

# 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



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.



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.



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.

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## Editorial Policy

Business administration and promotion of environmental, social, and governance (ESG) initiatives serve as the integral twin axles of FineToday Group's business. The Group has published this document, the Sustainability Report for the first time, to enhance dialogue with stakeholders. The first part of the Report consists of the "Introduction" and "FineToday Group's Sustainability." These include a message from the CEO along with information serving as the fundamental premises of reporting on ESG activities, including FineToday's Purpose and Values, its medium- to long-term vision, and information on R&D and manufacturing activities. With reference to Global Reporting Initiative (GRI) Standards, the sections on the "Environment," "Social," and "Governance" each report on individual activities related to ESG initiatives, as comprehensively and specifically as possible. Stakeholder dialogue is essential to business growth and raising the bar on ESG initiatives. FineToday Group will continue its proactive approach to disclosure in the future as well.

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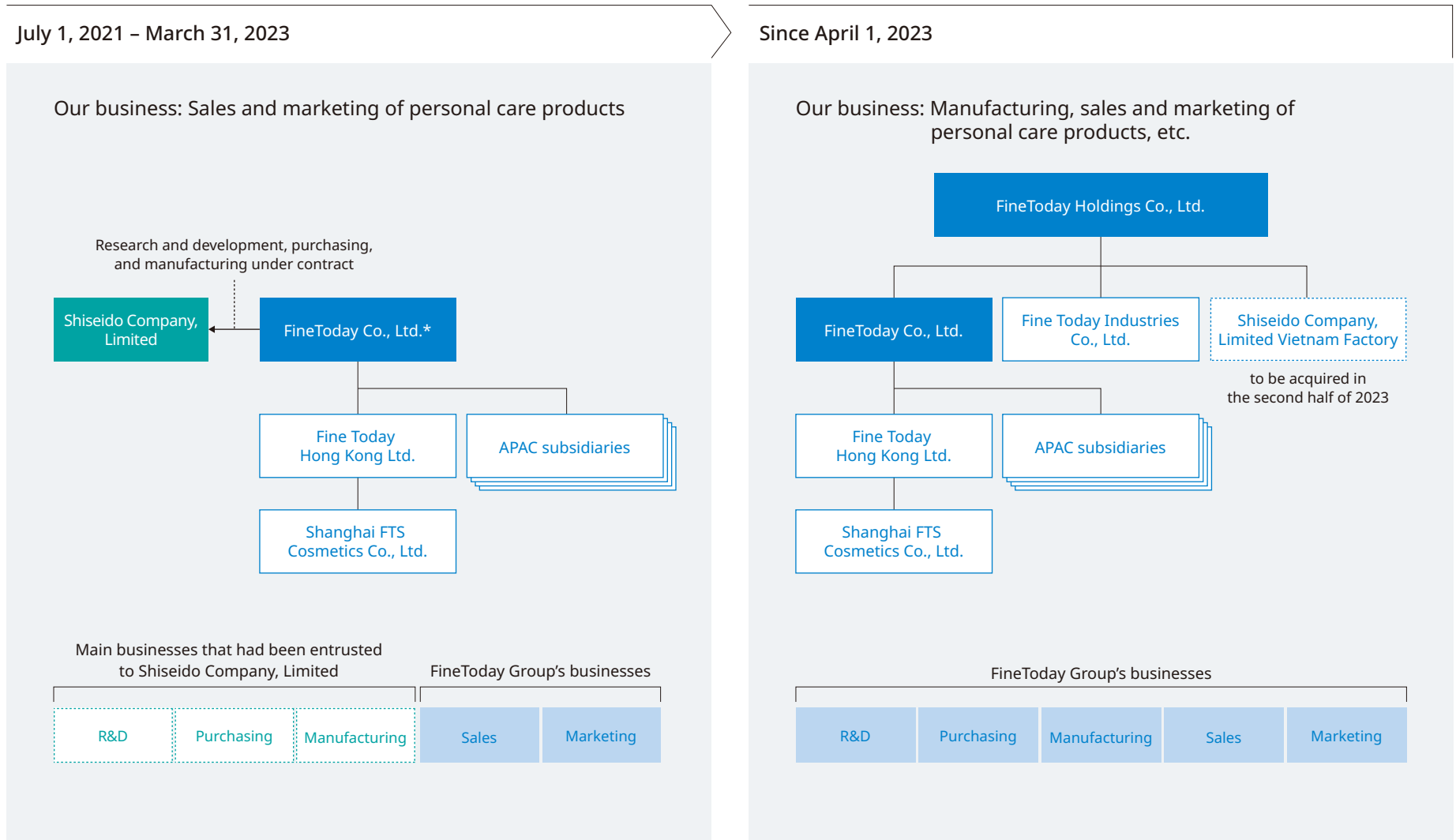
<b>Published</b>	August 4, 2023 * This Report is the first Sustainability Report published by FineToday Holdings Co., Ltd.
<b>Period covered by this Report</b>	FY2022 (January 1 – December 31, 2022) * Includes some information from other periods.
<b>Organizations covered by this Report</b>	FineToday Holdings Co., Ltd. and 12 Group companies (two companies in Japan, two companies in China, and eight companies in the Asia-Pacific [APAC] region)

