

Press Release

Notice Regarding Change of Shareholder (Completion of Share Transfer)

FineToday Holdings Co., Ltd. (Head office: Minato-ku, Tokyo; Representative Director, CEO: Tetsuo Komori) hereby announces that, as published in the “[Notice Regarding Change of Shareholder](#)” dated February 2, 2026, all shares of the company held by 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, have been transferred, following the required procedures, to BCJ-104, a special purpose company indirectly owned by funds advised by Bain Capital Private Equity, LP (“Bain Capital”) as of June 1, 2026.

This transaction will not affect 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.

With Bain Capital, which has a strong track record of investments in Japan and has accelerated growth and enhanced value for companies worldwide—including in the daily goods sector—the FineToday Group will continue striving to be a role model for glocal companies. Representatives of the Company, Bain Capital, and CVC made the following comments:

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

We are delighted to welcome Bain Capital as a new shareholder and strategic partner. We are extremely grateful to CVC, which has been a dedicated and valued partner since its investment in our business in 2021.

Since our founding, we have pursued both business growth and global sustainability driven by a cultivated sense of aesthetics. With Bain Capital as our partner, we will receive strong support in realizing our dual management approach, benefiting from their insights on enhancing corporate value from a medium- to long-term perspective. Through this partnership, we will continue to deliver sustainable economic and social value to all our stakeholders.

Naofumi Nishi, Partner at Bain Capital

We are very pleased to have completed the acquisition of all shares of FineToday. Leveraging our experience and expertise in the retail and consumer sectors, Bain Capital is fully committed to supporting FineToday’s continued growth — a company with a strong and unwavering presence in the personal beauty care market across Japan and Asia.

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

We are delighted to see FineToday taking this important step toward its next phase of growth. It has been a privilege to support the business from its establishment as an independent company through to its current position on a strong growth trajectory. We are proud of what the FineToday team have built and have full confidence that they will achieve even greater success with Bain Capital. We wish the company continued growth and prosperity.

[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

<Related Article>

Press release of February 2, 2026: [Notice Regarding Change of Shareholder - FineToday](#)

■ 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.
