

ELIXIR and Sun Care Strategy

IR Presentation

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Executive Officer

Chief Brand Officer Global Premium Brands

Assistant Chief DE&I Officer

Profile



Chiaki Tomita

Executive Officer
Chief Brand Officer
Global Premium Brands
Assistant Chief DE&I Officer

- ✓ After pursuing my career at a Japanese automobile manufacturer and a foreign manufacturer, I joined Shiseido Japan as a brand manager for a sunscreen brand "ANESSA"
- ✓ At Shiseido Japan, in addition to "ANESSA", I was also in charge of a skin care brand "d program"
- ✓ Assumed a position at Shiseido HQ when "ANESSA" started to be recognized as a global brand
- ✓ Since 2022, I have been in charge of both "ANESSA" and "ELIXIR" as a Senior Vice President
- ✓ The current position since 2024

ELIXIR

1. **Brand Overview**
2. **Strategic Direction**
3. **Sustainability Commitment**



elixir

/i-'lik-sər/ noun

A magic liquid that is believed to cure all ills
or to make people live forever

Miracle Drop

Born in 1983
with a hope of becoming a “miracle drop”
that unlocks every individual’s beauty
to the fullest, regardless of their age

BRAND MISSION

ELIXIR

Inspire confidence in aging with everyday beauty miracles



Global sales

Over **50** billion JPY

Growth ratio (2024 vs 2023)

Global + **8** %

(Japan is in the high teen% for 2 consecutive years)

Sales composition

Japan approx. **80**% / Overseas approx. **20**%

8 countries and regions

No.1 in Japan total skincare category:18 consecutive years
※Intage SRI・SRI+ Skincare Market

No.1 in the below categories ※※
(Lotion & Emulsion/Anti-wrinkle/ Facial cream / Daily moisturizer)
※※ Intage SRI・SRI+

Received over **110** global cosmetics awards

Trajectory after the Strategic Change

ELIXIR

- ✓ Brand Share continues to grow every year after 2022 in the total skincare category and marked the highest in 2024
- ✓ Profitability improved dramatically on top of sales growth

Market share expansion in Japan

Outpaced market growth &
Marked **the highest share** in 2024
(Brand in Japan Local Skin Care Market 20-24 from INTAGE SLI)

No.1 share in major categories
(Ranking Share by Category in Japan Local Market from INTAGE SLI)

2021 - 2024
**Total Skincare
No.1**



2021 - 2022 , 2024
**UV Skincare
No.1**



2023 - 2024
Cream

*exc. anti-wrinkle and AIO

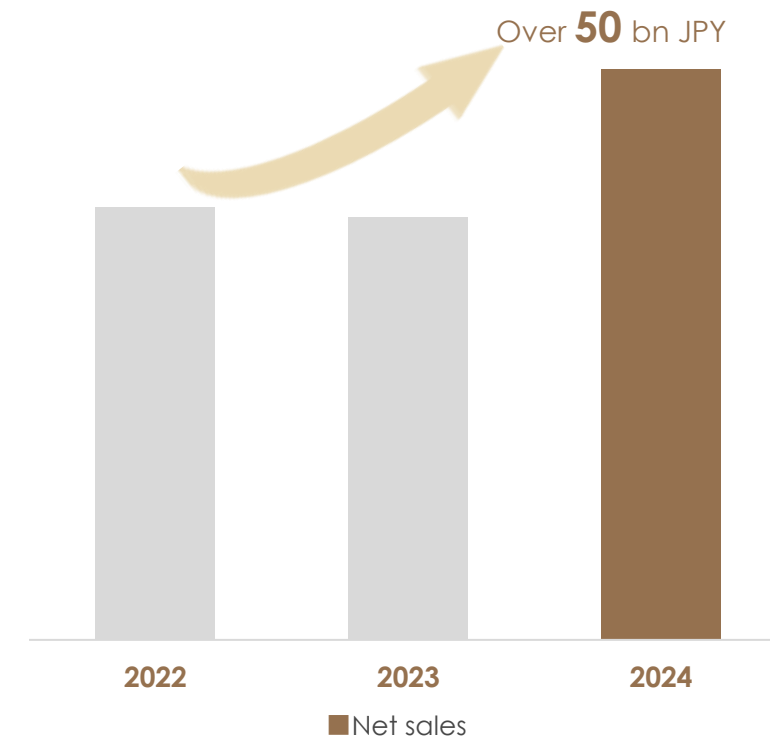
2022 - 2024
**Anti-wrinkle
No.1**



※Data source : INTAGE SLI Skincare Market 2020 Jan – 2024 Dec(Cumulative purchase amount, purchase amount share)

