

finetoday

FineToday Holdings Co., Ltd.
Corporate Profile

finetoday

Purpose

Our purpose is
to enrich the lives of everyone today and
for generations to come,
one fine day at a time.

Our inherited Aesthetic Intelligence and expertise enables us to help people feel more alive every day.

Our products and services bring wellness to the mind and body as well as the environment.

Our team embodies truth, goodness, and beauty, and acts as one for the benefit of people and the planet.

Values

1. Customer Delight and Commitment to Quality

We strive to delight our customers, providing exceptional products and services tailored to their daily lives.

We work together as one united and agile team to anticipate and meet our customers' true needs wherever they are.

2. Aesthetics Rooted in Us

We are committed to continuing our inherited tradition of "Aesthetic Intelligence".

We are true to both people and the planet.

We act with integrity, compelled to enrich present and future generations by bringing quality and comfort to their minds and bodies.

3. Frontier Spirit

We challenge ourselves to generate ideas, experiment, and be open to new possibilities.

We embrace diversity and inspire each other with different perspectives in pursuit of our purpose.

CEO's Message

I would like to express my sincere gratitude for the ongoing support that the FineToday Group has received.

Based on our purpose, 'to enrich the lives of everyone today and for generations to come, one fine day at a time', we aim to achieve sustainable development as a role model for glocal (global + local) companies in East Asia, in the market for personal care products.

Since our inception as Fine Today Shiseido in July 2021, we have been striving to quickly establish our own autonomous business operations.

In fiscal 2022, 10 office locations in the Asia-Pacific Regions joined the group. Then in April 2023, Shiseido's Kuki Factory became Fine Today Industries Co., Ltd., and began operations as the Group's own factory. In December 2023, we completed the acquisition of the Vietnam Factory (Shiseido Vietnam Inc.). In July 2023, we launched our own R&D site in Toyosu, Koto-ku, Tokyo.

As a result, we have now established an integrated system of operations from technological development to manufacturing and sales that we have pursued since our founding. Our aim is to quickly and responsively develop and provide personal care products that not only help make each day more beautiful and enriching, but also meet diverse needs in each region. By doing this, we are striving for even greater support from consumers in Asia.

ESG initiatives have been a focus of FineToday since its founding, as these activities pair perfectly with its business operations. As part of efforts to fulfill the Group's purpose, we created our mid-to-long-term vision, "Fine Today & Tomorrow 2030," to be achieved by fiscal 2030, which was released on the occasion of FineToday's first anniversary. The Group has set strategic financial and non-financial KPIs in four areas: Principles of Governance, People, Planet, and Prosperity. We are promoting various measures to achieve these targets, and thereby provide ongoing value to all stakeholders.

Accordingly, the FineToday Group promotes both business operations and ESG activities as the two pillars of its management. By accelerating our business expansion as an autonomous manufacturer, we seek to build even greater trust and empathy among all our stakeholders, while sharing the inspiration of FineToday with them.

As part of this effort, our employees' activities are guided by the three elements that comprise our values, namely, Customer Delight and Commitment to Quality, Aesthetics Rooted in Us, and Frontier Spirit.

The Group's human resources are diverse in terms of gender, age group, nationality, and other attributes. The number of employees is expected to reach nearly 3,000 before the end of fiscal 2023. Our employees cooperate easily across departmental boundaries and organizational levels, and pursue autonomous problem-solving in order to better exemplify the Group's three key values. I believe this promotes inclusion in a natural way, and is the source of glocal innovation that is both globally and locally oriented.

FineToday aims to deliver daily-use beauty products with reliable quality that enable everyone to enjoy enriching and positive lifestyles. We will continue to pursue the challenge of becoming a corporate group that will be admired by future generations, even 100 years from now. In this way, we intend to make steady progress toward the fulfillment of our purpose. I urge all our stakeholders to offer us their continued guidance and support.

Tetsuo Komori

Representative Director, CEO
FineToday Holdings Co., Ltd.

