

Community collaboration

Basic policy

FineToday Group’s medium- to long-term vision Fine Today & Tomorrow 2030 identifies as one of its goals, prosperity with consumers and other stakeholders. Toward this end, the Group carries out active community collaboration initiatives.

The FineToday Group Corporate Citizenship Policy was established in March 2023 to make steady progress on these activities. The Group strives to make an impact on society and increase corporate value through continual progress on activities centered on the four priority areas of beauty and enrichment, environment and nature, support for the next generation, and support for local residents.

FineToday Group Corporate Citizenship Policy

We are committed to our Purpose – “to enrich the lives of everyone today and for generations to come, one fine day at a time” – and work to realize it through our activities.

In our corporate citizenship activities, we keep our Purpose in the forefront of our minds as we support communities with the aim of contributing to the realization of our Purpose as well as the Brand Purpose set forth by each brand.

Priority Areas



Criteria for reviewing and deciding on activities

- We shall contribute to the realization of our Purpose or Brand Purpose through activities in key areas.
- Activities must enable employees to put our Values into practice.
- We shall maintain a perspective that balances social impact and corporate value.
- We shall collaborate with a wide range of stakeholders, including NPO/NGOs, and leverage their respective advantages.
- We shall make effective use of management resources, including the skills and expertise possessed by employees.

Promotion structure

FineToday Group adopted the Corporate Citizenship Policy and simultaneously launched a Social Contributions Working Group with the missions of promoting the Group’s social contribution activities, collecting and sharing information about the activities, and formulating a governance structure for the activities. In addition, in FY2023 FineToday Group established the FT&T* Awards for social-contribution activities by employees as individuals or in teams. This awards program aims to encourage social-contribution activities to help achieve the Purpose throughout the Group and to properly build a governance system capable of collecting the information needed.

* Fine Today & Tomorrow

Website

Community Contribution Activities
<https://www.finetoday.com/en/sustainability/social/stakeholders/>