<b>Subjects referred to in this Report</b>	Information on FineToday Holdings Co., Ltd. is identified by the terms "FineToday Holdings Co., Ltd." and "Company." Information on the Group as a whole uses the terms "FineToday Group" and "Group." Information concerning FineToday Co., Ltd. uses the terms "FineToday Co., Ltd." and "FineToday." Other companies are referred to by their individual names.
<b>Guidelines and other reference materials</b>	<ul style="list-style-type: none"> <li>• The Global Reporting Initiative's GRI Standards</li> <li>• The Framework of the Task Force on Climate-related Financial Disclosures (TCFD)</li> </ul>

FineToday Group launched its business in July 2021 as a fables manufacturer succeeding to the personal-care businesses of Shiseido Company, Limited and FT Shiseido Co., Ltd., through an absorption-type company split.

On April 1, 2023, the Group secured its own manufacturing facility when it acquired the businesses of the Kuki Factory from Shiseido Company, Limited. This established a structure integrating manufacturing and sales functions and made steady progress toward a business system that includes functions such as research and development and purchasing. Plans call for acquiring the business of the Shiseido Company, Limited wholly owned subsidiary Shiseido Vietnam Inc. in the second half of 2023. The Group also is making steady progress on preparing to bring R&D facilities in-house.

Shiseido Co., Ltd. will continue to support our Group's operations for a certain period of time after April 1, 2023, under certain conditions. This support is intended to develop a structure capable of independent business activities.



\* On January 1, 2023, the trade name (corporate name) changed from Fine Today Shiseido Co., Ltd. to FineToday Co., Ltd.

# 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.

## Network

Operating 19 locations as a glocal company in Asia

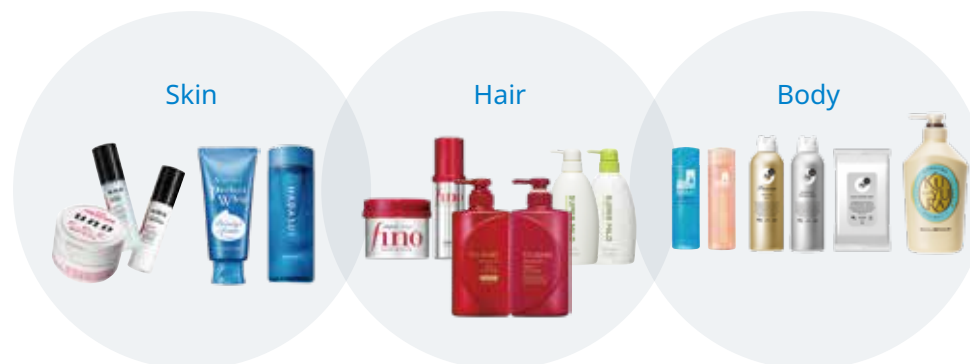
In addition to Japan, FineToday Group has sales and brand marketing offices abroad. It aims to meet the diverse needs of people in Asia as a glocal company in the region.



## Brands

Offering daily-use beauty products for beautiful 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 (FY2022)

## Percentage of revenue from overseas

More than 50% (FY2022)

## Group employees

Approx. 1,900

## Group percentage of women employees by region

Region	Japan	China	APAC
Approx.	50%	60%	80%

(As of April 2023; not including executives and temporary employees)