 3396)</b>

# **Felissimo's Concept of Values**



**Our business is defined at the intersection of these 3 elements  
: Profitability,Originality,Social Relevance**



**Felissimo is a direct marketing company which sells the products of our own, through the media of our own.**



# **Felissimo's Product**

**Our Products are produced by working with leading manufacturers and people who share Felissimo's concept values.**

**Our philosophy "Happiness in Harmony with Others" exists in all our products.**

**Tens of thousands of products come out every year.  
We are proud to offer the joys of this much quantities to our customers.**



**haco.**







ano:ne





# Felissimo 500-Colored Pencils



# Felissimo's Social and Cultural Activities

Over 20 years of hosting various projects with 10 million people has raised one billion yen fund. Our projects took place not only in Japan but throughout the world.



- FELISSIMO'S FOREST PROJECT
- FELISSIMO HAPPY TOYS PROJECT
- Reviving Publication upon Customers' Requests PROJECT
- FELISSIMO TRIBUTE 21 PLATE
- Ryozan Trust Farm
- CHALLENGED·CREATIVE·PROJECT
- LOVE & PEACE PROJECT
- Kobe School
- FELISSIMO EARTH VILLAGE FUND
- DESIGN 21PROJECT
- Kobe Support Project
- mama.f Smile Fund
- FELISSIMO MERRY Social Action Program
- PandA Sichuan's Large Earthquake Support PROJECT
- MENTE
- others



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# PEACE BY PEACE COTTON PROJECT

Supporting small cotton farmer households in India

**The Peace by Peace Cotton project was started in 2010 in collaboration between Felissimo Corporation, Chetna Organic & Fair Trade Cotton Intervention Program to help small-holder, marginalised cotton farmers in India improve their livelihood options by making their farming systems more sustainable & profitable through organic farming, and opening access for them to an international market for organic cotton.**

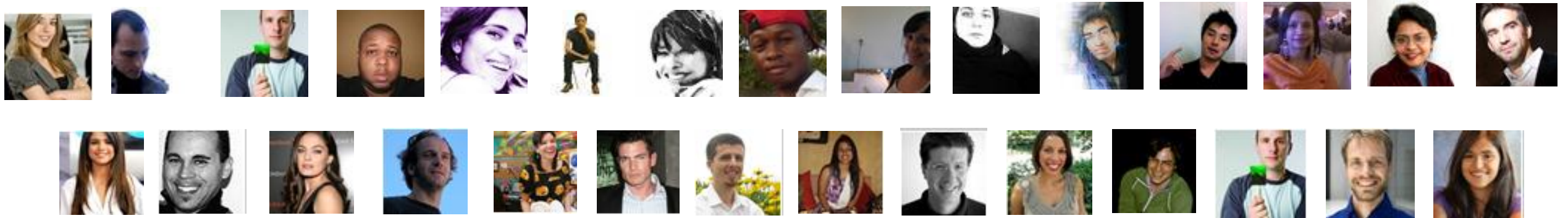




# Design 21: Social Design Network



**DESIGN 21: Social Design Network's mission is to inspire social activism through design. We connect people who want to explore the ways design can positively impact our many worlds, and who want to create change here, now.**



**The Network has 51,231 members from more than 180 countries, including 342 Non-profits, enterprises and governmental agencies**



DESIGN 21: Social Design Network is itself a collaborative project undertaken by Felissimo and UNESCO.

### **3. GRAMEEN FELISSIMO**

# GRAMEEN FELISSIMO



**Grameen Felissimo itself is a collaborative program undertaken by Yunus Centre and Felissimo.**

**Grameen Felissimo is a platform for partnering Bangladeshi manufacturers with designers from all over the world who wish to contribute to a better society, and develop highly original products to sell them in Japan.**

**Grameen Felissimo is dedicated exclusively to the social goal of providing employment to the people of Bangladesh, particularly to the poorest and the disadvantaged people of Bangladesh and also to aim at the succession of traditional culture in Bangladesh.**





# GRAMEEN FELISSIMO



グランプリ受賞者

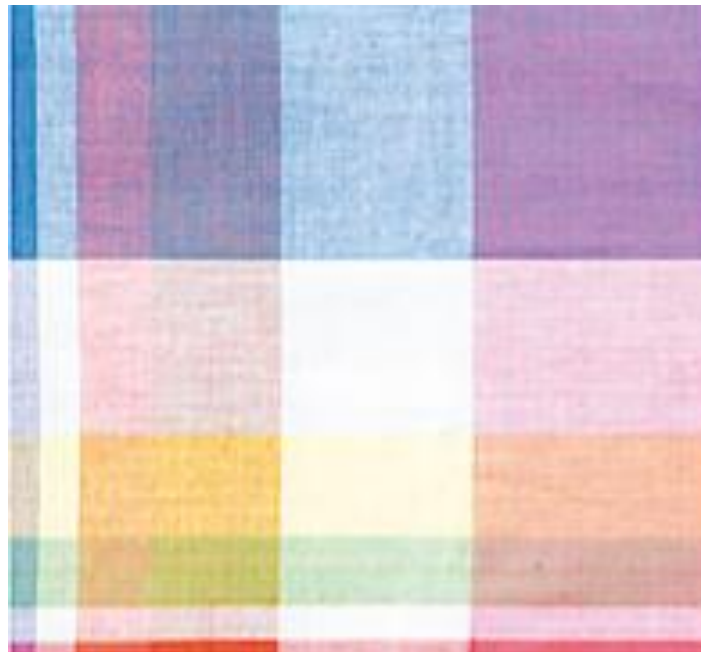
**Annamarie Troupe (アナマリー・トループ) さん**

ファニチャーデザイナー兼アーティスト、アメリカ・ノースカロライナ州在住。

希望という存在そのものについて深く考えていくと、誰もが生まれながらにして持っている「感謝の気持ち」がこみ上げてきます。感謝の気持ちは、神様からの贈り物。私のまわりの人たち、そして自然への感謝が、無限の希望を生み出すのだと思います。例えば喜びを見失ったときも、自然のなかに希望を見い出すことができます。すべてをつなぐ美と芸術のかけらが、ハーモニーをよみがえらせ、苦しみが去り、ふたたび喜びにめぐりあいます。私はこの希望を見い

だすプロセスを、自然界にもよく見られる「フィボナッチ数列」を取り入れたチェックのパターンで表現しました。私たちはみなひとりの存在で生まれますが、まわりと共有する「意識」があります。意識の共有がある限り、私たちは、決してひとりではないのです。自然の中に存在する希望を信じ、その希望を私たちは共有していきます。

*Anna Troupe*







  
GRAMEEN  
FELISSIMO



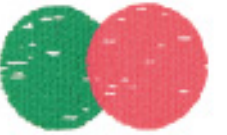




GRAMEEN  
FELISSIMO



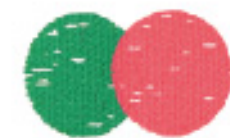




GRAMEEN  
FELISSIMO







GRAMEEN  
FELISSIMO







GRAMEEN  
FELISSIMO





# **Relation between Happiness and our Business**

**Based on these cases, we once again acknowledged that if everyone's hope and dream become one, impossible becomes possible.**

**We are aiming to accomplish this “make it happen” by establishing business structure.**

**“Happiness in Harmony with Others”**

# **Happiness in Harmony with Others**