Higher growth and profitability global-wide

Improved profitability via sales growth
and better product mix



ELIXIR

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Offering value greater than the price through commitment to understanding and supporting our customers

An essential lineup to maximize effectiveness at an accessible price



Superior functionality enabled by Collagen Science



Brand experience carefully tailored to the needs of each individual



An extensive range of touchpoints



Lotion / Emulsion



Daily Moisturizer

24 Feb
Launch



Serum

24 Sep
Launch



Cream

23 Oct
Launch



Wrinkle Cream



Achieved sales that far exceeded our expectations
with a steady increase in Asian consumers

New Serum



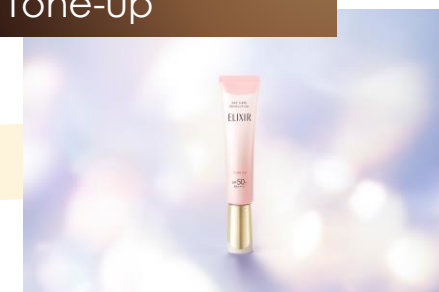
24 Oct launch in Asia

V Cream



24 Aug launch in CN

Day Care Revolution
Tone-up



24 Feb launch in Asia

Shiseido's scientific breakthroughs to maximize effectiveness

Collagen Research Over 40 Years

An accumulation of Shiseido's cutting-edge research spanning over 40 years

Consistently and promptly integrating cutting-edge research findings into hero products



Superior Anti-aging Efficacy

With a deep understanding of skin needs, maximizing timeless beauty through the proven efficacy harmonized with sublime sensory experience



Brand experience carefully tailored to the needs of an individual

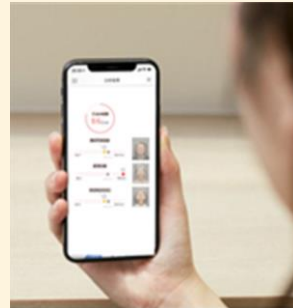
Unique AI Skin Analyzer

Offering personalized and reliable beauty advice through our exclusive AI-powered skin diagnosis tool



* 「Y2023 ELIXIR AI Skin analyzer promotion」

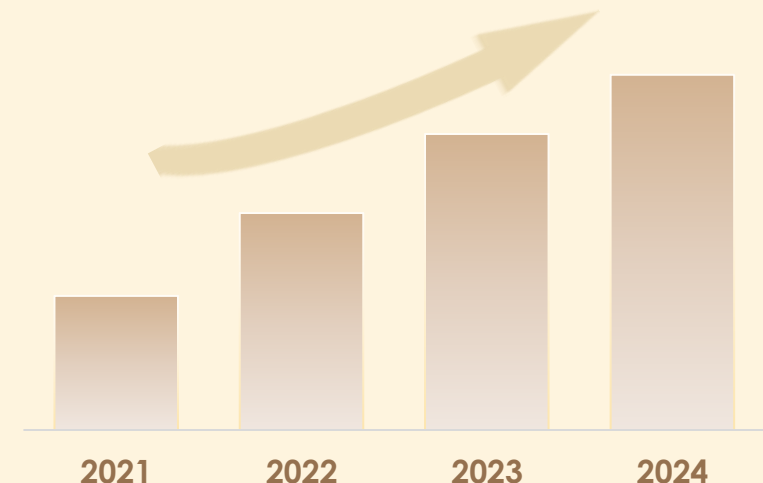
Offering advice on lifestyle & nutrition and recommending products tailored to each customer



Loyalty Program

Consistently enhancing our CRM initiatives, leading to a year-to-year growth in membership

