



Prosperity

To provide a wonderful day to as many people as possible.

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Provide unique value through joyful brand experiences

Basic policy

The FineToday Group is committed to developing brands that go beyond everyday essentials and become integral to consumer daily lives by delivering joyful brand experiences that lift spirits and foster a bright, positive outlook. Our brands are built on the quality of our products. Product quality encompasses safety and functionality, and because our products are used every day and come into direct contact with the skin, we pursue both to the highest standards, grounded in scientific and technological knowledge.

We believe in enhancing our products’ emotional value of inspiring comfort, confidence, and positive changes in feelings that enrich everyday life. This emotional value fosters trust and affinity for our brands and ultimately delivers unique value.

This belief underlies the Group’s commitment to creating opportunities for consumers to experience the value of our products firsthand. We actively carry out promotional activities tailored to the diverse cultures and lifestyles in each country and region where our products and brands are available. These activities are expanding the opportunities for consumers to experience the appeal of our products.

The FineToday Group will continue creating diverse consumer touchpoints, building on the foundation of trust in our brand quality and offering joyful brand experiences that continue to

enhance our brand value.

Increasing consumer touchpoints

Expanding into new regions

We will continue building the structure to ensure a stable supply of Group products in promising markets where demand has already been confirmed, such as North America. As the structures take form, we will begin strategic marketing investments tailored to the specific characteristics and consumer needs of each country and region to increase brand awareness and steadily build the local businesses. These efforts will drive sales and profit growth into the medium and long term and provide a broadening foundation for the sustainable expansion of our business.

Official sponsorship of a high school soccer club

In April 2025, FineToday entered into an official sponsorship agreement with the boys’ and girls’ soccer teams of Toin Gakuen High School in Yokohama, Kanagawa Prefecture.

Under the agreement, the players’ uniforms feature the FineToday and Sea Breeze body care brand logos. This sponsorship supports young athletes as they pursue their ambitions, while strengthening our ties with local communities



through sport and creating more opportunities for people to experience our brands.

Total coordination course for university students

FineToday collaborated with Aoyama Trading Co., Ltd. to present the Total Skin and Fashion Coordination Seminar for university students in February 2026. Offering the seminar reflects our commitment to helping people discover strengths they may not yet recognize and move forward with confidence while remaining true to themselves.

Students were introduced to business attire and skin care and makeup for a variety of business settings through practical demonstrations featuring FineToday’s UNO men’s beauty care brand and Aoyama Trading’s Suit Square business attire. The seminar conveyed the message that personal grooming prepares people to engage with society with confidence. Practical experiences like this increase our consumer touchpoints and create more opportunities for people to discover the appeal of our brands and products.





Innovate to create diverse value

Basic policy

The FineToday Group is committed to innovation grounded in scientific and technological expertise to continue providing products and services that meet diverse consumer needs. We seek to deliver moving experiences through products that consumers find irresistible, addressing both known consumer needs and latent needs that consumers themselves may not yet recognize. We also continually invest in strengthening our technological capabilities and R&D framework to maintain our solid foundation for developing products and services that enrich people's lives.

The R&D Division engages in two primary research functions: Brand Value Development and Basic and Fundamental Research. Brand Value Development focuses on improving product quality, enhancing the emotional value experienced when using our products, and developing products that customers continue to choose. Basic and Fundamental Research aims at developing breakthrough innovation through open innovation by strategically incorporating innovative technologies from external partners while challenging ourselves to create new value from our own unique perspective.

The FineToday Group operates across 11 countries and regions in Asia, where we focus on meeting needs rooted in local cultures and lifestyles. Building on the technological foundation developed in

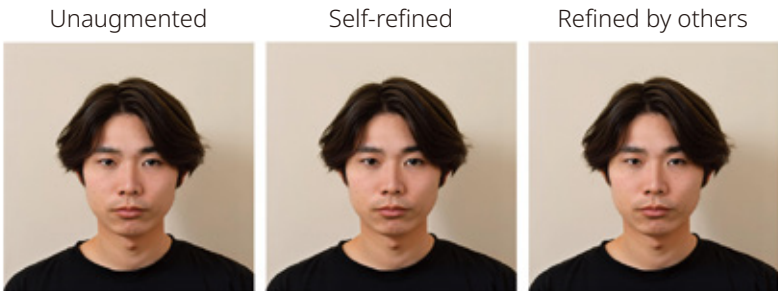
Japan, we pursue glocal innovation by integrating external expertise and closely aligning research, production, and sales to maximize value. This integrated approach enables us to deliver new and inspiring experiences to a broader range of consumers.

Creating value with Japan-based R&D

A new method for evaluating facial impressions

Men are increasingly embracing beauty and grooming products to achieve authentic self-expression. However, many remain wary of major changes and find it difficult to articulate their ideal facial appearance.

