

SHISEIDO becomes the title sponsor for SHISEIDO Tahiti Pro by renewing the global sustainability partnership with World Surf League

SHISEIDO*, the brand operated by Shiseido in 88 countries and regions of the world, entered into an agreement with World Surf League (WSL), the global home of surfing, as its Global Sustainability Partner in 2019. Since then, it has worked together with local communities and NGOs to implement activities including beach clean-ups, beach planting, and coral reef protection. In 2023, the fifth year since the establishment of the agreement, official WSL suncare partner SHISEIDO will co-sponsor the Tahiti Pro held in Tahiti, French Polynesia as its title sponsor while continuing its environmental conservation activities.

*SHISEIDO is a prestige brand that represents the Shiseido Group. SHISEIDO offers skincare, makeup, suncare and fragrance products in 88 countries and regions around the world. Through the brand concept of #ALIVEwithBeauty, SHISEIDO strives to bring out the beauty of every individual, regardless of gender, age, nationality or any other personal attribute. [SHISEIDO official website]

<https://brand.shiseido.co.jp/>

The projects WSL and SHISEIDO will carry out in 2023

WSL, established in 1976 and headquartered in the US, is an organizer of professional international surfing competitions and tours. It has actively worked with surfers around the world and regional environmental conservation organizations to proactively carry out ocean protection activities.

As WSL's official suncare partner, SHISEIDO will focus on three competitions: the MEO Rip Curl Pro Portugal, US OPEN OF SURFING, and Tahiti Pro, while working with WSL to continue to carry out ocean protection activities. SHISEIDO will be the title sponsor for the Tahiti Pro, which could be the final opportunity for the first 18 athletes (10 men and 8 women) to qualify for the Paris 2024 Olympic Games, which will also host surfing at the same wave.

Major tournaments SHISEIDO co-sponsors

First: MEO Rip Curl Pro Portugal held in Peniche, Portugal between March 8 and March 16

Second: US OPEN OF SURFING held in California, US between July 30 and August 7

Third: SHISEIDO Tahiti Pro held in Tahiti, French Polynesia between August 11 and August 20

Statements from SHISEIDO and WSL

- SHISEIDO Chief Brand Officer, Ryota Yukisada

"We are pleased to announce the renewal of the global partnership with WSL that started in 2019. Shiseido was founded in Ginza, Tokyo in 1872 as Japan's first Western-style pharmacy. Shiseido's name comes from Chinese Yi Jing* "Praise the virtues of the Earth, which nurtures new life and brings forth significant value." Shiseido continues to uphold this belief and respect society, the environment, and the nature in which it operates. Its values are in line with the principles of the ocean protection activities that WSL carries out globally. We are thrilled to be able to continue to promote our shared values and sustainability initiatives by expanding our contract. We hope to

support environmental conservation activities with the innovative technologies incorporated into our products. We will work with WSL, community partners, and fans to protect oceans around the world, and to run innovative and exciting projects."

* The Book of Changes from the Four Books and Five Classics of Confucianism. While our products have their origins in cutting-edge western pharmaceuticals, the company takes its name from eastern philosophy.

- WSL Chief Revenue Officer, Cherie Cohen

"To have SHISEIDO return for 2023 and expand the relationship speaks to the strength of our partnership. Both WSL and SHISEIDO are fully invested in Sustainability, and our alignment of values, along with SHISEIDO being a brand endemic to the beach, makes this partnership tremendously valuable, and we are thrilled to continue working together."

About WSL and SHISEIDO's Sustainability Initiatives

Under the theme, "Respect for Oceans", SHISEIDO is dedicated to protecting and supporting the beaches we love, the ocean we depend on, and the skin we live in. Since 2019, SHISEIDO has been promoting We Are One Ocean and the SHISEIDO BLUE PROJECT together with the WSL, the global home of surfing. Both initiatives are designed to inspire the global surf community, increase awareness of ocean protection activities and preserve and nurture the future of our sport. Kanoa Igarashi, one of the best professional surfers, is the ambassador of these projects.

[Special SHISEIDO BLUE PROJECT website] <https://brand.shiseido.co.jp/shiseidoblueproject.html>

[World Surf League official website] <https://www.worldsurfleague.com/>



1: Beach planting in Oahu, Hawaii



2: Beach cleanup in Huntington, CA (US OPEN)



3: Beach cleanup in Tsurigasaki, Chiba

About Kanoa Igarashi, BLUE PROJECT Global Ambassador

Kanoa is one of the world's leading professional surfers, and a silver medalist at the Tokyo 2020 Olympic Games representing Japan. As Global Project Ambassador for the SHISEIDO BLUE PROJECT, Kanoa aims to engage and encourage his fans and followers to participate in the protection of our oceans.

Key achievements: 2022 WCT 5th place, 2022 ISA World Surfing Games gold medal.

Instagram: <https://www.instagram.com/kanoaigarashi/>



About SHISEIDO Suncare

SHISEIDO develops a variety of Suncare products that protect the skin from harmful UV rays which also help conserve the global environment. They incorporate original technologies, such as Sun Dual Care™ which converts sunlight into the light for skincare, and SynchronoShield™ which enables its protective veil to become even more effective in heat, sweat, and water.

SHISEIDO Urban Environment Triple Beauty Suncare

Emulsion SPF50+, PA++++

The Sunscreen Emulsion ensures both protection from strong UV rays and skincare.



SHISEIDO Clear Sun Care Stick SPF50+, PA++++

The transparent sunscreen stick protects the skin even from strong UV rays.