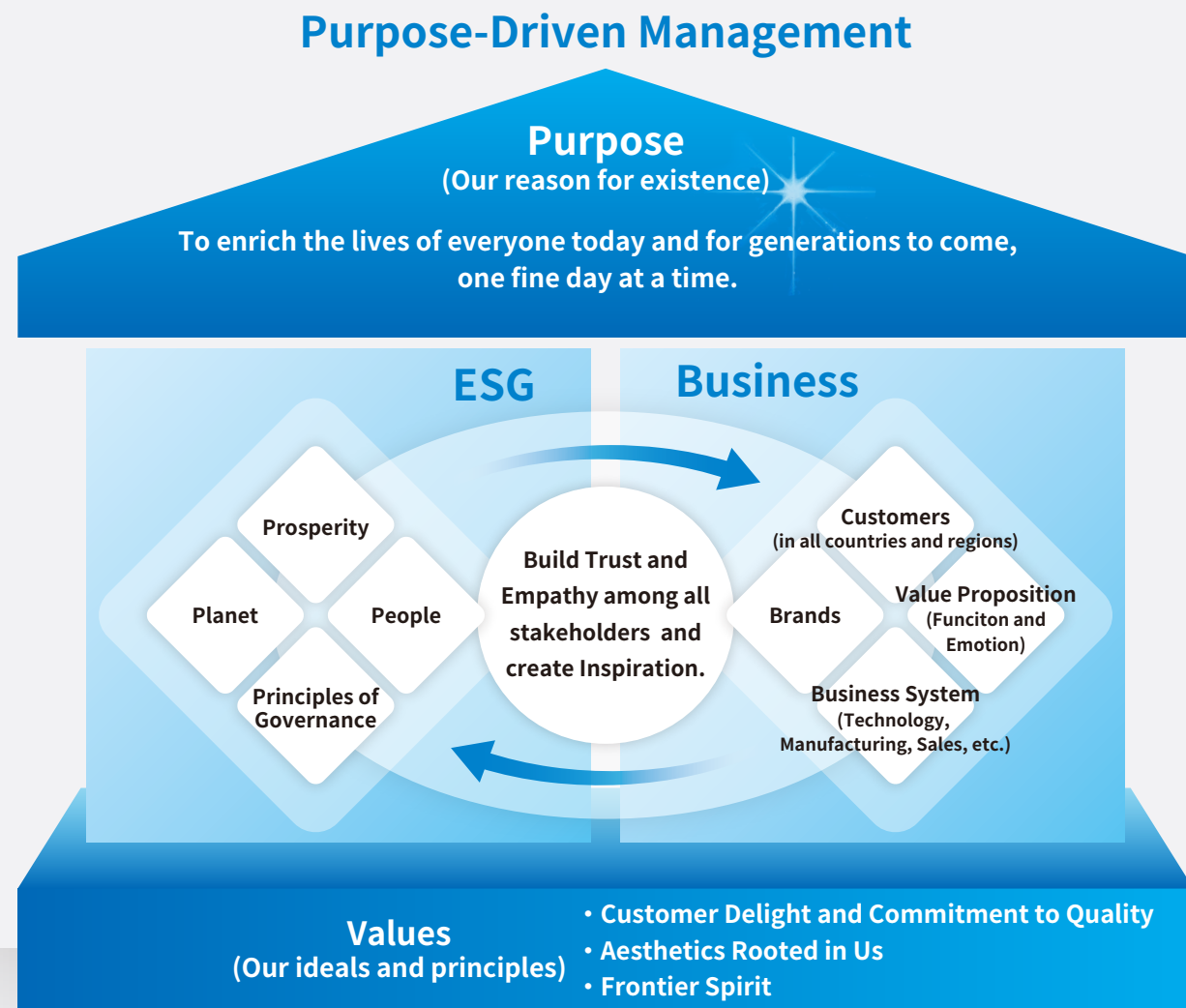


Our Strategy

Our aim is to create both economic and social value through business operations combined with ESG activities, under purpose driven management.

