

Press Release

Notice Concerning Acquisition of Shiseido's Personal Care Product Production Business

Shiseido Company, Limited (hereinafter "Shiseido") and our wholly-owning parent company, Asian Personal Care Holding (hereinafter "APCH"), have entered into an agreement, effective from August 1, 2022, to transfer production of personal care products, etc. .

■ Background and Objectives

Since July 2021, we have been operating its personal care business under APCH, our wholly-owning parent company, which is owned by Shiseido and funds advised by CVC Capital Partners. We have come to the conclusion that securing our own production infrastructure and integrating production and sales are our best options for further ensuring the sustainable growth of our company. In conjunction with this, Shiseido has decided to transfer* to APCH the business it operates at its Kuki Factory as well as Shiseido Vietnam Inc. (hereinafter "SVI"), a wholly-owned subsidiary of Shiseido and operator of the company's Vietnam Factory. Under APCH control, we will work in unison with the Kuki Factory and SVI to enhance the corporate value of the Fine Today Group.

* For details of the various transfer procedures, please see Shiseido's press release dated August 1, 2022:
<https://corp.shiseido.com/en/news/detail.html?n=0000000003457>

■ Production sites concerned

Name	Shiseido Kuki Factory	Shiseido Vietnam Inc.
Location	5 Kiyokucho, Kuki City, Saitama Prefecture	Inside Vietnam Amata Industrial Park, Bien Hoa City, Dong Nai Province
Description of business	Production of personal care products, etc.	Production of personal care products, etc.
Date of transfer to APCH	The first quarter of 2023 (scheduled)	The second half of 2023 (scheduled)

This acquisition of business will greatly advance the establishment of an integrated business system for product technology development, purchasing and production, sales, and brand marketing, and will enable further growth and development of the business, brand, and employees, as well as the further establishment of a system that contributes to our clients and business partners.

Moving forward, we intend to hold our purpose (reason for being), "to enrich the lives of everyone today and for generations to come, one fine day at a time," as the foundation of our

administration, and 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.

About Fine Today Shiseido

Company Name : Fine Today Shiseido Co., Ltd.
Head office : 18F, Shinagawa Grand Central Tower, 2-16-3 Konan, Minato-ku, Tokyo
Representative : Tetsuo Komori (Representative Director, President and CEO)
Our Business : Sales and Marketing of Personal Care Products
Date of Incorporation : August 19, 2020
Major Shareholder and Shareholding Ratio: Asian Personal Care Holding 100%