

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.

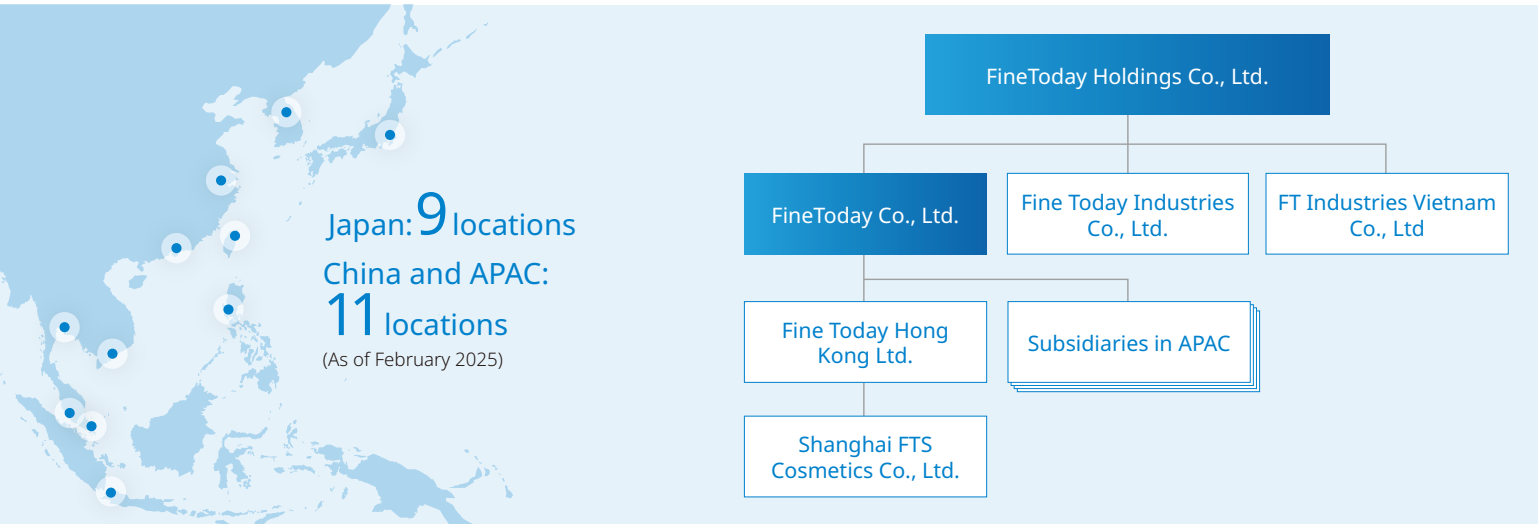


We challenge ourselves to generate ideas, experiment, and be open to new possibilities. We embrace diversity and inspire each other with different perspectives in pursuit of our purpose.

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



The origin of our corporate logo & symbol mark

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.

Fine Today Industries Co., Ltd.



Fine Today Industries Co., Ltd. (FTI), which is responsible for FineToday Group's manufacturing functions, began operation in April 2023. FTI, whose predecessor the Shiseido Co., Ltd. Kuki Factory began operation in 1983, seeks to produce high-quality personal care products to beautify and enrich consumers' daily lives, with a thorough focus on Aesthetic Intelligence. In its manufacturing processes, it focuses on lessening environmental impact and maintaining safe, secure working environments, as a member of the local community. FTI has a worldwide presence in the FineToday Group, as it aims to develop an integrated business system from technology development through purchasing, manufacturing, sales, and marketing.

Location of Head Office	5 Kiyoku-cho, Kuki City, Saitama Prefecture
Site Area	Approx. 100,000 square meters
Business Areas	Manufacturing of personal care products, etc.
Certifications	• ISO 14001 • ISO 22716

FT Industries Vietnam Co., Ltd.



In December 2023, FineToday Holdings Co., Ltd. acquired Shiseido Vietnam Inc. (SVI), a wholly-owned subsidiary of Shiseido Company, Limited operating a factory in Vietnam. The acquisition was the Group's first overseas production base and fulfilled the Group objective to establish a fully integrated structure from technological development to production and sales. The structure was substantiated in name and reality in November 2024 with the adoption of the new company name FT Industries Vietnam Co., Ltd. (FTIV).
FTIV has been producing halal-certified products since 2012 and provides localized products meeting specific market and cultural needs in each Asia-Pacific (APAC) region. The company also improved its environmental performance with the installation of rooftop solar panels in August 2024, which provided approximately 20% of its power needs in FY2024.