We developed artificial intelligence (AI) and augmented reality (AR) technologies that enable users to virtually adjust the appearance of their facial features and evaluate the resulting facial impressions. The technology enables users to visualize what they perceive as attractive, how they envision their ideal appearance, and the differences between how they perceive themselves and how others perceive them. We are applying this unique technology and the insights it delivers to develop products and services that reflect diverse values and perspectives.



AI-generated image highlighting specific features

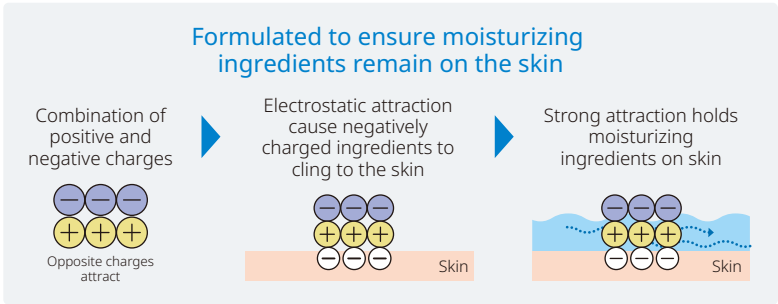
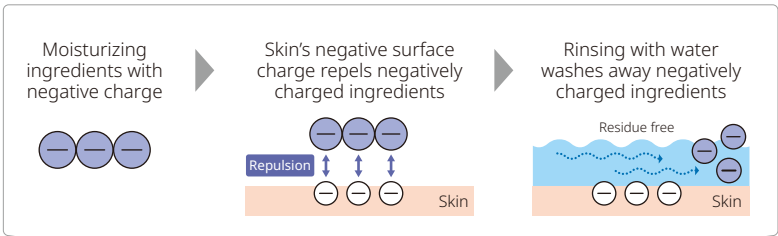
Complex technology

Cleansing is a daily skin care routine, yet moisturizing ingredients in facial cleansers are easily rinsed away, limiting their effectiveness. Skin is also stressed by changes in humidity as people move between outdoor environments and air-conditioned indoor spaces.

We used our proprietary Complex Technology, a blend of carefully formulated ingredients that creates a synergistic effect unattainable with any single ingredient, to develop a facial cleanser that leaves skin moisturized even after rinsing. This technology also produces a rich lather for a more comfortable cleansing experience and enhanced emotional value from product use.



— SENKA with Complex Technology



⊖ Negative charge ⊕ Positive charge

Delivering value to global markets

KUYURA: product planning for local needs

We partnered with a local manufacturer to respond to the growing preference for natural products in China and meet consumer needs with greater flexibility. This collaboration enabled us to bring the woody-scented KUYURA body care soap from concept to launch within a short period. Once also available in Japan, KUYURA is now marketed exclusively in China as *Kě Yōurán*, where it became a hit product.



TSUBAKI Premium EX Hair Fall: hair fall care

We developed TSUBAKI Premium EX Hair Fall to address the growing concern over hair breakage in East Asia, Southeast Asia, and China. The formulation was designed to provide hair and scalp care while reflecting regional water quality and lifestyles. The product offers a region-specific hair care solution combined with TSUBAKI’s signature lustrous hair value.





Contribute and donate to local communities

Basic policy

FineToday Group has identified “improvement of community well-being” as one of its material issues and collaborates with local

FineToday Group Corporate Citizenship Policy

We are committed to our Purpose—“to enrich the lives of everyone today and for generations to come, one fine day at a time”—and work to realize it through our activities.

In our corporate citizenship activities, we keep our Purpose in the forefront of our minds as we support communities with the aim of contributing to the realization of our Purpose as well as the Brand Purpose set forth by each brand.

Priority areas

- Beauty and enrichment
- Support for the next generation
- Environment and nature
- Support for local residents

Criteria for reviewing and deciding on activities

- We shall contribute to the realization of our Purpose or Brand Purpose through activities in priority areas.
- Activities must enable employees to put our Values into practice.
- We shall maintain a perspective that balances social impact and corporate value.
- We shall collaborate with a wide range of stakeholders, including NPO/NGOs, and leverage their respective advantages.
- We shall make effective use of management resources, including the skills and expertise possessed by employees.

entities as a way of enhancing our corporate value.

The Corporate Citizenship Policy established in 2023 sets priority areas of Beauty and enrichment, Environment and nature, Support for the next generation, and Support for local residents. We conduct ongoing activities in each of these four areas to create social impact and enhance corporate value.

Promotion structure

The Social Contributions Working Group (WG) actively promotes activities to carry out our Corporate Citizenship Policy.

The Company also promotes social contribution activities by creating opportunities for dialogue with overseas bases and discussing future directions for these activities. In addition, the volunteer social contribution activities conducted at overseas bases are shared at Global Conferences attended by all employees with the aim of deepening understanding and cooperation throughout the Group.

