

Giving consumers information they need

Basic policy

In accordance with FineToday's Purpose and Values, and with the FineToday Group Code of Conduct and Ethics (see p. 58), advertising, labeling, promotion, and other activities for FineToday Group products comply with applicable laws and regulations. All products sold to consumers are labeled accurately and advertised and promoted responsibly.

FineToday has established a quality control structure for product labeling to ensure that labeling conforms to applicable laws and regulations and is easy for consumers to read and understand. Staff devoted to checking the content of labeling and advertising participate in training programs led by regulators and in various seminars to be able to judge the quality of labeling in light of the latest legal interpretations and regulatory and societal trends. FineToday also discusses related matters with outside experts and consults with regulators as appropriate, striving to maintain and improve specialized abilities in this area.

Advertising initiatives

FineToday Group has established in-house rules calling for communication in line with the standards for appropriate advertising of medicinal and similar products, the fair competition code, and guidelines for cosmetics advertising from associations

including the Japan Advertising Agencies Association, and Word of Mouth Marketing Association of Japan.

Closed captioning TV commercials

Closed captioning of TV commercials helps to communicate information to a wider range of viewers, including those with special hearing needs. The Japan Commercial Broadcasters Association's closed-captioning initiatives previously accepted closed-captioned TV commercials in only network and local broadcast time slots, but since October 2022 broadcasters have accepted closed-captioned TV commercials in all time slots.

In response, all of FineToday's TV commercials have been closed captioned since the new commercials for the haircare brand Tsubaki first aired on October 14, 2022.

Website

Closed-captioned TV commercials launched
<https://www.finetoday.com/jp/news/newsrelease/20221013/> (Japanese only)

Information on websites

FineToday Group communicates information on products and services via a wide range of media, including not only advertising but also owned media such as brand sites and official social media accounts as well as external media.

The official FineToday website introduced a Consumer Support page in June 2023. This page features frequently asked questions

and answers (FAQs) on each brand and product as well as information on contacting FineToday by Toll-free calls, email, online chat, and social media.

Website

Consumer Support
<https://support.finetoday.com/hc/ja> (Japanese only)

Package initiatives

FineToday's in-house manual on legal requirements for product packaging ensures our products present information in full compliance with laws, regulations, and guidelines so consumers have a clear understanding of our products.

Labeling in the languages of the countries and regions where products are sold

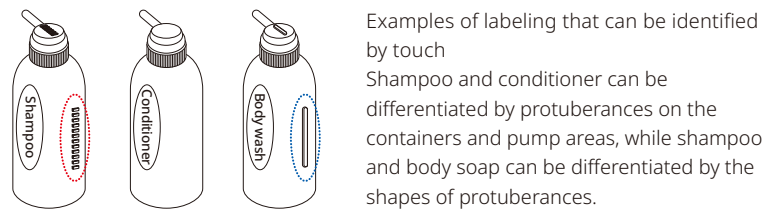
Information on subjects such as how to use products and their ingredients is labeled in local languages. FineToday strives to communicate the information consumers need in accordance with the laws and regulations of the countries and regions where products are sold.

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Universal design

FineToday is promoting universal design of product packages based on Japan Cosmetic Industry Association guidelines and Japan Industrial Standards (JIS).

For example, containers of shampoo, conditioner, and body wash, which often come in similar containers and are used together in baths and bathrooms, feature labeling that can be identified by touch so that consumers with visual disabilities can use them with peace of mind. Products for China & APAC markets have similar labeling.



To reflect the Voice of Consumer in our products and services

The FineToday Consumer Support Desk were set up in June 2023 with the motto “Making Every Day a Fine Day by Listening and Responding to the Voice of Consumer.” The desk responds to questions and comments from consumers by toll-free calls, email, online chat, and social media. The desk shares the Voice of Consumer (VOC) feedback it receives with management and

