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Press Release

## Notice Regarding Change of Shareholder

FineToday Holdings Co., Ltd. (Head office: Minato-ku, Tokyo; Representative Director & CEO: Tetsuo Komori; hereinafter the “Company”) hereby announces that Oriental Beauty Holding (HK) Limited, a company funded by investment funds advised by CVC Capital Partners (“CVC”), and the parent company holding all outstanding shares of the Company, has entered into a share purchase agreement (the “Agreement”) with BCJ-104 Co., Ltd., a special purpose company indirectly owned by funds advised by Bain Capital Private Equity, LP (“Bain Capital”), whereby all shares of the Company are to be transferred.

This transaction will not result in any changes to the business operations of the Company or its group companies. In addition, there will be no changes to the corporate names, business locations, or contact information of any companies within the FineToday Group.

Please note that the share transfer procedures will be carried out promptly; however, the completion of the transaction is subject to the approval of relevant authorities and the fulfillment of other conditions stipulated in the Agreement. Should these conditions not be satisfied, the share transfer may not be consummated.

Representatives of the Company, CVC, and Bain Capital made the following comments:

Tetsuo Komori, Representative Director & CEO, FineToday Holdings Co., Ltd.

We would like to express our sincere appreciation to CVC, which has been a dedicated and valued partner since its investment in our business in 2021. Together, we have built FineToday, carved out from Shiseido, into a well-established leading daily beauty product company, encompassing R&D, manufacturing, marketing and sales. We are also delighted to welcome Bain Capital as a new shareholder and strategic partner. This transaction represents a strong endorsement of FineToday’s business platform, growth potential and track record of performance, and reflects Bain Capital’s strong confidence in our ability to deliver sustainable long-term corporate value.

Atsushi Akaike, Managing Partner at CVC and Co-Head of CVC Japan

In 2021, we worked closely with Shiseido for several years on the highly complex spin-off of its Personal Care business. Since becoming independent, the company has consistently achieved solid annual sales and profit growth of around 10%, even amid the ongoing challenges of the COVID-19 pandemic. We express our heartfelt gratitude and respect for the work of the management team and employees, as well as to Shiseido for its constant warm support, in establishing a solid position as an independent company that successfully passed the Tokyo Stock

Exchange listing review.

At CVC, we take great pride in having provided comprehensive support to build strong foundations at FineToday and secure its growth trajectory, creating an outstanding enterprise together with Tetsuo Komori and his team. Although we were temporarily compelled to postpone the IPO due to geopolitical factors in the macro-environment, we hold strong expectations and confidence that, under Bain Capital, the company will achieve its IPO within a few years and subsequently achieve further growth as a Japan-based pan-Asian enterprise. We will continue to offer our wholehearted support as the company moves forward.

Naofumi Nishi, Partner at Bain Capital

We are pleased to support the continued growth of FineToday, which has established a strong presence in the personal beauty care market and earned broad consumer support across Japan and Asia. Building on FineToday's strong product development capabilities and the brand platform developed with the support of CVC, Bain Capital will leverage its experience and expertise in the retail and consumer sectors to accelerate growth across Japan, Asia, and other global markets.

**[For Reference] Overview of the New Parent Company, BCJ-104 Co., Ltd.**

Company Name: BCJ-104 Co., Ltd.

Head Office: Palace Building 5F, 1-1-1 Marunouchi, Chiyoda-ku, Tokyo

Representative: Yuji Sugimoto

Business Description: Managing and controlling business activities of companies through ownership of their shares or equity interests

Capital: JPY 5,000

Date of Establishment: January 29, 2026

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**■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.

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