

Shiseido Participating as a Gold Sponsor in the DIVERSITY CAREER FORUM 2025

Shiseido Company, Limited (hereafter, “Shiseido”) is proud to serve as a Gold Sponsor of the DIVERSITY CAREER FORUM 2025, one of Japan’s largest forums for individuals seeking work styles that align with their authentic selves, regardless of disability, sexual orientation, or gender identity. This year marks our ninth exhibition at the Forum and our first time participating as a Gold Sponsor.

We believe that diverse talent is vital to realizing our corporate mission, “BEAUTY INNOVATIONS FOR A BETTER WORLD.” Guided by this belief, we aim to foster a culture where every employee, regardless of gender, age, nationality, sexual orientation, gender identity, or disability, is respected and where the strengths of diverse backgrounds drive innovation. With this approach at the foundation, we position Diversity, Equity & Inclusion (DE&I) as an essential pillar of our corporate strategy and advance year-round initiatives within and beyond the company to deepen understanding of diversity for a highly inclusive society where everyone can be their authentic self.

DIVERSITY CAREER FORUM 2025 Event Overview

- Organizers: Certified NPO ReBit, JobRainbow Co.,Ltd.
- Shiseido’s participation:
 - Online booth on the dedicated DIVERSITY CAREER FORUM 2025 website
 - Video screening in the FORUM program (December 13, 2025)
 - Participation by Shiseido employees in the MEET UP event (February 6, 2026)
- For further details, please visit the event’s website. (in Japanese only)

<https://corp.jobrainbow.jp/dcf2025>

Career Development for Employees with Disabilities at Shiseido

In 2019, an employee who is blind or has low vision proposed the “Job Expansion Project for Blind Employees” at an internal idea contest, which led to the creation of a new career path in sales involving proposals to retail partners by telephone and email. As of November 2025, three employees who are blind or have low vision are working as sales representatives.

In April 2025, Personal Beauty Partners who use sign language as their first language joined Shiseido, and they are active in online beauty consultations and in sharing information through social media. In September 2025, we held a sign language career networking event with three companies that offer customer services in sign language, creating an opportunity to support future service development and career growth for people who are deaf or hard of hearing.

As part of our efforts to support diverse working styles, we also provide systems such as disability-related medical leave, the Shiseido Hybrid Workstyle that allows greater flexibility, and the corporate adoption of Eyeco Support, an application designed for people who are blind or have low vision. Our employees also value Shiseido’s job-based personnel system, which ensures fair evaluation regardless of disability status.



Shiseido's DE&I Efforts in December

Social Initiatives:

- **Guide Makeup for People Who Are Blind or Have Low Vision**
Since 2019, we have been offering seminars on Guide Makeup, simple techniques that support people who are blind or have low vision in applying makeup independently. To reach more consumers, we published our Guide Makeup content on the corporate website on December 2, 2025. In recognition of the International Day of People with Disabilities on December 3, we are holding the Guide Makeup Seminar¹, as part of the Shiseido Life Quality Beauty Seminar series, across twelve prefectures in Japan, during which we will be sharing makeup tips with approximately 180 consumers who are blind or have low vision.

¹ Guide Makeup for People Who Are Blind or Have Low Vision, a Shiseido Life Quality Beauty Seminar (in Japanese only)

URL: <https://corp.shiseido.com/seminar/jp/guide-makeup/index.html>

- **Shiseido Executive Officers to Attend the Valuable 500 International Conference**
On December 3–4, 2025, Shiseido executives will participate in the SYNC25 Accountability Summit, the first international conference hosted by the Valuable 500, a global initiative supporting the inclusion of people with disabilities. The event is co-hosted by Nikkei Inc. and The Nippon Foundation and will take place in Shibaura, Tokyo. Attending from Shiseido are Ayako Hirofuji (Director, Representative Corporate Executive Officer, Chief DE&I Officer) and Chiaki Tomita (Executive Officer, Assistant Chief DE&I Officer). Since joining the Valuable 500 initiative in 2021, Shiseido has advanced the creation of social value through its businesses by engaging with member companies and disability advocacy organizations around the world.

Internal Initiatives:

- We continue to advance understanding of diversity across the organization through our Diversity Week for People with Disabilities. The online program for all Shiseido Group employees includes experience-sharing sessions led by employees with disabilities, expert lectures for managers, as well as information on our online beauty consultation service in sign language and on Guide Makeup support for people who are blind or have low vision.

Shiseido DE&I Lab

<https://corp.shiseido.com/deilab/en/>

Shiseido's Sustainability "Society"

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

Shiseido's Sustainability "Empowering People Through the Power of Beauty"

<https://corp.shiseido.com/en/sustainability/power-of-beauty/>

Shiseido Guide Makeup for People Who Are Blind or Have Low Vision [PDF]

<https://corp.shiseido.com/en/sustainability/power-of-beauty/pdf/guide2.pdf>