Location of Head Office	Long Binh Industrial Park (Amata), Long Binh Ward, Dong Nai Province, Vietnam
Site Area	Approx. 70,000 square meters
Business Areas	Manufacturing of personal care products, etc.
Certifications	• ISO 14001 • ISO 45001 • Halal certification

FineToday Beauty Innovation Center



The FineToday Group established the FineToday Beauty Innovation Center in July 2023 as an urban laboratory for research and development of personal care products.
Located in Toyosu, Koto, Tokyo, the center is easily accessible from the FineToday Head Office in Minato, Tokyo, and the production center FineToday Industries in Kuki, Saitama. The tight collaboration between the Group's brand marketing, production, and sales functions and the active communication with the R&D department enables us to accelerate innovation of new value to deliver to customers.

Location of Head Office	MEBKS TOYOSU, 6-4-34 Toyosu, Koto-ku, Tokyo
Site Area	Approx. 1,100 square meters
Function and Role	Research and development of personal care products

Providing daily beauty products to enrich people’s lives as a glocal company in Asia

FineToday Group delivers high-quality personal care products based on an understanding of consumers’ essential needs. Demonstrating a frontier spirit based on our Aesthetic Intelligence, we aim to become Asia’s No.1 daily beauty product company.



Consolidated net revenue
More than
JPY **100** billion (FY2024)

Percentage of
revenue from overseas
Over **50**% (FY2024)

Group employees

Approx. **2,300** (As of December 31, 2024)

Percentage of
employees overseas*
Approx. **45**% (FY2024)
* Employees outside Japan

Percentage of
women employees
Japan **50**% China **70**% APAC **70**% (As of December 31, 2024)

Building Strong, Diverse Brands That Last

FineToday Group products are more than everyday essentials—they are daily beauty rituals that spark joy and enrich everyday life, earning the trust and loyalty of our consumers.

Our UNO Face Color Creator (BB Cream for Men), for example, which commands 88%* value share of the market for men's foundation products, is shaping new self-care habits and empowering men to embrace diverse lifestyles and authentic self-expression.

We are committed to building brands and products that deliver unique experiences and contribute to a society where everyone can express themselves freely and confidently.

* Percentage of the men's foundation market in terms of value, Intage SRI+ January 1, 2024 to December 31, 2024



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fino



TSUBAKI



SENKA



uno



Ag+



SEA BREEZE



KUYA



SUPER MILD



AQUAIR
水之書話



MA CHÉRIE



HADASUI



ウォーターインリップ



水分ヘアパック



FRESSY



ハンド・足裏
シリーズ



HG



プリベア



ヤングバブル



ボアソ
かみそり

In line with our purpose “To enrich the lives of everyone today and for generations to come, one fine day at a time,” we at FineToday Group work to identify our key issues (material issues) in order to promote sustainability management and strive to resolve social issues through our business activities. As one aspect of these efforts, we participate actively in international initiatives. Our sustainability activities also are evaluated by an external organization.

Participation in external initiatives

Task Force on Climate-Related Financial Disclosures (TCFD)

Endorsed in June 2022
FineToday



Task Force on Climate-Related Financial Disclosures (TCFD)

Consortium joined in December 2023
FineToday



Science Based Targets initiative (SBTi)

Certified for “1.5°C target” in January 2024
FineToday



Roundtable on Sustainable Palm Oil (RSPO)

Joined in April 2022
FineToday



Taskforce on Nature-related Financial Disclosures (TNFD)

Registered as a TNFD Adopter in July 2025
FineToday



Japan Clean Ocean Material Alliance (CLOMA)

Joined in May 2025
FineToday



Women’s Empowerment Principles (WEPs)

Signed in March 2022
FineToday



UN Global Compact

Signed in April 2022
Also joined Global Compact Network Japan at the same time
FineToday



External Evaluation

EcoVadis

In December 2024, FineToday Group earned a Gold Medal from EcoVadis. The Gold Medal is awarded to only the top 5% among companies evaluated. EcoVadis is the world’s largest sustainability assessment agency, with more than 150,000 registered companies in 185 countries.
FineToday Group



Cultural Diversity Index

In October 2024, the Company received Gold certification from CDI for its guidelines for cultural diversity initiatives and inclusion metrics, which cover ethnicity, race, skin color, culture, customs, language, and religion.
FineToday Group



Shareholder Voice

We are ongoing partners in the creation of sustainable value

Rebekah Earp — Managing Director, Asia, CVC Capital Partners

FineToday Co., Ltd. commenced its operations in July 2021, when Funds advised by CVC Capital Partners (CVC) carved out the Personal Care business from Shiseido. At CVC we work in close partnership with our portfolio companies to build better businesses. FineToday group has made many excellent and progressive achievements since its establishment. During this time, we have been delighted to see the brand adopt reusable and recyclable packaging; reduce GHG emissions in accordance with the SBTi. 1.5°C target, including solar power generation in Vietnam; and issue both sustainability and TCFD reports.

These have culminated in EcoVadis Gold medals for 2023 and 2024. As partners, we look forward to continuing to work with FineToday to create sustainable value for all stakeholders.