
Press Release

Shiseido Announces Partnership with Shanghai Ninth People's Hospital –To Further Develop Medical Beauty Area–

Shiseido Company, Limited (“Shiseido”) announced a partnership with Grade-A Tertiary Hospital* Shanghai Ninth People's Hospital (“SNPH”), through its China subsidiary, Shiseido China Co., Ltd (“Shiseido China”). Through the partnership with SNPH, an authority in the field of Plastic and Reconstructive Surgery, Shiseido aims to develop a medical beauty field with joint efforts, which is one of the key strategies for China in Shiseido's mid-term management strategy, “SHIFT 2025 and Beyond.”

*Grade A tertiary hospital is the top tier hospital according to the *Ministry of Health of the People's Republic of China*.

Plastic and Reconstructive Surgery (PRS) of Shanghai Ninth People's Hospital is the only academician institution of PRS in China. It is currently both the largest plastic surgery center in the world and the largest PRS education and research center in China. Shiseido has been conducting research and development with a focus on skin beauty for over 100 years. Through the partnership, the companies aim to combine the hospital's advanced medical beauty technology and extensive clinical experience with Shiseido's cutting-edge skin research expertise. Together, the companies will provide more innovative products and services to consumers in China.

Recently in 2019, to accelerate innovation in the local market, Shiseido China established the “China Business Innovation & Investment Representative Office” as a promotion hub for new value creation and new business development responding to the market trends in China, and in 2020, set up a new research branch of its China Innovation Center in The Oriental Beauty Valley, an industrial park of health and beauty industries located in the Fengxian District of Shanghai, China. Furthermore, in 2021, the Shiseido Beauty Innovations Fund was launched to invest in emerging companies, and in 2022, the fund announced its first investment in Jiangsu Trautec Medical Technology Co., Ltd., a company dedicated to the development and production of recombinant collagen-based biomaterials for the medical and cosmetics industries.

Going forward, by continuing its efforts to drive innovation in the China market, Shiseido aims to provide products and services that meet the needs of Chinese consumers in a timely fashion and simultaneously strengthen its presence in the China market through collaborations with local partners.