



Press Release

Shiseido Selected as “Noteworthy DX Company 2023” under Digital Transformation Stock Selection 2023 Program

~ Highly recognized for its efforts to enhance DX across entire value chain and improve customer experience by using digital and data technologies~

Shiseido Company, Limited (“Shiseido”) was selected as a “Noteworthy DX Company 2023” under the Digital Transformation Stock Selection (DX Stock) 2023 program jointly conducted by the Ministry of Economy, Trade and Industry (METI), Tokyo Stock Exchange (TSE), and the Information-technology Promotion Agency, Japan (IPA).

The “DX Stock” program selects, from among companies listed on the Tokyo Stock Exchange, companies that have established internal systems to promote digital transformation (DX)—an initiative that will lead to an increase in corporate value—and have also demonstrated outstanding achievements in the use of digital technology, and recognizes them as “DX Stocks 2023” and “Noteworthy DX Companies 2023.”



Shiseido is innovating itself to realize its DX vision “Global No. 1 Data-Driven Personal Skin Beauty & Wellness Company” under its medium-term strategy “SHIFT 2025 and Beyond.” As part of its initiatives, while promoting DX enhancement across the entire value chain, from R&D to sales, and offering new digital- and data-driven customer experiences in response to diverse customer needs, the company is also striving to nurture and leverage its talents by establishing a detailed personnel model for IT and DX. These points were highly evaluated.

Most importantly, Shiseido has introduced new services to address consumer needs, which have changed during the COVID-19 pandemic, improve customer satisfaction, and deepen their long-term engagement.

The services include Japan's first web counseling service that offers virtual make-up using the advanced facial recognition technology and AI technology, the “Beauty DNA Program” that presents optimal skincare solutions based on AI-powered DNA testing results, and “Beauty Key” that realizes “online merge offline” (OMO) customer experiences by handling user information in a single sign-on system. By combining its more than 150 years of beauty expertise with the latest DX technology, Shiseido will realize a “tailor-made, one-of-a-kind experience (beauty experience that meets the needs of each individual)” whenever and wherever the consumer wants it.

Shiseido's DX initiatives will be executed by Shiseido Interactive Beauty Company, Limited established in July 2021 as an organization of digital and technology professionals. In addition, while its “FOCUS” project, which builds and optimizes a common IT platform worldwide, is steadily progressing, Shiseido is accelerating the sharing and visualization of data across regions globally to quickly respond to market changes.

(Reference)

Ministry of Economy, Trade and Industry Release site

<https://www.meti.go.jp/press/2023/05/20230531001/20230531001.html> (Japanese only)

Tokyo Stock Exchange Release site

<https://www.jpx.co.jp/corporate/news/news-releases/1120/20230531-01.html> (Japanese only)

Shiseido and Accenture Establish Joint Venture “Shiseido Interactive Beauty Company, Limited” in July

<https://corp.shiseido.com/en/news/detail.html?n=00000000003132>

Shiseido Launches New Membership Service “Beauty Key” to Closely Support the Beauty of Each Individual
~Merging multiple membership services into one. App realizes personalized beauty experience~

<https://corp.shiseido.com/jp/news/detail.html?n=00000000003466> (Japanese only)

Shiseido Begins Monitor Experience for New DNA Testing Service “Beauty DNA Program”

~ Offering personalized beauty solutions according to one’s skin characteristics~

<https://corp.shiseido.com/jp/news/detail.html?n=00000000003334> (Japanese only)

Shiseido Offers Japan’s First Counseling Service that Allows Consumers to Try Makeup Online

<https://corp.shiseido.com/jp/news/detail.html?n=00000000002978> (Japanese only)