

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.

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Editorial Policy

Business administration and promotion of environmental, social, and governance (ESG) initiatives serve as the integral twin axes of FineToday Group's business. The Group publishes a Sustainability Report to deepen its 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 "Environmental," "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.

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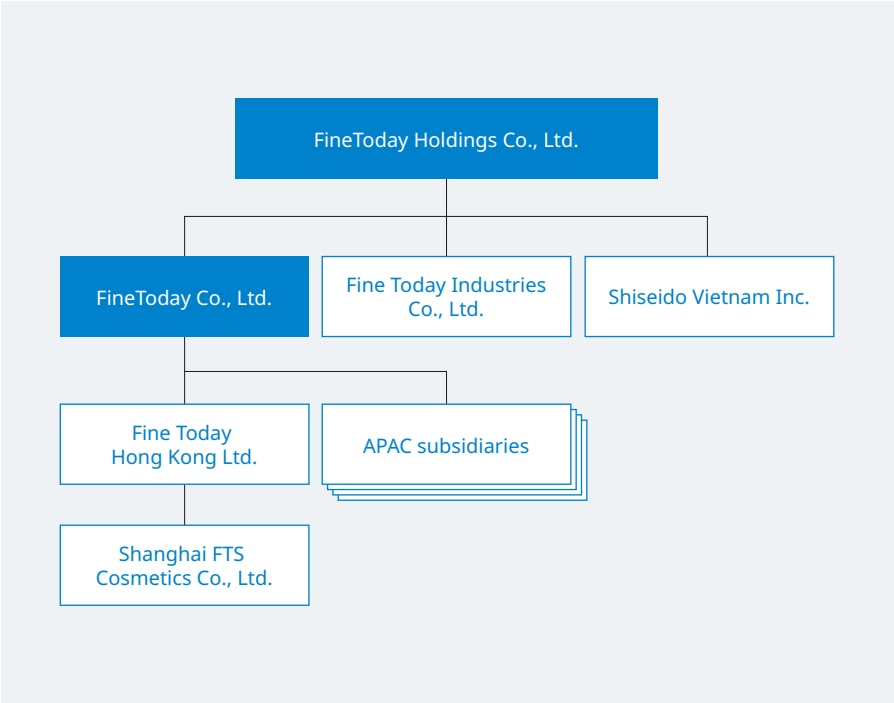
Published	August 2024
Period covered by this Report	FY2023 (January 1–December 31, 2023) * Includes some information from other periods.
Organizations covered by this Report	FineToday Holdings Co., Ltd. and 13 Group companies (two companies in Japan, two companies in China, and nine companies in the Asia-Pacific [APAC] region)

Subjects referred to in this Report	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.
Guidelines and other reference materials	• The Global Reporting Initiative's GRI Standards • The Framework of the Task Force on Climate-related Financial Disclosures (TCFD)

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

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

Shiseido Vietnam Inc.



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.

SVI has been producing halal-certified products since 2012 and provides localized products meeting specific market and cultural needs in each Asia-Pacific (APAC) region. Since August 2024, solar panels installed on the company's buildings have been providing roughly 40% of its electrical energy.

Location of Head Office	Amata Industrial Park, Bien Hoa City, 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

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 (materiality items) 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



Task Force on Climate-Related Financial Disclosures (TCFD)

Consortium joined in December 2023



Science Based Targets initiative (SBTi)

Certified for “1.5°C target” in January 2024



UN Global Compact

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



Roundtable on Sustainable Palm Oil (RSPO)

Joined in April 2022



Women's Empowerment Principles (WEPs)

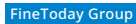
Signed in March 2022



External
Evaluation

EcoVadis

In September 2023, 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 100,000 registered companies in 175 countries.



Shareholder Voice

We are ongoing partners in the creation of sustainable value

Rebekah Earp ESG Director, Asia, CVC Capital Partners

FineToday Co., Ltd. commenced 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 emissions by redesigning manufacturing processes and switching to clean energy; and issue both sustainability and TCFD reports. This has culminated in a Gold EcoVadis medal. As partners, we look forward to continuing to work with FineToday to create sustainable value for all stakeholders.

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.

