

Fine Today Shiseido sets forth its Purpose (our reason for being) and Values (our ideals and principles)

**～On the first anniversary of our founding, we are moving full speed ahead
in line with our mid-to-long-term vision for 2030～**

Fine Today Shiseido Co., Ltd. (Head Office: Tokyo; Representative Director, President and CEO: Tetsuo Komori) celebrated the first anniversary of its founding on July 1, 2022. To mark this occasion, we hereby set forth our reason for being (hereinafter "Purpose") as well as our ideals and principles (hereinafter "Values"). We also formulated "Fine Today & Tomorrow 2030," our mid-to-long-term vision aimed at putting these into practice steadily and at full speed as we move toward 2030.

As an exemplar of a glocal (global + local) company that respects Asia's diverse range of needs, we aim to grow together with the region while contributing to solving social issues through our personal care business.

■ Purpose (our reason for being)

To coincide with the first anniversary of our founding as a new company, we have set forth our Purpose as "to enrich the lives of everyone today and for generations to come, one fine day at a time."

This is a clear description of why we exist – that is to say, the meaning of Fine Today's existence and the direction we should head based on the origins of our corporate DNA.



Making every day a fine day

**Our Purpose is to enrich the lives of everyone
today and for generations to come,
one fine day at a time.**

Our inherited Aesthetic Intelligence and expertise
enables us to help people feel more alive every day.

Our products and services bring wellness to
the mind and body as well as the environment.

Our team embodies truth, goodness, and beauty, and
acts as one for the benefit of people and the planet

□ a video to illustrate our Purpose

The video provides a visual representation of our Purpose aimed at conveying our thoughts and feelings in a way that resonates with our stakeholders.



■ Values (our ideals and principles)

Our Values form the foundation that allows each and every employee to work in unison on a daily basis toward the achievement of our Purpose.

1. Customer Delight and Commitment to Quality

We strive to delight our customers, providing exceptional products and services tailored to their daily lives. We work together as one united and agile team to anticipate and meet our customers' true needs wherever they are.

2. Aesthetics Rooted in Us

We are committed to continuing our inherited tradition of "Aesthetic Intelligence". We are true to both people and the planet. We act with integrity, compelled to enrich present and future generations by bringing quality and comfort to their minds and bodies.

3. Frontier spirit

We challenge ourselves to generate ideas, experiment, and be open to new possibilities. We embrace diversity and inspire each other with different perspectives in pursuit of our Purpose.

■ "Fine Today & Tomorrow 2030," our mid-to-long-term vision

As our commitment toward 2030 for the realization of our Purpose, we have formulated a mid-to-long-term vision based on the four Ps (Principles of Governance, People, Planet, and Prosperity) with the goal of sustainably providing value to all of our stakeholders. Moving forward, we intend to tie this into our mid-to-long-term management plan, and through sustainable business practices, we will continue to contribute to resolving sustainability issues facing the Earth, humanity, and corporations.

