

## Press Release

**Notice Concerning the Start of Personal Care Product Business  
Operation by a New Group Company**

As announced in a press release dated August 1, 2022<sup>\*1</sup>, FineToday Holdings Co., Ltd. (FTHD), which has full ownership of FineToday Co., Ltd., has acquired the personal care product business that had been operated by Shiseido Company, Limited (Shiseido) at its Kuki Factory in Saitama, Japan. The transfer took effect on April 1, 2023, and effective that date, the facility is now operated by Fine Today Industries Co., Ltd. (FTI).

\*1 ["Notice Concerning Acquisition of Shiseido's Personal Care Product Production Business"](#) (August 1, 2022)

**■Aims of the New Group Company**

FineToday began operations in July 2021 with the objective of managing Shiseido's personal care product business. The starting point and purpose of our enterprise are "to enrich the lives of everyone today and for generations to come, one fine day at a time." In order to deliver high-quality products based on an aesthetic sense we have cultivated over many years, we have been steadily building a fully integrated business from technology development to production and sales.

Accordingly, the start of FTI's operations and the addition of its unique production base to the FineToday Group has created an integrated system for production and sales. The Group can now supply optimal quantities of a range of products to meet regional market needs with even greater speed and flexibility. Going forward, the entire Group will work closely with each corporate function, including marketing and manufacturing, to promote optimization of the entire supply chain. Moreover, from the perspective of environmental consideration, we will continue reducing our greenhouse gas emissions through the adopting renewable energy, in addition to visualizing electricity and water usage. The Group will keep advancing its environmental initiatives with aim of further improving its corporate value.

**■Profile of FTI**

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| Trade Name                               | Fine Today Industries Co., Ltd.                  |
| Location of Head Office                  | 5 Kiyoku-cho, Kuki City, Saitama Prefecture      |
| Representative                           | Hiroto Morozumi, CEO and Representative Director |
| Business Areas                           | Manufacturing of personal care products, etc.    |
| Major Shareholder and Shareholding Ratio | FineToday Holdings Co., Ltd.: 100%               |

**■History of Shiseido's Kuki Factory (now part of FTI)**

The Kuki Factory began operations in 1983 as a major production facility on a site of approximately 100,000 square meters. As Shiseido's main factory for personal care products, it has produced and delivered consistently high-quality products to customers.

Many of the factory processes are automated, from the supply of raw materials to the shipment of products. In addition to promoting next-generation manufacturing by developing high-efficiency production technology, the factory's production is based on thorough quality control. In 2022, the site acquired ISO 22716 certification, the international standard for quality and safety in cosmetics manufacturing.

The Kuki Factory is also one of the first of its kind to promote environmentally friendly operations, and in 1997 it acquired ISO 14001, the international standard for environmental management systems.

【Reference: Factory exterior】



Profile of FineToday Co., Ltd.

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| Trade Name                               | FineToday Co., Ltd.  |
| Location of Head Office                  | 18F Shinagawa Grand Central Tower<br>2-16-3 Konan, Minato-ku, Tokyo, Japan |
| Representative                           | Representative Director, President and CEO Tetsuo Komori                   |
| Business Areas                           | Marketing and sales of personal care products                              |
| Major Shareholder and Shareholding Ratio | FineToday Holdings Co., Ltd.: 100%   |

(Shiseido will maintain a 20.1% stake in FTHD and indirectly promote this personal care product business as a joint venture.)

Links

Official website: <https://www.finetoday.com/en/>

Production site (Fine Today Industries Co., Ltd.): <https://www.finetoday.com/en/company/fti/>