

Shiseido and Tencent Form Global Strategic Partnership

Shiseido Company, Limited (“Shiseido”) announced a three-year global strategic partnership with internet and technology company Tencent through its China subsidiary, Shiseido China Co., Ltd. on December 21, 2021. Through this partnership, Shiseido will work with Tencent to build a D2C (Direct to Consumer) model and strengthen its social commerce business to provide new services to Chinese consumers globally. Applying the know-how learned from this partnership to the entire Shiseido group, the company will strengthen its global growth by accelerating its group-wide digital transformation and enhancing the capability development in terms of digitalization.

“Build a digitally driven business model and organization” is one of the key strategies under Shiseido’s Medium-to-Long-Term Strategy “WIN 2023 and Beyond”. Tencent, who runs WeChat with approximately 1.3 billion* monthly active users, is the largest social media operator in China. With Tencent’s advanced know-how of D2C platforms and consumer engagement, Shiseido will further evolve its social commerce business, and digitalized beauty experience.

*Tencent Data, 2021

<About Tencent>

Tencent is a world-leading internet and technology company that develops innovative products and services to improve the quality of life of people around the world.

Company name: Tencent

Representative: Pony Ma, CEO

Company Location: Shenzhen, China

Year Established: 1998