SHISEIDO

Press Release

July 2021
Shiseido Company, Limited

Shiseido Certified as DX Business Operator by METI

Shiseido Company, Limited ("Shiseido") is pleased to announce that on Thursday, July 1, 2021 it has been certified as a DX business operator*[1] under the DX Certification System established by the Ministry of Economy, Trade and Industry of Japan ("METI").

The Digital Transformation (DX) Certification System is an initiative by the Japanese government that certifies companies prepared to promote DX through such steps as formulating a management vision and adopting strategies and systems in line with the basic items of the "Digital Governance Code" compiled by METI on the basis of the "Act on Facilitation of Information Processing." The system is intended to promote DX throughout the society with a focus on companies. As of July 1, 2021, 141 companies have been certified, including Shiseido.

Digital Transformation Certification

Shiseido's Initiatives

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.

Moreover, under its medium-to-long-term strategy, Shiseido has committed to "build a digitally driven business model and organization" and aims to be a PERSONAL BEAUTY WELLNESS COMPANY, contributing to a lifetime of unique and healthy beauty for each and every consumer. In order to further accelerate DX, a key driver of this change, we partnered with Accenture, which has extensive experience and expertise in supporting corporate digitalization globally, and in July 2021, established a joint company, Shiseido Interactive Beauty Company, Limited. This joint venture will enable us to nurture and recruit digital talents and develop capabilities as we are advancing DX.

*[1] DX business operator: List of certified DX business operators: DX Promotion Portal: ipa.go.jp (Japanese only)

(References)

Shiseido and Accenture Establish Joint Venture "Shiseido Interactive Beauty Company, Limited" in July
https://corp.shiseido.com/en/news/detail.html?n=00000000003132

Shiseido Selected as "Digital Transformation Stocks 2021," COVID Response (Customer Care) Category
https://corp.shiseido.com/en/news/detail.html?n=00000000003149