ELIXIR total number of members

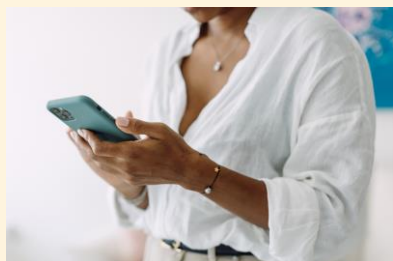


Variety of Touchpoints

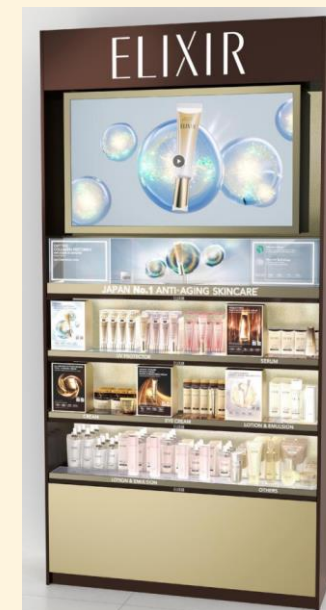
ELIXIR

To encourage purchases at optimal touchpoints, expanding from existing channels to e-commerce, with a particular focus on open-sell channels in overseas markets

Enhance EC activities



Expand open-sell channels



ELIXIR

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Environmentally-conscious product design & production process

Impact of Refill Pack

approx. 85% plastic reduction

approx. 85% CO₂ emission reduction



Achievements in Refill Pack

Led the market by launching refills in 2012

30+ million packs sold

1880+ tons of plastics reduced



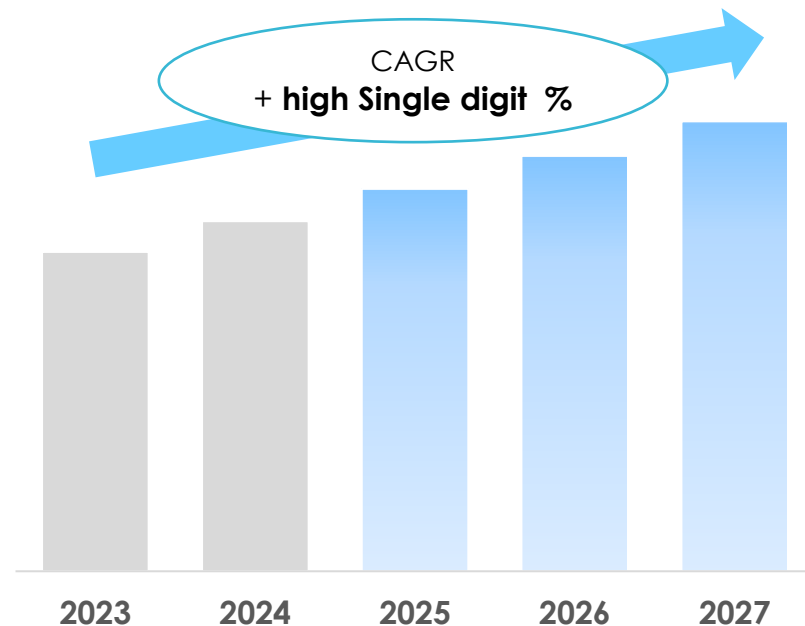
Growth Strategy: Sun Care Category

Sun Care Category Overview

Focus on growing markets where the impact of climate change and the need for UV protection are increasing year by year