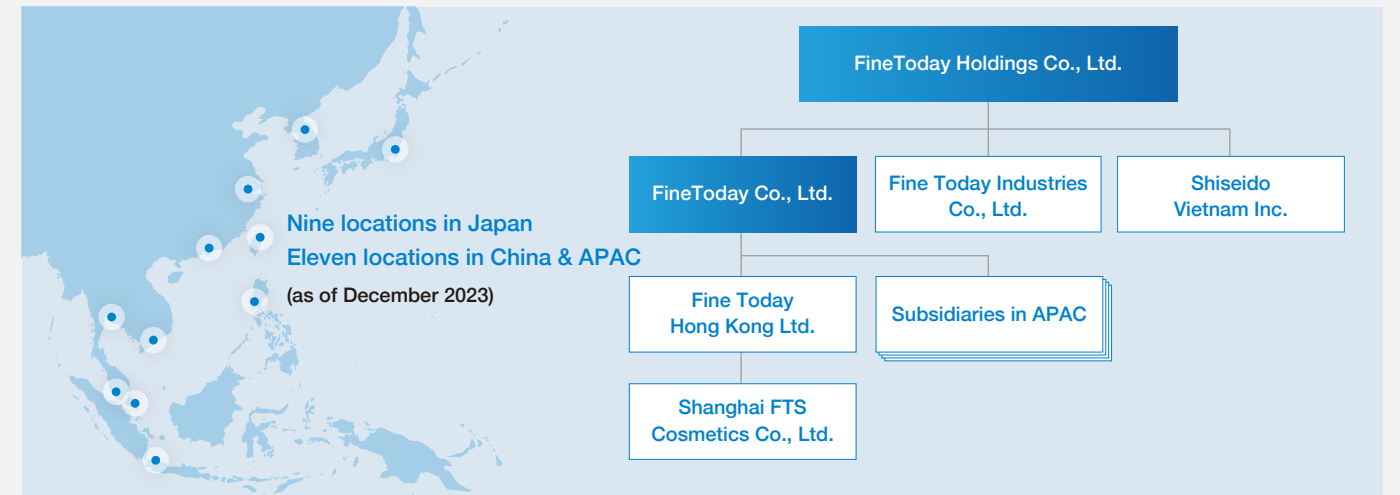
FineToday continues to take on new challenges to enable enriching, positive lifestyles for everyone. With this purpose as the basis of its management, the Group promotes both its business operations and ESG activities.

These dual pursuits mutually support and help promote the sustainability of both the business and the planet. The aim is to further build the trust and empathy among all stakeholders and to create their inspiration. Based on this positive spiral, we aim to create both economic and social value.



Building an Integrated Group-wide Business System for Technological Development, Manufacturing and Sales Becoming Asia's No. 1 Personal Care Company

The Group has a total of 20 office locations across Asia-Pacific Regions, including those in Japan and China. We provide daily-use beauty products to help make every day beautiful and enriching, based on an integrated business system covering technological development, manufacturing and sales. FineToday is aiming for sustainable development as a role model for global companies in East Asia that are globally and locally oriented.



Research and Development Site (FineToday Beauty Innovation Center, Toyosu, Koto-ku, Tokyo)
 Utilizing its advantages as an urban facility with good access to the head office and the factory, the R&D organization carries out product development in close cooperation with other FineToday sites.



Manufacturing Base (Fine Today Industries Co., Ltd., Kuki-shi, Saitama; Shiseido Vietnam Inc., Vietnam)
 Since their days of operating as a Shiseido business unit, both companies have consistently manufactured high-quality personal care products grounded in an understanding of beauty.

Mid-to-long-term vision: Fine Today & Tomorrow 2030

Created as a roadmap to be achieved by fiscal 2030 to realize FineToday's purpose. We have set KPIs for each of the 16 items in the four areas shown in the diagram below, and we are steadily achieving these targets by implementing plan-do-check-act (PDCA) cycle activities for each one.



We aspire to transcend mere daily items to deliver
 “fine products that enrich each and every day.”
 Through our brands, we strive to help color
 and enhance the daily lives of people all around the world
 with the goal of making today
 – such a short moment in time – into a fine day.

Brands



t m r



fino



TSUBAKI



SENKA



uno



Ag



SEA BREEZE



KU RYU



SUPER MILD



AQUAIR



MA CHÉRIE



HADASU



ウォーターインリップ



水分ヘアパック



FRESSY



ハンド・薬用
シリーズ



HG



プリヘア



ヤングパル



ホアン
かみソリ

Voice of Employees

Why did you join the company and what attracts you to the FineToday Group?

