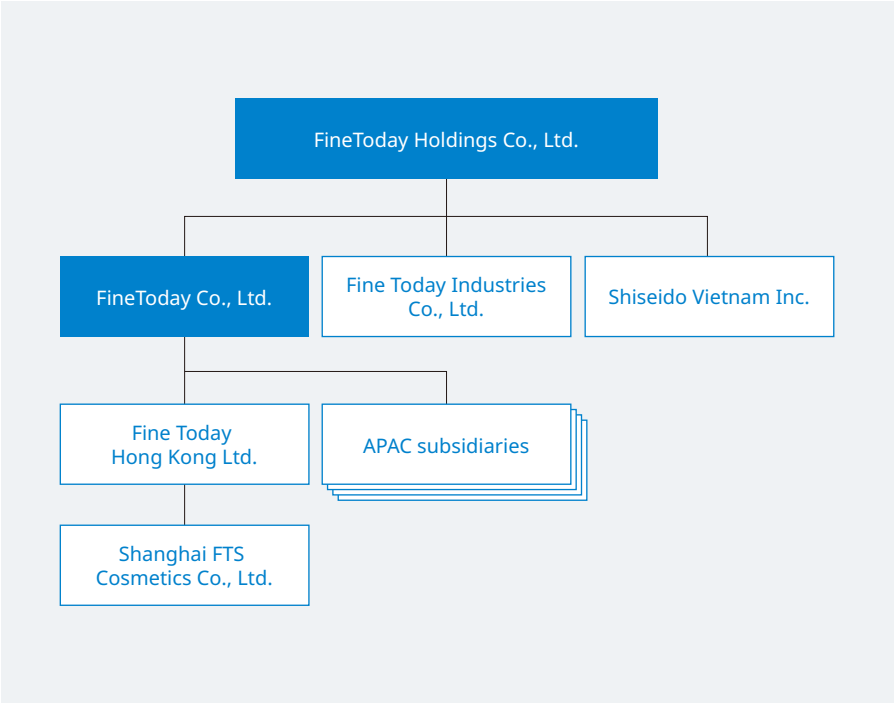


FineToday Group launched its business in July 2021 as a fabless manufacturer succeeding the personal-care businesses of Shiseido Company, Limited and FT Shiseido Co., Ltd., through an absorption-type company split.

In 2023, we acquired of Shiseido Vietnam Inc. along with its Kuki Factory and Vietnam Plant from Shiseido Company, Limited. We also established our own R&D facility, the FineToday Beauty Innovation Center, in Tokyo, Japan, and established our business structure integrating technology development, production, and sales.

Following our Purpose, the FineToday Group seeks to quickly and flexibly develop beautifying and enriching personal care products for consumers across Asia. We aim to be a glocal corporation that is a role model for advancing sustainable business practices in the Asia region.



Company profile

Company Name
FineToday Holdings Co., Ltd.

Location of 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 Products, etc.

Date of Business Launch
January 1, 2023