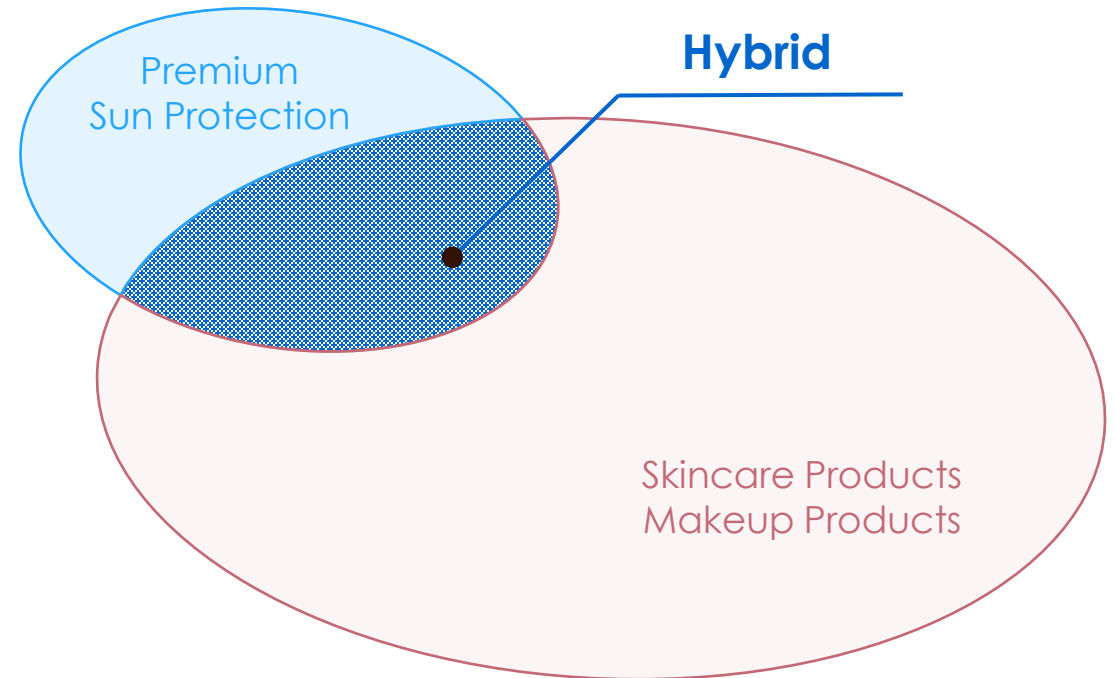
Premium Sun Protection Market

High growth is expected globally



Hybrid Product

Hybrid market size exceeds premium sun protection market



Strategic Direction in Sun Care Category

Aim to strategically capture the various needs of sun protection in each market

Technological superiority

Maximize added value

太陽を味方につけて美肌に
UVカットしながらスキンケア

Sun Dual Care™



紫外線が独自成分にあたることで、光の波長を変化させ、美容効果のある光に変換。

※角層イメージ図です
*海藻エキス、酸化亜鉛、濃グリセリン、ポリアクリル酸ナトリウム

Core brands enhancement

Capture each market needs



Line-up enrichment of hybrid products

Launch products to meet market core needs





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BRAND Mission



Free to Shine

Let people shine infinitely under the sun

ANESSA is here to help you shine infinitely under the sun.

To help you enjoy a healthy, fulfilling life every day
with radiant skin on our rich, sun-blessed planet.

A life that will certainly lead to a beautiful future.

A life where you are free to shine.

Global sales

Over **50** billion JPY

Growth ratio (2024 vs 2023)

Global + **1** % (exc.TR +8%)