Japan



FineToday Co., Ltd.
 YK, Group Manager,
 Supply Chain & Procurement Management Division

I was excited by the phase of creating something from the very beginning together with others, and without any hesitation, I decided to transfer from Shiseido. Many of my colleagues have transferred from different industries, and I find it interesting to be exposed to so many other ways of thinking and areas of knowledge. Each of my colleagues has their own area of expertise and bases judgements on their own standard of values, so it is quite frequently stimulating to hear their opinions and ideas. There is an open atmosphere, and discussions are lively. I can actively join in and raise my hand because everyone around me supports my efforts. To me, one of the most appealing things about the FineToday Group is its corporate culture, in which I am able to enjoy the process of growing along with the company.

China



Shanghai FTS Cosmetics Co., Ltd.
 ZX, KYR Brand Manager

I am delighted to have been able to join FineToday Group, a vibrant and inclusion-focused company. We are a united group of professionals full of enthusiasm and ambition who cooperate with each other in researching and developing widely acclaimed technologies and products under the guidance of a noble corporate philosophy. It encourages me to see the company's continuous forays and breakthroughs into the ever-changing Chinese market. As a member of the Marketing Department, I am able to apply what I have learned through my experiences, while at the same time honing my professional skills as I work alongside highly creative colleagues. Our group is a platform filled with opportunities and challenges.

APAC



Fine Today Korea Co., Ltd.
 YS, General Manager

The phrase that best describes the appeal of the FineToday Group is Big Venture. We already encompass a number of big brands loved by our many customers, and we are able to take on new challenges with the fearlessness of a venture company. We will continue to deliver lasting beauty and abundance to both society and the environment, while cherishing our inherited Aesthetic Intelligence and expertise. We feel that this passion is embodied universally, regardless of region. I am confident that these wonderful assets and our frontier spirit will spur the FineToday Group to even greater heights.

Head Office, Human Resources Division



FineToday Co., Ltd.
 YN, Director, Employee Success G,
 Human Resources Division

What is the role of the Employee Success Group in the Human Resources Division?

The Employee Success Group plays a role in vitalizing the organization by bringing together personnel with diverse backgrounds and ways of thinking. At global conferences, we foster a sense of group-wide unity throughout interactive conversations between employees. In addition, in the same year that the company was founded, we introduced an employee survey system that enables employees and managers to check and verify the same results. We have also adopted other measures as appropriate to ensure the transparency of information and enable each individual employee to act with autonomy. Our aim is to be a company where all employees can be excited about their jobs and at the same time remain aware of global trends.

Sustainability

Priority Identification and Materiality Matrix

We identify the ESG challenges that are important in implementing our mid-to-long-term strategies in terms of their importance both to our stakeholders as a whole as well as to FineToday Group. Once we have identified these challenges, we consider the actions we must take.

Materiality Items



Environment

We want to help pass on a beautiful planet to future generations. Therefore, we believe in the importance of balancing our business activities with global environmental conservation. Through its personal care products, the Group seeks to deliver “fine todays” to people worldwide and to realize a sustainable society for the beautiful and enriching lives of future generations through global environmental protection efforts rooted in our business activities.

Fine Today Industries and Shiseido Vietnam Inc. are the business units that provide manufacturing functions. They have worked to enhance their environmental management systems, making ongoing efforts to reduce environmental impact. Both have acquired the ISO 14001 international standard for environmental management systems.



Addressing Climate Change

The Group has identified climate change as an area for priority measures. While recognizing the importance of reducing greenhouse gas emissions throughout our value chain, we will promote the activities necessary to help realize a decarbonized society.

The Group understands its business environment is very susceptible to climate change. In order to achieve sustainable business growth amid global climate change, we will assess the situation and take appropriate measures.

In March 2023, we released our TCFD report. It includes scenario analysis to identify relevant climate-related risks, opportunities, and long-term impacts.

TCFD Report:

https://www.finetoday.com/en/uploadimages/FineToday_TCFDreport2023.pdf



Action Towards a Sound Material-Cycle Society (Circularity)

We also consider the realization of circularity as a priority issue. FineToday is working on this from various angles throughout its value chain. This includes reducing our environmental impact by using bottles made from naturally derived materials, while reducing waste by streamlining the ordering and usage of promotional materials. By enhancing coordination throughout the company, we will develop and promote such activities.

Social

Human rights and the realization of diversity, equity, and inclusion (DE&I) are important themes for FineToday, as it expands its business globally. By providing human rights training for employees while hiring and promoting diverse human resources regardless of background, our aim is to promote the sustainable development for the Group and society. We are also progressively expanding human rights due diligence in our supply chain.