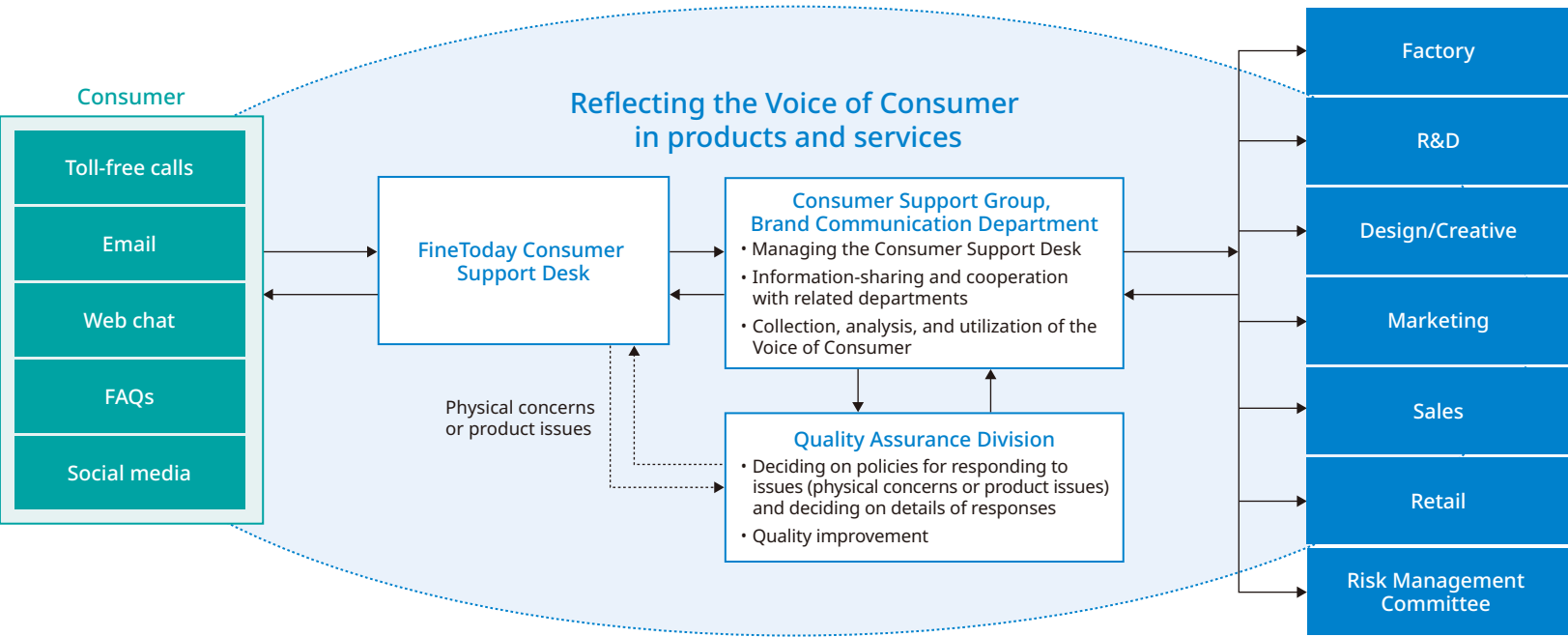
related departments on a daily basis, which helps us to continue improving our products and services.

The introduction of the Consumer Support page to our corporate website led to a year-on-year increase in VOC feedback in FY2023. As in the previous year, about 90% of consumer feedback was about how to use or where to buy a product. The remaining 10% comprised comments indicating dissatisfaction due

to a product being defective or out of stock, requests for a product to be reissued, and compliments about a product’s effectiveness.

We endeavor to promptly and diligently respond to consumer feedback and will continue seeking to provide an environment that makes it easy for customers to contact us with questions and comments about our products.

— To reflect the Voice of Consumer in our products and services (as of April 2024)



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Education and training on advertising and labeling

FineToday's risk management training for all employees other than temporary employees and contractors covers expressions used in advertising and labeling. Training topics in FY2022 and FY2023 included gender expressions and appropriate expressions from the perspectives of ethics or consideration (see p. 57).

We also make every effort to provide consumers with all appropriate information. We held multiple study sessions attended by some 50 brand representatives following the tightened regulations on new types of misrepresentations, such as so-called stealth marketing, outlined in the October 2023 amendment to the Act on Unjustifiable Premiums and Misleading Representations. The legal sections held seminars on trademarks where they provided an overview of the trademark protection system and shared knowledge about the proper use of trademarks. We also conducted training sessions on advertising regulations based on the Act on Securing Quality, Efficacy and Safety of Products including Pharmaceuticals and Medical Devices. Aimed at marketing staff, the sessions seek to prevent false, exaggerated, or unlawful advertising through a careful examination of the law details and specific examples of law violations.

— Education and training plans for FY2023 and beyond (topics)

- Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices
- Act against Unjustifiable Premiums and Misleading Representations
- Voluntary codes of industry associations (guidelines on appropriate advertising of cosmetics and similar products), etc.