


## Press Release

**Notice of Change of Trade Name (Company Name)****～ Fine Today Shiseido Co., Ltd. is now “FineToday Co., Ltd.” ～**

The Company announces that we have changed our trade name (company name) from “Fine Today Shiseido Co., Ltd.” to “FineToday Co., Ltd.” effective January 1, 2023.

Current trade name (company name)	FineToday Co., Ltd.
Former trade name (company name)	Fine Today Shiseido Co., Ltd.
Date of change	January 1, 2023
Handling of corporate logo	No change from the following 

**■Background and Objectives**

The Company launched in July 2021, taking over the personal care business of Shiseido Company, Limited. In August 2022, we entered into an agreement to acquire Shiseido’s production business, and we have been steadily building an integrated business system that encompasses every step from technological development through to production and sales.

These efforts further unified all corporate bases and functions of the FineToday Group, and we have now changed our trade name in order to accelerate our advancement to a higher level of corporate value as an autonomous manufacturer as well as to more clearly demonstrate our Purpose (reason for being) of enriching the lives of people all around the world.

**■Message from Representative Director, President and CEO Tetsuo Komori**

Ever since our founding, we have been working – guided and driven by our Purpose – to achieve sustainable development as a role model for glocal companies in Asia in the personal care field.

To achieve this goal, we are incorporating factories located in both Kuki and Vietnam into the Group in 2023 to forge an integrated manufacturing and sales structure that will enable us to deliver our distinctive products with increased speed and flexibly to consumers in Asia, who have a diverse range of needs. This company name change is an opportunity for us to clarify and accelerate our engagement in these autonomous business operations. We will continue to take on the challenge of demonstrating our frontier spirit as a start-up company while maintaining the high-quality manufacturing and thorough commitment to aesthetics that we have continued to cherish and preserve since our time under the Shiseido brand in order to become a company that remains respected and appreciated for the next

100 years and beyond.

### ■The hopes and desires instilled in the name “FineToday”

The name FineToday is composed of two words: “Fine,” which expresses our wish to deliver fine products that enrich the lives of our customers, and “Today,” which represents the importance of enriching each and every moment in living fully one day at a time, which is the basis of a good life.

Make today - this limited period of time - into a fine day. A series of such days leads to a fine life. This approach is also reflected in our Purpose (reason for being): to enrich the lives of everyone today and for generations to come, one fine day at a time. Following this change of trade name, we will continue to work steadily to embody the hopes and desires instilled in our company name.

### <About FineToday Co., Ltd.>

Trade Name	FineToday Co., Ltd.
Location of Head Office	18F Shinagawa Grand Central Tower, 2-16-3 Konan, Minato-ku, Tokyo, Japan
Representative	Representative Director, President and CEO Tetsuo Komori
Our Business	Sales and Marketing of Personal Care Products
Date of Incorporation	May 18, 2021
Major Shareholder and Shareholding Ratio	FineToday Holdings Co., Ltd.: 100%

(Shiseido Company, Limited holds a 35% share in FineToday Holdings Co., Ltd., and indirectly engages in the personal care business as a joint enterprise.)

### Links

Official Website: <https://www.finetoday.com/jp/>

Corporate Philosophy: <https://www.finetoday.com/jp/company/philosophy/>