Brands

Offering daily-use beauty products for 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 (FY2023)

Percentage of revenue
from overseas
Approx. 60% (FY2023)

Group employees
Approx. 2,600 (As of April 2024)

Percentage of employees
overseas
Approx. 60% (As of April 2024)

Percentage of women employees		
Japan	China	APAC
Approx. 50%	Approx. 60%	Approx. 70%
(As of April 2024)		

Network

Operating in 20 locations as a glocal company in Asia

Outside of Japan, FineToday Group has manufacturing, sales, and brand marketing offices in China, APAC countries, and other regions. As a glocal entity in Asia, the FineToday Group provides products meeting diverse customer needs.

China
Taiwan
Korea
Japan

Malaysia

Worldwide:
20 locations

Japan: **9** locations

China and APAC:

11 locations

(As of December 2023)

2023 Highlights

The FineToday Group's 20 bases in the Asian region are all driven by our Purpose and advancing various activities to promote the Group's business and ESG objectives.

Japan

We established the FineToday Beauty Innovation Center in July 2023 to serve as the R&D base for the Group. We also introduced the Group's first in-house developed hair care brand +tmr (Plus Tomorrow). In addition, we improved the sustainability characteristics of our products, including using recycled PET plastic in our product bottles.

Fine Today Industries Co., Ltd.

Fine Today Industries, which serves as the mother factory for the Group, registered as an SDG Promotion Partner in Kuki City, Saitama Prefecture in December 2023. As a registered partner, we provide gift products for the city's hometown tax payment program as also donate to local NPOs.

China

We stepped up development and production of original products catered to the needs of local customers. We also actively trained local human resources and rejuvenated our organization as we continued to increase our business in the Chinese market. Also during the year, we took steps to integrate ESG activities into our business operations.

Korea

Our activities in Korea centered on marketing the Senka brand products with a major sales campaign highlighting the brand's 20th year on the market. The strong boost from the campaign lifted sales to a record high in FY2023. Korean media and retailers also bestowed Senka with several awards recognizing it as the top brand of cleansing products.

Malaysia

We significantly improved the profitability of our operations in Malaysia in FY2023 by aggressively developing our business and advancing several activities prioritizing sustainability. Major activities included supporting a mangrove conservation program and providing daily necessities to low-income families.

Taiwan

In Taiwan, our main focus was expanding our business and promoting our social contribution activities. General managers led all staff in participating in a beach cleanup activity, and the Company and employees pooled donations to provide Christmas gifts to underprivileged children.

Network

Operating in 20 locations as a glocal company in Asia



Thailand



We continued steadily improving our business performance in Thailand, and ultimately surpassed our targets for FY2023. Activities during the year including participating in a campaign with retail stores for World Environment Day, during which we featured our efforts to reduce the volume of plastic and chemicals used in our Senka brand product packaging.

Singapore



In May 2023, we presented a “Live beautifully & Pamper yourself” event at a women’s shelter with the objective of helping women in difficult situations maintain confidence in themselves. The event included beauty tips and a workshop on how to use FineToday products. At the end of the workshop, the 83 women who participated received an assortment of products for their personal use.

Indonesia



FT Indonesia accelerated the business with new category (Tsubaki), we also launched Halal Beauty in 2023 as the first Halal Senka Perfect Whip in Indonesia. In March 2024, we joined with a charity supporting orphaned children to host a dinner party for the children.

Philippines



We hosted a product launch event for the official release of the Tsubaki brand for members of the press and our sales partners. The event was a major opportunity to feature the value of our products and to strengthen our partnerships with stakeholders.

Vietnam



Our activities in Vietnam were aimed at building our business led by the Senka, Tsubaki, Uno, and Fino brands and advancing our sustainability initiatives. These efforts include a special campaign to support breast cancer patients and featuring our Tsubaki brand products. Other programs included visiting orphanages and provided educational materials to children as part of our drive to spread “Fine Smiles.”

Shiseido Vietnam Inc.



SVI, which joined the FineToday Group in December 2023, is the only Group company that has obtained ISO 45001 certification. In addition to our standard product lines, the company also produces Halal-certified products. SVI is also actively promoting environmental initiatives, including being the first in the Group to install rooftop solar panels and increasing its use of renewable energy.