Sales composition

Japan approx. **30%** / Overseas approx. **70%**

11 countries and regions

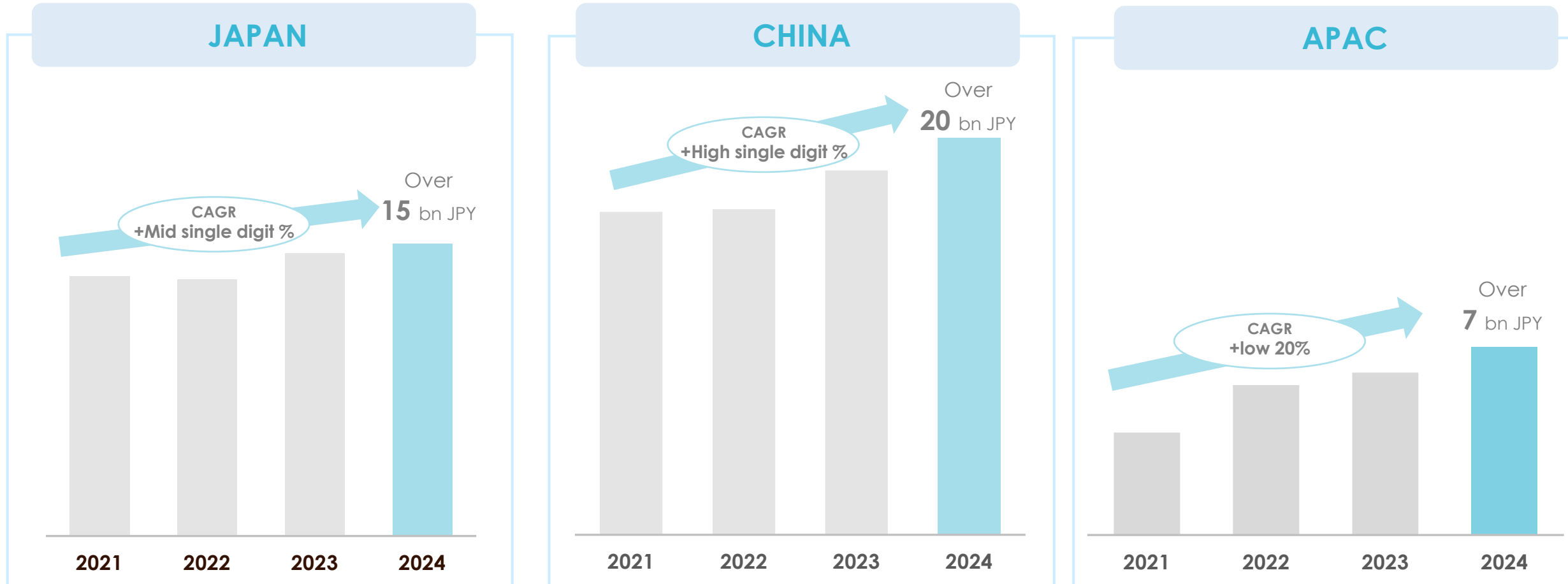
No.1 Asia sun care share※

Cosmetics Awards over **60** globally

※Source: Euromonitor, Beauty and Personal Care 2025 edition, retail value sales, 2024 data, Asia as per Euromonitor's Asia Pacific definition.



Sales in Japan, China and Asia Pacific continue to grow steadily





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Variety of Product Line-ups

Update value to meet various needs and skin concerns

Gold Series (Milk & Gel)



Mild Series



Night Sun Care



Brush On Powder

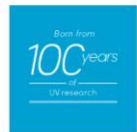


100 years of UV research

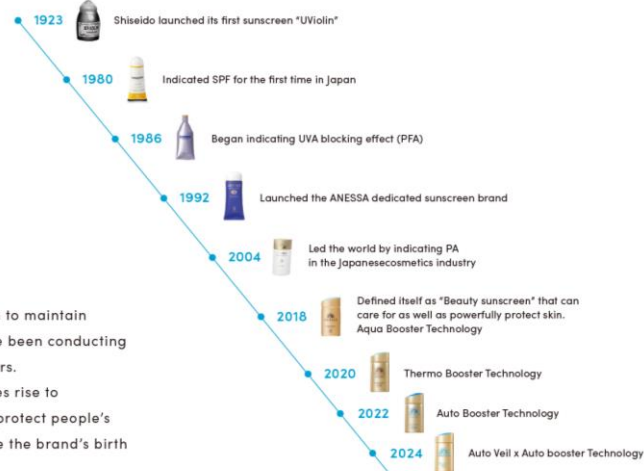
Shiseido launched its first sunscreen in 1923 and has been researching UV rays for 100 years

RESEARCH HISTORY

Supporting Brand DNA



In order for people & the sun to maintain a good relationship, we have been conducting UV research for over 100 years. This research constantly gives rise to cutting-edge technology to protect people's beautiful & healthy skin since the brand's birth



Cutting-edge technology

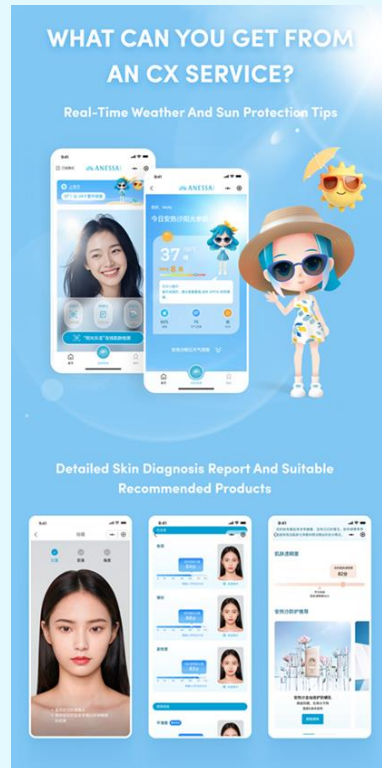
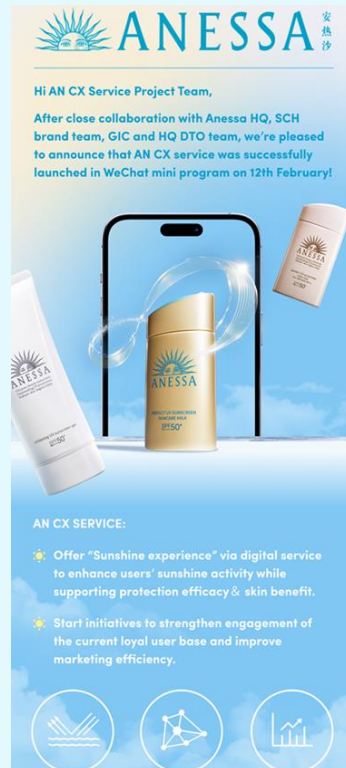
Incorporate the latest technology, delivering proven results



