



**Shiseido Releases a film “OUR MISSION -A Journey of Beauty-”
in Commemoration of the 150th Anniversary**
-Toward a better world through the “power of beauty” for the next 150 years to come-

Shiseido Company, Limited (“Shiseido”), founded in 1872 as Japan’s first Western-style pharmacy in Ginza, Tokyo, will celebrate its 150th anniversary on Saturday, September 17, 2022. On this occasion, under our corporate mission “BEAUTY INNOVATIONS FOR A BETTER WORLD”, we have created a film “OUR MISSION -A Journey of Beauty- (hereinafter “the film”)", with our aspiration to create truly happy and fulfilling days for people around the world for the next 150 years through the power of beauty, which we have cherished since our founding. The film will be posted on Shiseido’s corporate website and the 150th anniversary special website from Friday, September 16, 2022.



“OUR MISSION -A Journey of Beauty-”

In the film, we present future possibilities for beauty delivered by bold innovation, which we have pursued since our founding leveraging our expertise in science. As part of our commitments to realize the future world depicted in the film, we will release the “OUR ACTIONS” film series, showcasing our specific initiatives and passion in the three areas of “Innovation”, “Sustainability”, and “Diversity & Inclusion”.

Going forward, we will continue to pursue innovation toward addressing social issues such as environmental problems and realizing diversity & Inclusion and will strive to bring about a sustainable world where people can enjoy happiness through the power of beauty.

[The film “OUR MISSION -A Journey of Beauty-” available via:]

- Shiseido corporate website: <https://corp.shiseido.com/en/>
<https://corp.shiseido.com/en/company/philosophy/>
- Shiseido 150th anniversary special website: <https://corp.shiseido.com/150th/en/>
- YouTube “OUR MISSION -A Journey of Beauty-”: <https://youtu.be/yNuuzrAqYiM>

[film series “OUR ACTIONS” available via:]

- The 150th anniversary special website: <https://corp.shiseido.com/150th/en/>