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Press Release

## **Shiseido and Shiseido Japan Receive Highest "Gold" Rating in PRIDE Index and Earn First Rainbow Certification Towards Creating a Workplace and Society Where LGBTQ+ Can Work Authentically**

Shiseido and Shiseido Japan have been awarded the highest "Gold" rating in the PRIDE Index, an index that evaluates corporate initiatives for LGBTQ+ and other sexual minorities in the workplace in Japan, as established by the general incorporated association—work with Pride.<sup>1</sup> The initiatives carried out both internally and externally were evaluated based on five criteria: Policy (Action declaration), Representation (Community for those involved), Inspiration (Awareness activities), Development (HR Systems and Programs), and Engagement/Empowerment (Social contribution and Outreach activities).

Shiseido has also received the Rainbow Certification, a credential that recognizes companies that promote cross-sector collaboration to create workplaces and societies where individuals who belong to LGBTQ+ communities can work authentically. An example of this is the makeup workshops held in collaboration with LGBTQ+ organizations for transgender individuals.

This marks the third time<sup>2</sup> that Shiseido has received the "Gold" award, and it is the first time that Shiseido and Shiseido Japan have obtained the Rainbow Certification.

1. An organization that supports the promotion and establishment of diversity management related to LGBTQ+ in companies and other organizations.

2. This is the third time following the awards in 2017 and 2022.

### Shiseido's Past Initiatives

In pursuit of its corporate mission "BEAUTY INNOVATIONS FOR A BETTER WORLD," Shiseido positions Diversity, Equity & Inclusion (DE&I) as a key management strategy to create an organizational culture that continuously generates innovation by recognizing and respecting individual differences regardless of gender, age, nationality, etc. Moving forward, Shiseido aims to support LGBTQ+ communities and allies both internally and externally as it strives to realize a society where everyone can live authentically.

### Internal Initiatives:

- The "Shiseido Code of Conduct and Ethics"<sup>3</sup> upholds respect for human rights and diversity in the workplace and explicitly states that discrimination or harassment based on sexual orientation or gender identity is not tolerated, ensuring employees can work just as they are.
- The company revised its work regulations in 2017 for Japan to include same-sex partners as spouses for the use of benefits such as special leave, caregiving, and childcare systems.
- The company conducts HR training aimed at promoting understanding of LGBTQ+
- Shiseido held an internal event during Pride Month 2024 that provided employees opportunities to consider the current situation surrounding LGBTQ+ communities. The event that was attended by over a thousand employees included personal stories from employees who are part of the communities and talk sessions with external experts.

3. A document outlining the desirable actions of each individual working at the Shiseido Group.

URL: [https://corp.shiseido.com/en/company/standards/pdf/standard\\_eng.pdf](https://corp.shiseido.com/en/company/standards/pdf/standard_eng.pdf)

### Social Initiatives:

- Shiseido Japan's Personal Beauty Partners (PBP) who have specialized knowledge in beauty have been

training in LGBTQ+ customer service since 2019 to better cater to the individual needs of diverse customers and to ensure that LGBTQ+ customers can seek advice with confidence at any store.

- Shiseido expressed, in 2020, support for the Business for Marriage Equality<sup>4</sup> campaign, advocating for marriage equality (legalization of same-sex marriage).

- Shiseido distributed pamphlets that introduced its initiatives for LGBTQ+ communities to visitors at the Tokyo Rainbow Pride<sup>5</sup> in 2024. Marking the sixth time Shiseido has participated, approximately 80 community members and allies<sup>6</sup> participating in the parade.

- Shiseido held makeup classes in Tokyo for transgender individuals and in Osaka for LGBTQ+ individuals during Pride Month 2024.

4. A campaign to make visible companies that support marriage equality. URL: <https://bformarriageequality.net/>

5. The largest pride event in Japan. URL: <https://tokyorainbowpride.com/english/>

6. The terms refers to those who are understanding and supportive.