

FineToday Celebrates Its 5th Anniversary on July 1, 2026

Release of a Video Highlighting the Company's Journey, Future Aspirations, and Employee Voices

FineToday Group celebrated its 5th anniversary on July 1, 2026. To mark the beginning of this milestone year, we are pleased to release the FineToday 5th Anniversary Movie, which looks back on our journey from our founding to the present and shares our aspirations for the future.



FineToday became an independent company on July 1, 2021, after spinning off from Shiseido's personal care business. Guided by our purpose—to enrich the lives of everyone today and for generations to come, one fine day at a time—we have been providing everyday essentials that beautify and enrich people's daily lives.

Inspired by the initial “f” in our company name, the video is built around five keywords: First (Beginnings), Feel (Purpose), Foundation (Building the Foundation), Frontier (Where We Are Today), and Future (Future Ahead). Drawing on the musical note motif of our corporate “f” logo, the video presents our journey since our founding, the company we have become through overcoming various challenges, and our aspirations for the future, in a composition that unfolds like a piece of music.

We aim to enrich people's daily lives by delivering products that bring beauty and delight to everyday routines such as washing one's hair or face. We believe that as these everyday moments add up, they will connect to the next generation and help build a better society. Guided by this belief, which we have cherished since our founding, we at FineToday see our 5th anniversary as the beginning of a new chapter, and we will continue taking on new challenges.

■Video Overview

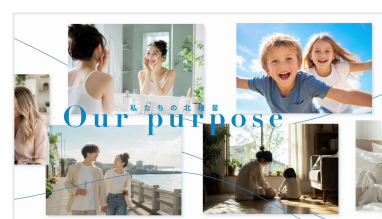
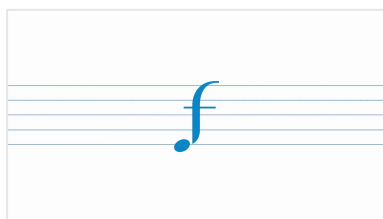
Title: FineToday 5th Anniversary Movie

Release Date and Time: 5:00 p.m., Wednesday, July 1, 2026

Platform: YouTube (FineToday Official YouTube Channel)

URL: <https://youtu.be/LFfdq5mWjqA>

Video Stills:



■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

Our Business: Manufacturing, Sales and Marketing of Personal Care Products, etc.

Official Website: <https://www.finetoday.com/en/>

■About FineToday Group

FineToday Group was founded as an independent entity in 2021 after separating from Shiseido's personal care business.

Our purpose is to enrich the lives of everyone today and for generations to come, one fine day at a time.

We integrate environmental / social sustainability with profitable growth to achieve the purpose.

Aesthetics originating from our DNA are carried forward in our refined operations, unique value propositions, and a global mode of behavior.

We aim to become Asia's No. 1 daily beauty product producing company, bringing well-being by unlocking the joy of beauty to people worldwide.
