

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.

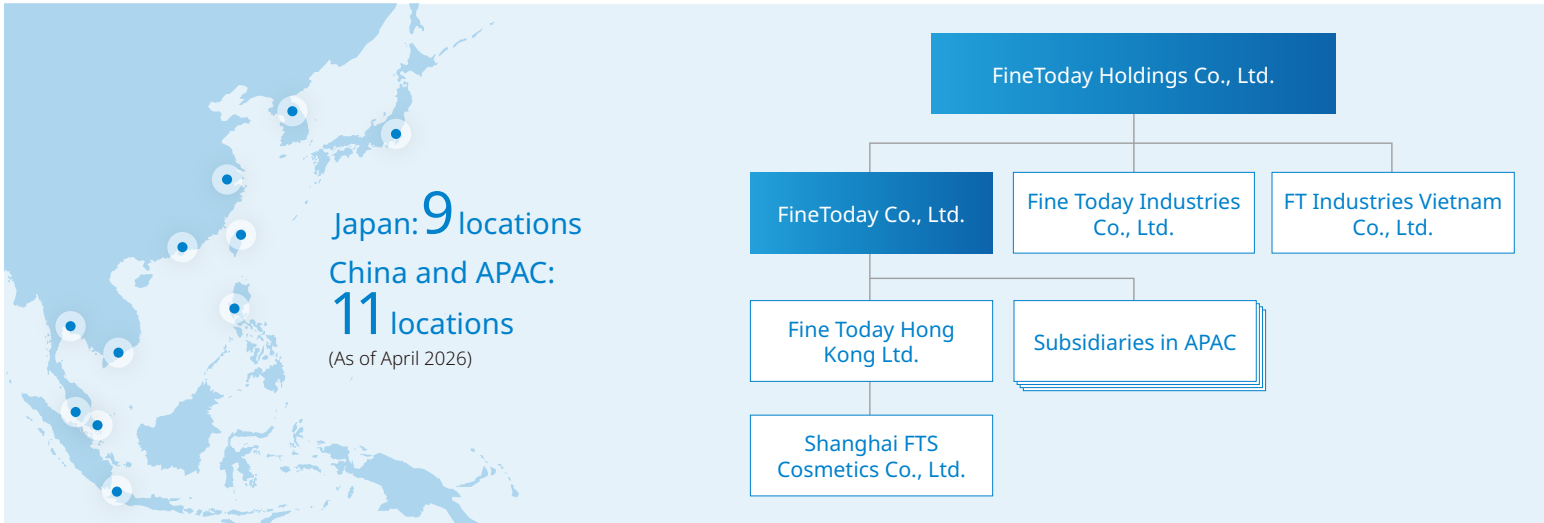


We challenge ourselves to generate ideas, experiment, and be open to new possibilities. We embrace diversity and inspire each other with different perspectives in pursuit of our purpose.

The 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 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.



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.

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, President and CEO
- Business Areas**
Manufacturing, Sales and Marketing of
Personal Care Products, etc.
- Date of Business Launch**
January 1, 2023

Providing refined beauty essentials to beautify and enrich people's lives as a glocal company in Asia

The 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 sales
More than
JPY **110** billion (FY2025)



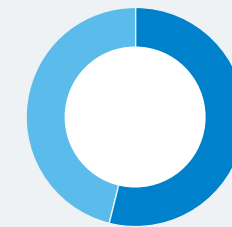
Percentage of
revenue from overseas
Approx. **60** % (FY2025)



Adjusted consolidated
operating profit margin*1
15.2 % (FY2025)

Percentage of
women employees

Japan **50** % China **70** % APAC **70** % (As of December 31, 2025)



Percentage of
employees overseas*2
Approx. **54** %
(FY2025)



Group employees

Approx. **2,300**
(As of December 31, 2025)



*1 Adjusted consolidated operating profit: To reflect our actual earning power, financial figures are adjusted to exclude one-time expenses related to our independence from Shiseido Co., Ltd., IPO-related costs, and foreign exchange gains/losses. *2 Employees outside Japan

Building strong, diverse brands that last

The FineToday Group's product offerings go beyond everyday items and embody refined beauty essentials that make each day more beautiful and fulfilling for the user. Our long-loved brands bring joyful experiences to people's daily lives around the world.



R&D drives value creation that inspires and delights

The FineToday Group provides refined beauty essentials designed to enrich and add beauty to people’s daily lives.

We develop products and services tailored to each market across our 11 countries and regions in Asia to meet both expressed and latent consumer needs shaped by local cultures and lifestyles.

Our R&D Division drives these efforts by advancing both brand value development and fundamental technologies. Our brand value development places equal emphasis on delivering outstanding quality and on creating the emotional value that consumers experience when using our brands.

Our research on fundamental technologies leverages open innovation to incorporate cutting-edge technologies and expertise from external partners. This approach strengthens the functional advantages of our products while driving innovations that create new customer value.

Research and development center

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

Production system delivering high-quality products and value

The FineToday Group manufactures its products at two manufacturing sites: Fine Today Industries in Japan and FT Industries Vietnam. The Group pursues business growth through an integrated structure spanning technology development, production, and sales, supported by a supply chain optimized to deliver high-quality products. We also reduce environmental impact, provide safe and comfortable workplaces, and advance other initiatives that support our sustainability goals.

Manufacturing and development sites

Fine Today Industries Co., Ltd.



Fine Today Industries Co., Ltd. (FTI), which is responsible for the 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 plays a central role in the FineToday Group's integrated operations 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 • ISO 45001 • RSPO Supply Chain Certification

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 40% (39.6%) of its power needs in FY2025.

Location of Head Office	Lot 231-233-235-237, Amata Road, Long Binh (Amata) Industrial Park, 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 • RSPO Supply Chain Certification