Consumer Experience x Variety of Touchpoints

CX service for loyal consumers

Launch CX app in CN



Various touchpoints

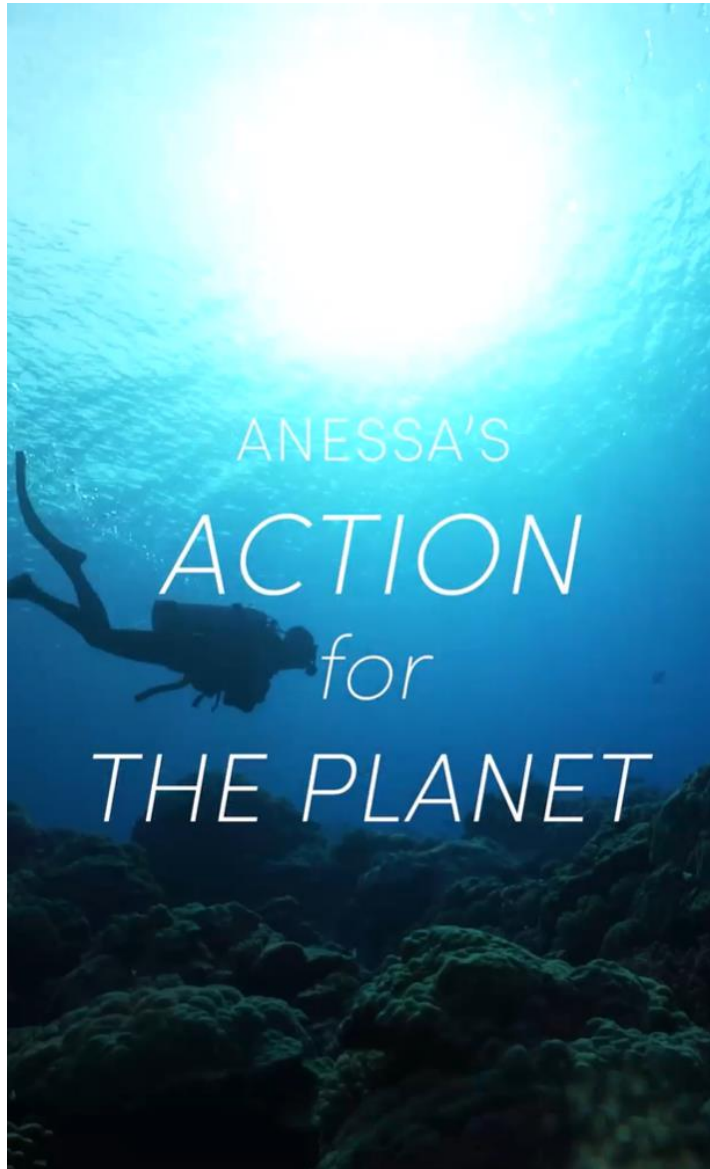
High presence in both offline and online





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Aim to reduce CO₂ emissions throughout the product lifecycle, considering climate change and the impact on nature



Ocean friendly formula



Paper package made from wood resources



Reduce CO₂ emissions



Event for Kids



Lecture for coaches



Expand Our Action For Social Value Creation

Provide opportunities for outdoor play



UV enlightenment activities



Support for patients with XP incurable disease caused by hypersensitivity to ultraviolet light



SHISEIDO