Website

Social Contribution Activities
<https://www.finetoday.com/en/sustainability/social/stakeholders/>

Corporate Citizenship Policy in action

Priority area

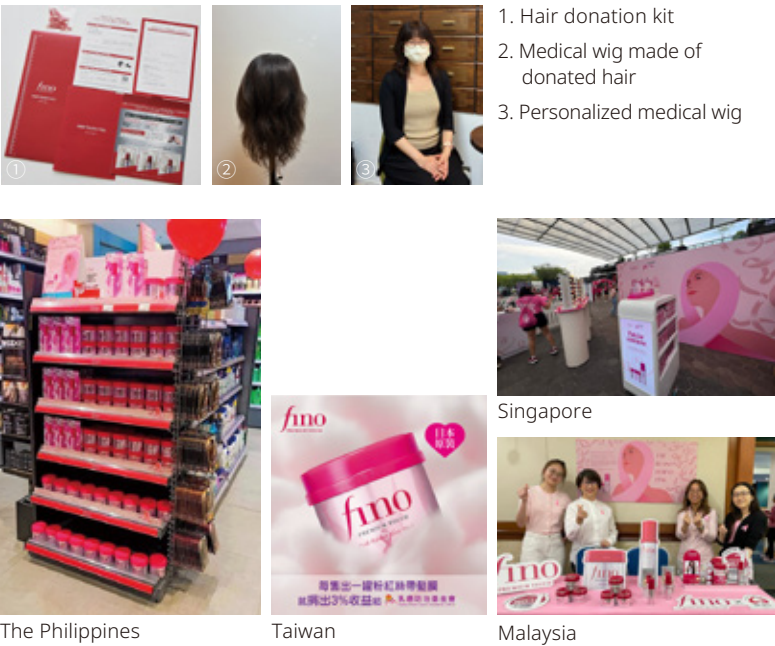
Beauty and enrichment

Building a circle of support through Fino hair donations

We launched the HAIR TOUCH YOU – Within Reach program in 2022 centered on the Fino hair care brand to support the desire of everyone involved with medical wigs to “be themselves.” In partnership with the NPO National Welfare Beauty and Barber Training Association (known as Fukuribi), we established the Fino Wig Bank to collect hair donations of any hair type with the sole rule that it must be at least 31 cm long. Hair that cannot be used to

make full wigs is instead repurposed into partial wigs that can be worn with hats. We believe that awareness is the first step toward inspiring small acts of kindness. Guided by this belief, we undertake a variety of initiatives to raise awareness, including workshops on medical wigs for elementary school children and their parents.

Since 2024, we have also supported the Pink Ribbon campaign promoted by the certified NPO J.POSH to raise awareness of the importance of early breast cancer detection. We donate a portion of the proceeds from limited-edition pink Fino products to Fukuribi, while hair donated to the Fino Wig Bank through the campaign is used to produce and donate medical wigs. We support Pink Ribbon activities in Japan, Singapore, Malaysia, the Philippines, and Taiwan, expanding the circle of support for medical wigs across Asia through donations and awareness initiatives.



Priority area Environment and nature

Tree planting project with local environmental organizations

Fine Today Malaysia Sdn. Bhd. has partnered with a local environmental organization since 2023 to carry out a mangrove restoration project. The project restores coastal ecosystems in Selangor, addresses climate change, contributes to a more sustainable society, and strengthens the resilience of local communities.

On World Rivers Day in September 2025, Fine Today Malaysia partnered with a local organization to carry out the Tree For Us program. Employees were active members of a group that planted approximately 700 mangrove saplings and participated in environmental education activities. The company continues to work with local organizations to protect the environment and contribute to local communities.



Priority area Support for the next generation

Sports and personal care equipment donations to schools

Shanghai FTS Cosmetics Co., Ltd. carries out the Fine Life Project, a sports-based community initiative that promotes the healthy development of the next generation. Through a partnership with the Shenzhen One Foundation in 2025, seven employee volunteers delivered donated sports equipment valued at RMB 100,000 (approximately ¥2 million) and 1,000 personal care kits to seven rural schools in China's Henan and Gansu provinces.

These initiatives conveyed the importance of physical activity and personal care to more than 4,400 students and faculty members. The company continues to engage with local communities to support the healthy physical and emotional development of children.



Priority area Support for local residents

Relief donations for wildfire-affected areas

Fine Today Korea Co., Ltd. donated emergency relief supplies to the Community Chest of Korea in April 2025 to support communities in North Gyeongsang Province affected by devastating wildfires. The donation included 3,000 essential personal care items, including shampoo and body wash, valued at approximately KRW 40 million (approximately ¥4.4 million). Yeongdeok Welfare Foundation distributed the supplies to residents severely affected by the wildfires, including those who lost their homes.

