



# Trendmaster

the Conversational Pet Company  
No.1 in Japan and Soon to Enter the US Market



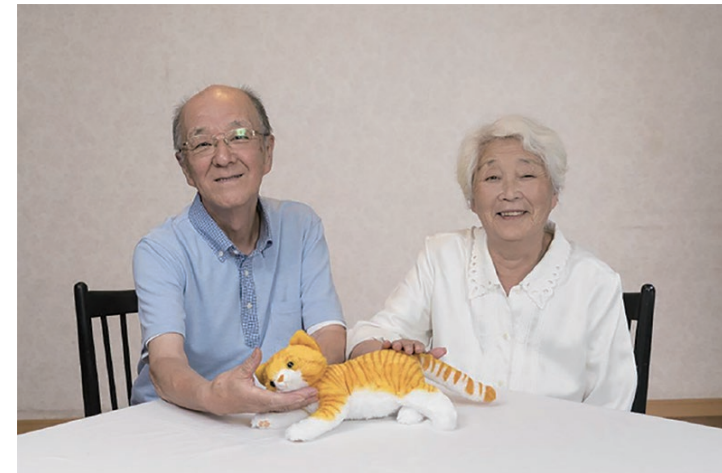
## Mission

**“We want to spread happiness to families all over the world”**

Hello. We are Trendmaster, and we want to help make you and your family happy.

We aim to bring joy, happiness, and smiles to you and your loved ones with our interactive, low-maintenance conversational robots.

Our mission is to relieve loneliness among the elderly, give inspiration to the young, and promote happiness for all by developing products to help families enjoy a happier life.



## Brand Story

### Innovative Pet

We make excellent, high-quality conversational robots. While our products are generally designed for the elderly who cannot keep live pets, they are really meant for everyone to enjoy.

### Simple and Effective

We make every effort to make our conversational robots appear realistic, cute, and comfortable to hold. And, when you interact with your conversational robot, it gives pleasant and authentic sounds. Our conversational robots have been thoroughly vetted by the Japanese Health and Welfare Agency as being the very effective for the comfort of seniors.

### High Performance and Affordable

Our products use high quality electrostatic sensors typically found in smartphones. When you interact with your conversational robot, it will answer according to the location and intensity of your touch with a variety of cute responses. Our conversational robots will give you a better product, with many more possible responses, for far less than the price of our competitors.

You may love your cat to death (the batteries will run out!), but he or she will always come back (with new batteries) to comfort you.



## History and Timeline



- 2011** Trendmaster was founded. First prototype developed.
  - 2012** Our first robo pet released.
  - 2013** Originally designed for children, we surprisingly found it to be in high demand with seniors who enjoyed its company and companionship. After extensive customer interviews, we redesigned and enhanced our robo pet's capabilities, and it became a "conversational robot" that would bring comfort and happiness to all ages.
  - 2014** A university research study in Japan confirmed that our conversational robot has excellent therapeutic results.
  - 2016** Our conversational robot debuted on NHK (the largest broadcaster in Japan) as a new, must-have nursing care device. This marks a significant point in the history of our company, telling us that the potential market for seniors was quite large.
  - 2017** We participated in the nursing care robot demonstration experiment with the Japan Agency for Medical Research and Development. Our feline conversational robot achieved a 3-fold improvement effect when compared to the famous Azarashi seal robot (listed in the Guinness Book of World Records as the most healing and therapeutic robot in the world).
  - 2020** We sold more than 100,000 conversational robots in Japan - for the elderly alone - marking our success as a hit product.
  - 2021** Amid the pandemic, our company was recognized as the #1 manufacturer of welfare robots for the elderly in Japan.
- What's next? The US market in 2022



# Conversational Robots that Bring Happiness to Families



## Ninja-Cat/Gato Ninja, a tabby, American-born, calico.

**It makes wonderful and realistic cat sounds when you interact with it.**

We made it on behalf of those who adore cats but cannot keep them at home.

These cats purr when stroked and much more.

'Ninja-Cat' has electrostatic sensors on the head, chin, back, and tail.

Unlike conventional switches, they sense the difference between stroking and touching.

Overall, it gives you the same warm feeling of having a real cat. A dream come true.



A cat that meows when stroked    4 Electrostatic sensors

## Ninja Cat • Small Size Siamese/Black/Persian/Russian Blue

(This cat is designed to make real cat sounds when you pet it)

### Gato Ninja • Tamaño pequeño



A cat that meows when stroked    2 Electrostatic sensors



This is for those who like cats but cannot keep them.

