

Press Release

Shiseido President and CEO Masahiko Uotani Becomes Chair of “30% Club Japan” Contributing to the Improvement of the Percentage of Female Executives

The “30% Club*1,” founded in the UK in 2010 with the aim of increasing female representation on company boards, officially launched “30% Club Japan” on May 1, 2019. Following its formal launch, Masahiko Uotani, President and CEO of Shiseido Company, Limited (“Shiseido”), became the first chair of 30% Club Japan effective July 5, 2019.

Through 30% Club Japan, Shiseido will accelerate its efforts to achieve gender equality in Japanese society.

*1 The 30% Club, whose membership consists of company leaders (CEOs, Chairs, board chairpersons and equivalent positions), views gender diversity as a “critical business issue” and commits to playing a proactive role in promoting diversity initiatives.

Comment by Shiseido President and CEO, Mr. Uotani

It is needless to say that diversity including gender and especially in important decision-making is vital and we all know that it brings many business benefits to the company.

Meanwhile, the gender gap in Japan is a serious social issue, and I believe that addressing it seriously is an extremely important mission as a Japanese company leader.

Shiseido has long promoted women's empowerment. Going forward, Shiseido will promote new efforts in empowerment not only for women within the company but all of society, and through 30% Club Japan, it aims to realize a sustainable society in which all individuals with different background are valued and allowed to express their potential to the fullest extent.

About the 30% Club

The 30% Club was established in the UK in 2010 to increase female representation on company boards through various approaches. It has been implemented in 14 countries and regions so far, and contributed significantly to the improvement of the percentage of female executives.

Sound gender balance in corporate decision-making bodies such as the Board of Directors and management team contributes not only to strengthening corporate governance but also to promoting sustainable growth and improving international competitiveness, thus creating a sustainable society in Japan. Launched in May, 30% Club Japan acts as a platform for companies, institutional investors, governments, media, professional firms, and universities to work together, and effectively achieves corporate diversity through intensive development of various proven initiatives.