The Group’s manufacturing company, Fine Today Industries, has obtained ISO 22716, the international standard for quality and safety in cosmetics manufacturing. It is committed to manufacturing safe high-quality products by maintaining the appropriate practices required by this standard. Shiseido Vietnam Inc. provides localized products carefully designed to accommodate the needs and cultures of the Islamic world and other markets. It has acquired Halal Certification and some products have also received the same certification.

FineToday is strengthening its communication with various stakeholders in local communities. This includes engaging in proactive community contribution activities at our sites worldwide.

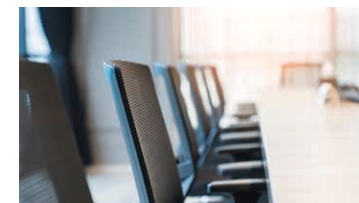


Manufacturing under strict safety and hygiene standards



Donation of products to local governments, and social welfare facilities, etc.

Governance



Based on the Group’s purpose, we are working to establish a transparent governance system. The Group seeks to foster an organizational culture that refuses to tolerate any compliance violations, while actively working to prevent them from occurring. To achieve this, we fully comply with our company rules as well as all relevant laws and regulations in the countries and regions in which we operate. We have also established guidelines that outline specific actions that officers and employees should take so that they can apply higher ethical standards to their work. Moreover, the Group has also established a system to appropriately manage various risks.

Participation in Initiatives and External Evaluation



Task Force on Climate-Related Financial Disclosures (TCFD)
Endorsed in June 2022
【FineToday Co., Ltd.】



UN Global Compact
Signed in April 2022
Also joined Global Compact Network Japan at the same time
【FineToday Co., Ltd.】



Roundtable on Sustainable Palm Oil (RSPO)
Joined in April 2022
【FineToday Co., Ltd.】



Women's Empowerment Principles (WEPs)
Signed in March 2022
【FineToday Co., Ltd.】



EcoVadis
In September 2023, the Group was awarded the Gold rating by EcoVadis, placing the Group in the top 5% of all rated companies. EcoVadis is the world’s largest sustainability rating agency, with over 100,000 registered companies representing 175 countries.
【FineToday Group】

For more information on our sustainability efforts, please see our website.

<https://www.finetoday.com/en/sustainability/>

Office Locations

Japan

FineToday Holdings Co., Ltd.

Manufacturing, Sales and Marketing of Personal Care Products, etc.

18F, Shinagawa Grand Central Tower, 2-16-3 Konan, Minato-ku, Tokyo

FineToday Co., Ltd.

Sales and Marketing of Personal Care Products, etc.

Head Office (Shinagawa Office)

18F, Shinagawa Grand Central Tower, 2-16-3 Konan, Minato-ku, Tokyo
TEL : 03-6864-0243

Hokkaido Office

Sapporo Hokushin Building, 6-11 Minami Ichijo Nishi, Chuo-ku, Sapporo-shi, Hokkaido
TEL : 011-210-5957

Tohoku Office

Aobadori Plaza, 3-2-1 Chuo, Aoba-ku, Sendai-shi, Miyagi
TEL : 022-263-6230

Chubu Office

Ultimate Meieki 1st, 3-4-10 Meieki, Nakamura-ku, Nagoya-shi, Aichi
TEL : 052-562-1970

Kinki Office

Tradepia Yodoyabashi, 2-5-8 Imabashi, Chuo-ku, Osaka-shi, Osaka
TEL : 06-6205-7711

Chushikoku Office

Hiroshima Fukuromachi Building, 5-25 Fukuromachi, Naka-ku, Hiroshima-shi, Hiroshima
TEL : 082-245-7540

Kyushu • Okinawa Office

Tenjin Front Square, 2-1-10 Maizuru, Chuo-ku, Fukuoka-shi, Fukuoka
TEL : 092-771-5881

FineToday Beauty Innovation Center

MEBKS TOYOSU, 6-4-34 Toyosu, Koto-ku, Tokyo
TEL : 03-5860-4145

Fine Today Industries Co., Ltd.

Manufacturing of personal care products, etc.

5 Kiyoku-cho, Kuki-shi, Saitama
TEL : 0480-23-1101

China and APAC

Shanghai FTS Cosmetics Co., Ltd.

