

Shiseido Selected as a "Nadeshiko Brand" for the Fifth Consecutive Year

Shiseido has been selected for the fifth consecutive year as a "Nadeshiko Brand," a recognition given by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE) to listed companies that excel in promoting women's active participation. The company has been recognized for offering support to all employees to help them steadily develop their career from recruitment to promotion and find balance between empowerment in the workplace and child rearing (i.e., dual-career and co-parenting), both of which promote women's empowerment in the workplace, which contributes to enhancing corporate value.



The Nadeshiko Brand

Since 2012, the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE) have jointly been selecting listed companies that are outstanding in terms of encouraging women's empowerment in the workplace and designating them as "Nadeshiko Brands." This initiative aims to introduce the listed companies designated as Nadeshiko Brands as attractive stocks to investors who place an emphasis on improving corporate value in the mid- and long-term, thereby further encouraging investment in such companies and accelerating efforts by the designated companies. In light of recent trends emphasizing human capital management, METI and TSE have been selecting outstanding companies for designation, focusing not only on companies' efforts to encourage women's empowerment in the workplace, but also on whether they provide systems and measures to promote women's empowerment that are linked to management strategies and on whether these initiatives contribute to improving corporate value.

Diversity, Equity & Inclusion (DE&I) within Shiseido

Shiseido has positioned diversity, equity & inclusion (DE&I) as a key pillar of its management strategy to create an organizational culture that continues to innovate by recognizing and respecting individual differences regardless of gender, age, nationality, sexual orientation, gender identity and disabilities in pursuit of its corporate mission of "BEAUTY INNOVATIONS FOR A BETTER WORLD."

On a global level, the number of women global leaders within the Shiseido Group has increased to 11, broadening the diversity in terms of age, nationality, and cultural background.

The company is particularly proactive in promoting women's active participation in Japan, aiming for a gender ratio of 50:50 at all management levels by 2030. As of January 1, 2025, the percentage of women on Board of Directors is 45.5%, and the percentage of women managers within the domestic Shiseido Group is 41.1% (preliminary figures). The "Next Leadership Session for Women" program offers three

different courses for candidates for future group managers, department/division heads, and executive officers, reinforcing the leadership pipeline to develop the next generation of leaders.

Additionally, by promoting diverse and flexible working styles such as a flextime system without core hours, efforts are being made to create an environment where employees can thrive. To support our employees, we offer childcare training for new parents and their partners, as well as postpartum childcare support through our subsidiary KODOMOLOGY Co., Ltd.* By fostering a culture where taking paternal parent leave is the norm, the domestic Shiseido Group has achieved a 100% parental leave acquisition rate** among male employees as of the end of 2023.

* KODOMOLOGY also offers its childcare support services to companies outside the Shiseido Group. Services include operation of in-house childcare centers, in-office baby sitting, programs for school-age children, childcare support seminars, and more.

** Achieved a 100% parental leave acquisition rate among male employees of the Shiseido Group in Japan as of the end of 2023.

For more details on Shiseido's Diversity, Equity & Inclusion (DE&I) initiatives, please refer to the following:
Resolving the Gender Gap and Empowering Women in Japan

<https://corp.shiseido.com/en/sustainability/society/gender-equality1/>

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