This is for those who yearn for joy and the healing powers of a kitten.



## Samurai Puppy Hachi (It barks when it is stroked. ) Perro Samurai Hachi



This Pappy is designed to make real dog sounds when you pet it  
3 Electrostatic sensors & sound sensor

This is for those who adore dogs but cannot keep them. The dog responds when stroked and called. 'Samurai-Puppy' has 3 electrostatic sensors, which are placed on the head, back, and tail. Unlike conventional switches, they sense the difference between stroking and touching, and can provide a variety of different sounds. Overall, it gives the feeling of having a real dog. A dream come true.





## Hello Baby Blue / Pink (It speaks.) Hola Beb 







A baby talking doll who replies to your call  
It includes a vibration & sound sensor



Seniors often experience loneliness and less social interaction that can lead to dementia. Our cute 'Hello Baby' communication robot will make everyone smile, and research shows that this interaction can give comfort to seniors with dementia. 'Hello Babies' can reply with a real baby's voice when you talk to them and become part of the family.



## Product line

Product Name	Ninja Cat	Ninja Cat - Small Size	Samurai Puppy - Hachi	Hello Baby (Blue/ Pink)
Description	"A cat that meows when stroked 4 Electrostatic sensors"	"A cat that meows when stroked 2 Electrostatic sensors"	"This dog is designed to make real dog sounds when you pet it 3 Electrostatic and sound sensor"	"A baby talking doll who replies to your call Vibration and sound sensor"
Picture				
JAN code (= EAN code)	Tabby 4560416210388 American born 4560416210371 Colico 4560416210395	Siamese 4560416210463 Black 4560416210456 Persian 4560416210470 Russian Blue 4560416210487	Puppy 4560416210432	Blue 4560416210807 Girl 4560416210814
Product Size	W430×H140×D110	W130×H280×D100	W430×H210×D260	W285×H380×D120
Package Size	W300×H120×D115	W150×H200×D100	W340×H190×D250	W180×H290×D190
Product weight	3 0 0 g	2 0 0 g	6 6 0 g	5 0 0 g
Safety standards	EN71 compliant	ST: Safety Toy certification in Japan	ST: Safety Toy certification in Japan	ST: Safety Toy certification in Japan
Battery / Battery life	2AAA alkaline batteries (batteries are sold separately) / Battery life : 6hours (continuous use) 2months (15 min./day use)	AA alkaline batteries× 1 (Batteries are sold separately) / Battery life : 6hours (continuous use) 2months (15 min./day use)	2AAA alkaline batteries (batteries are sold separately) / Battery life : 6hours (continuous use) 2months (15 min./day use)	2AAA alkaline batteries (batteries are sold separately) / Battery life : 6hours (continuous use) 2months (15 min./day use)
Wholesale Price	\$70	\$40	\$90	\$85

## Product Comparison Table

	Trendmaster	Compettitor
Product name	Ninja Cat	COMPANION PET
Photo		
Cat type	3 types	3 types
Retail Price	US \$70	US \$120
Product Size	W430 x H140 x D110	W560 x H260 x D260
Product Weight	200g	1000g
Battery	2 AAA batteries	4 C batteries
Sensor type	Electrostatic sensor	Sound sensor / electrostatic sensor
Number of Sensors	4 at head, chin, back, tail	4 at head, cheeks, back, belly
Sound Variations	26 types	6 types
Sound Source	Real cat barks	Human voice (imitation of a cat)
Moving Points	0 (low maintenance)	6
Material	Polyester / ABS / Nylon	Polyester / ABS / Nylon
Target Age	3 years old and over	3 years old and over
Manual Language	English / Spanish / Japanese	English / French / Spanish / Portuguese / German
Safety Standards	EN71 compliant / CE	FCC Rule Part 15 CE
Country of Origin	China	China



# America's near future market map



## Corporate Profile



Corporate Name	Trendmaster Co.,Ltd
Address	327 Nakamaruko Nakaharaku Kawasaki-City Kanagawa 211-0012 Japan Tel +81-44-422-1641 Fax+81-44-422-1641
Established CEO	July 2011 Atsushi Nakada Professional Memberships: Kawasaki Chamber of Commerce Member Member of Japan Skills Association
Paid-in Capital	3 million yen
Business Activities	• Planning / development / manufacturing / sale of conversational robots for seniors. • Wholesale of welfare equipment for seniors.