Room 1201-1206, CITIC Pacific Plaza, No. 1168, West Nanjing Road, Jing'an District, Shanghai 200041, China
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Fine Today Korea Co., Ltd.

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Fine Today Singapore Pte. Ltd.

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Fine Today Taiwan Inc.

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Fine Today Philippine Corp.

10th Floor, Six/NEO, 5th Avenue corner 26th Street, Bonifacio Global City, Taguig City, Metro Manila 1634, Philippines
TEL : +63-2-8651-7458

PT. Fine Today Indonesia

Unit F&G, 33rd Floor, Tower A, EightyEight@Kasablanka, Casablanca Raya Street, Lot 88, South Jakarta 12870, Indonesia
TEL : +62-21-22908934

Fine Today Malaysia Sdn. Bhd.

Lot 4-401 & 4-402, Level 4, The Starling Mall, No. 6, Jalan SS 21/37, Damansara Utama, Petaling Jaya 47400, Selangor, Malaysia
TEL : +603-77191888

Fine Today (Thailand) Co., Ltd.

Unit 914, 9th Floor, Unicorn Building, No. 111, True Digital Park West, Sukhumvit Road, Bangchak, Phra Khanong, Bangkok 10260, Thailand

FT Vietnam Ltd.

Room 25W101, 25th Floor, E Town Central, 11 Doan Van Bo, Ward 13, District 4, Ho Chi Minh, 7000, Vietnam
TEL : +84-2873003776

Shiseido Vietnam Inc.

Manufacturing of personal care products, etc.

Lot 231-233-235-237, Amata Road, Amata Industrial Park, Long Binh Ward, Bien Hoa City, Dong Nai Province, Vietnam
TEL : +84-61-393-6468

Company Profile

Company Name	FineToday Holdings Co., Ltd.
Head Office	18F, Shinagawa Grand Central Tower, 2-16-3 Konan, Minato-ku, Tokyo, Japan
Representative	Tetsuo Komori (Representative Director, CEO)
Our Business	Manufacturing, Sales and Marketing of Personal Care Product, etc.
Date of Business Launch	January 1, 2023

Shiseido Company, Limited maintains a 20.1% stake in FineToday Holdings Co., Ltd. and indirectly promotes this personal care product business as a joint venture.



Company History

October 1959	— Shiseido Trading Co., Ltd. founded.
July 1990	— Shiseido Trading Co., Ltd. renamed to Shiseido Fine Toiletry Co., Ltd.
October 2000	— FT Shiseido Co., Ltd. founded. Absorbed Shiseido Fine Toiletry Co., Ltd. while also receiving the transfer of Shiseido Company, Limited's personal care business, including the Kuki Factory.
October 2003	— New FT Shiseido Co., Ltd. founded through an incorporation-type company split. Inherited all business from the former FT Shiseido Co., Ltd. other than manufacturing (Kuki Factory). As a result, the former FT Shiseido Co., Ltd., which became engaged only in manufacturing (Kuki Factory), was absorbed into Shiseido Company, Limited.
May 2021	— Fine Today Shiseido Co., Ltd. founded.
July 2021	— Fine Today Shiseido Co., Ltd. takes over the personal care business from Shiseido Company, Limited and FT Shiseido Co., Ltd. through an absorption-type company split and launches its business.
January 2023	— FineToday Holdings Co., Ltd. (FTHD) founded and transitioned to a holding company structure. Aims to accelerate the construction of a management system for integrated technological development, manufacturing and sales.
April 2023	— Fine Today Shiseido Co., Ltd. renamed to FineToday Co., Ltd. — Fine Today Industries Co., Ltd. (a wholly owned subsidiary of FTHD) founded through acquiring personal care product manufacturing operations belonging to Shiseido Company, Limited.
July 2023	— Opens a new R&D site, "FineToday Beauty Innovation Center".
December 2023	— Acquired Shiseido Vietnam Inc., the Vietnam Factory operator and a wholly owned Shiseido subsidiary.

The origin of our corporate logo

finetoday

Our company name "FineToday" represents our commitment to delighting and enriching daily lives, and creating a world in which everybody can joyfully say "Today is a fine day."

The letter "f" is arranged with the musical note ♪ to create a sense of dynamism and enthusiasm for a wonderful day. The blue color represents the clear sky of a fresh new day.