

## Press Release

**Shiseido Selected as “Digital Transformation Stocks 2021,”  
COVID Response (Customer Care) Category**

Shiseido Company, Limited (“Shiseido”) has been selected as one of the stocks in the COVID Response (Customer Care) category, which was newly established in 2021 within the “Digital Transformation Stocks (DX Stocks) 2021,” a program jointly run by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE) (<https://www.meti.go.jp/press/2021/06/20210607003/20210607003.html>, Japanese only).

The program selects, by industrial category, TSE-listed companies which have established internal systems for promoting DX, an approach that contributes to improving corporate value, and which have achieved outstanding digital utilization, and introduces these companies to investors as “DX Stocks.” The COVID Response (Customer Care) category recognizes companies that have established points of contact with consumers upon providing them with products and services in response to external changes brought on by the COVID-19 outbreak.



A live commerce event by SHISEIDO in partnership with Meeco,  
Mitsukoshi Isetan’s online store



RADIANCE MIRROR, an interactive tool for product  
simulations

In the wake of the COVID-19 outbreak, Shiseido has been agilely responding to changes in consumer needs and purchasing behavior through various initiatives, such as new forms of purchasing experience leveraging digital technologies, contactless beauty counseling, and product development capturing shifts in consumer awareness. These are exemplified by Shiseido’s first omnichannel collaboration with business partners in the form of live commerce events, real-time communication with beauty consultants via video chatting on social media followed by product purchases, and first-in-Japan online counseling with virtual makeup try-on powered by advanced facial recognition and AI technologies.

Under its medium-to-long-term strategy, Shiseido has committed to “build a digitally driven business model and organization.” To that end, we have entered into a strategic partnership with Accenture, which has extensive experience and expertise in supporting corporate digitalization globally, with plans to establish a joint venture company, Shiseido Interactive Beauty Company, Limited in July 2021. Such steps will enable us to nurture and recruit experts with advanced skills specialized in digital and IT fields as we are advancing digital transformation (DX).

Furthermore, Shiseido’s business transformation project FOCUS is making solid progress in accelerating internal data sharing and visualization between regions, increasing agility in response to market changes.

(References)

Shiseido Responds to Changes in Consumer Behavior, Launches Live Commerce in Japan (Japanese only)  
<https://corp.shiseido.com/jp/news/detail.html?n=0000000002941>

First in Japan: Shiseido Starts Online Counseling with Makeup Simulation (Japanese only)  
<https://corp.shiseido.com/jp/news/detail.html?n=0000000002978>

Shiseido and Accenture Establish Joint Venture “Shiseido Interactive Beauty Company, Limited” in July  
<https://corp.shiseido.com/en/news/detail.html?n=0000000003132>