



## Shiseido Establishes “Shiseido Future University” to Develop Leaders ~ Commemorative Initiative for the 150th Anniversary ~

Shiseido Company, Limited (“Shiseido”) has decided to establish “Shiseido Future University”, a facility to develop leaders in Ginza (7-5-5 Ginza, Tokyo), the company’s birthplace, as part of the initiatives to commemorate the 150th anniversary of our founding. The current Ginza headquarters office will undergo renovations and is scheduled to be functional in the autumn of 2023.

Since being founded in Ginza, Tokyo in 1872 as Japan’s first private Western-style pharmacy, Shiseido has been committed to creating innovations to resolve issues and promote development in society through the power of beauty. “We strongly believe that people are our greatest asset and that investment in people increases corporate value, so we have upheld the management philosophy of “PEOPLE FIRST. As part of our 150<sup>th</sup> Anniversary commemorative initiatives, we decided to establish “Shiseido Future University” to further invest in our people,” said Masahiko Uotani, Representative Director, President and CEO of Shiseido. Based on the “PEOPLE FIRST” philosophy, we are reinforcing the development of our people and organizations through various initiatives such as introducing a job-based employment system, accelerating the globalization and diversity of our people, offering training programs to boost each individual’s abilities, and cultivating a corporate culture that has people share their values, respect each other, and continue to innovate themselves.

Shiseido Future University (tentative name) will promote talent development through its unique curriculum which combines the state-of-the-art, global-standard business education with the understanding of Shiseido’s heritage of pursuing a sense of beauty and richness of spirit since our founding. We will nurture global leaders to direct a global beauty company, who acquire “strategic thinking”, “leadership”, and “sensitivity” and contribute to the realization of a better society through delivering innovation and business growth.

### < Facility Image >



[6F Workshop Space]



[7F Lecture Room]