



## Shiseido Selected as Fiscal 2021 Nadeshiko Brand

Shiseido Company, Limited (“Shiseido”) has been selected as a fiscal 2021 Nadeshiko Brand company by the Ministry of Economy, Trade and Industry of Japan and the Tokyo Stock Exchange (TSE) for the second year in a row.

The Nadeshiko Brand is an initiative aiming to introduce TSE-listed companies that excel in encouraging women’s success in the workplace with an emphasis on improving corporate value in the medium and long term as attractive stocks to investors, thereby raising investors’ interest in such enterprises and accelerating the efforts of outstanding companies.



### Diversity in Shiseido

To realize our corporate mission, BEAUTY INNOVATIONS FOR A BETTER WORLD, we recognize and respect each employee in all the ways that make them unique, such as gender, age, and nationality, as well as ways of thinking, and work on creating innovative value by promoting diversity and inclusion in the workplace. These initiatives include active promotion of female leadership in Japan. Since 2017, we have held leadership training sessions that support excellent female employees who aim to step up their careers to managerial positions. Since 2020, we have started a mentoring program in which female executives and female employees can have direct dialogue.

Shiseido’s long-standing initiatives in fostering female leaders have boosted the ratio of female leaders in the Shiseido Group in Japan to 37.3%\*<sup>1</sup>. The ratio of female directors and Audit & Supervisory Board members is 41.7%\*<sup>2</sup>, while the global ratio of female leaders in the Shiseido Group is 58.3%\*<sup>1</sup>.

In addition, Masahiko Uotani, Representative Director, President and CEO of Shiseido takes various initiatives to close the gender gap in Japanese society at large. He serves as chair of 30% Club Japan\*<sup>3</sup>, which aims to promote female representation on company boards in Japan, and chair of KEIDANREN\*<sup>4</sup> Committee on Diversity & Inclusion.

Going forward, we aim to raise the ratio of female leaders in the Shiseido Group in Japan to 50% as a true representation and further accelerate diversity by promoting the activities of employees with diverse backgrounds not limited to gender, including foreign nationals and midcareer hires.

\*<sup>1</sup> As of January 1, 2022

\*<sup>2</sup> To increase to 46.2% upon completion of the 122<sup>nd</sup> Ordinary General Meeting of Shareholders scheduled for March 25, 2022

\*<sup>3</sup> The 30% Club is a global campaign established in the UK in 2010. It takes action to boost female representation at board

and executive-committee levels. The 30% Club Japan was launched in May 2019.

\*4 KEIDANREN (Japan Business Federation) is a comprehensive economic organization with a membership comprised of representative companies of Japan, nationwide industrial associations, and regional economic organizations for all prefectures.