

Press Release

Partial Reorganization and Executive Personnel Changes

FineToday Holdings Co., Ltd. (Head Office: Minato-ku, Tokyo; Representative Director, CEO: Tetsuo Komori) hereby announces the following partial reorganization and executive personnel changes.

Details

■ Partial Reorganization (as of April 1, 2025)

[FineToday Holdings Co., Ltd.]

- The Business Management Department will be renamed the Corporate Strategy & Finance Department to clarify its role in overseeing business planning functions under its jurisdiction.

[FineToday Co., Ltd.]

- The Business Management Division will be renamed the Corporate Strategy & Finance Division to clarify its role in overseeing business planning functions under its jurisdiction.
- The innovation and production functions of the Supply Chain & Procurement Management Division and the Global Brand Management Division will be integrated and reorganized to establish a new Value Delivery Division, aiming to further promote operations integrating technological development, production, and sales.

■ Executive Personnel Changes (as of April 1, 2025)

[FineToday Co., Ltd.]

Name	New Position	Current Position
Shintaro Suhara	Director, Executive Vice President, CFO General Manager, Corporate Strategy & Finance Division	Director, Executive Vice President, CFO General Manager, Business Management Division
Kazuhisa Komamiya	Executive Officer, General Manager, Value Delivery Division	Executive Officer, General Manager, Supply Chain & Procurement Management Division

■ 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 glocal 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.