

Providing daily-use beauty products to make every day a fine day as a glocal company in Asia

Business

Supplying the personal care products that consumers truly desire

FineToday Group delivers high-quality personal care products based on an understanding of consumers' essential needs. Demonstrating a frontier spirit based on aesthetic intelligence, the Group aims to grow to be Asia's No.1 Personal Care Company.

Brands

Offering daily-use beauty products for skin, hair, and body care every day

Our products are more than daily necessities. They're tools for beauty that have earned the solid support of consumers for enriching their lives in three main focus areas: skin, hair, and body care.



Consolidated net revenue
More than
JPY 100 billion (FY2023)

Percentage of revenue
from overseas
Approx. 60% (FY2023)

Group employees
Approx. 2,600 (As of April 2024)

Percentage of employees
overseas
Approx. 60% (As of April 2024)

Percentage of women employees		
Japan	China	APAC
Approx. 50%	Approx. 60%	Approx. 70%
(As of April 2024)		

Network

Operating in 20 locations as a glocal company in Asia

Outside of Japan, FineToday Group has manufacturing, sales, and brand marketing offices in China, APAC countries, and other regions. As a glocal entity in Asia, the FineToday Group provides products meeting diverse customer needs.

China
Taiwan
Korea
Japan

Malaysia

Worldwide:
20 locations

Japan: **9** locations

China and APAC:

11 locations

(As of December 2023)

2023 Highlights

The FineToday Group's 20 bases in the Asian region are all driven by our Purpose and advancing various activities to promote the Group's business and ESG objectives.

Japan

We established the FineToday Beauty Innovation Center in July 2023 to serve as the R&D base for the Group. We also introduced the Group's first in-house developed hair care brand +tmr (Plus Tomorrow). In addition, we improved the sustainability characteristics of our products, including using recycled PET plastic in our product bottles.

Fine Today Industries Co., Ltd.

Fine Today Industries, which serves as the mother factory for the Group, registered as an SDG Promotion Partner in Kuki City, Saitama Prefecture in December 2023. As a registered partner, we provide gift products for the city's hometown tax payment program as also donate to local NPOs.

China

We stepped up development and production of original products catered to the needs of local customers. We also actively trained local human resources and rejuvenated our organization as we continued to increase our business in the Chinese market. Also during the year, we took steps to integrate ESG activities into our business operations.

Korea

Our activities in Korea centered on marketing the Senka brand products with a major sales campaign highlighting the brand's 20th year on the market. The strong boost from the campaign lifted sales to a record high in FY2023. Korean media and retailers also bestowed Senka with several awards recognizing it as the top brand of cleansing products.

Malaysia

We significantly improved the profitability of our operations in Malaysia in FY2023 by aggressively developing our business and advancing several activities prioritizing sustainability. Major activities included supporting a mangrove conservation program and providing daily necessities to low-income families.

Taiwan

In Taiwan, our main focus was expanding our business and promoting our social contribution activities. General managers led all staff in participating in a beach cleanup activity, and the Company and employees pooled donations to provide Christmas gifts to underprivileged children.

Network

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Thailand



We continued steadily improving our business performance in Thailand, and ultimately surpassed our targets for FY2023. Activities during the year including participating in a campaign with retail stores for World Environment Day, during which we featured our efforts to reduce the volume of plastic and chemicals used in our Senka brand product packaging.

Singapore



In May 2023, we presented a “Live beautifully & Pamper yourself” event at a women’s shelter with the objective of helping women in difficult situations maintain confidence in themselves. The event included beauty tips and a workshop on how to use FineToday products. At the end of the workshop, the 83 women who participated received an assortment of products for their personal use.

Indonesia



FT Indonesia accelerated the business with new category (Tsubaki), we also launched Halal Beauty in 2023 as the first Halal Senka Perfect Whip in Indonesia. In March 2024, we joined with a charity supporting orphaned children to host a dinner party for the children.

Philippines



We hosted a product launch event for the official release of the Tsubaki brand for members of the press and our sales partners. The event was a major opportunity to feature the value of our products and to strengthen our partnerships with stakeholders.

Vietnam



Our activities in Vietnam were aimed at building our business led by the Senka, Tsubaki, Uno, and Fino brands and advancing our sustainability initiatives. These efforts include a special campaign to support breast cancer patients and featuring our Tsubaki brand products. Other programs included visiting orphanages and provided educational materials to children as part of our drive to spread “Fine Smiles.”

Shiseido Vietnam Inc.



SVI, which joined the FineToday Group in December 2023, is the only Group company that has obtained ISO 45001 certification. In addition to our standard product lines, the company also produces Halal-certified products. SVI is also actively promoting environmental initiatives, including being the first in the Group to install rooftop solar panels and increasing its use of renewable energy.