

Shiseido Selected as a "Nadeshiko Brand" for the Sixth Consecutive Year Recognized for Initiatives to Promote Women's Empowerment and Work–Life Balance

Shiseido Company, Limited (hereinafter referred to as "Shiseido") has been selected for the sixth 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 advancing women's empowerment as a driver of corporate value by pursuing two key initiatives in parallel: providing consistent career development support from recruitment through promotion, and supporting employees in balancing their careers with family responsibilities, including dual-career and co-parenting arrangements. These initiatives were highly recognized as contributing to sustainable corporate value creation.



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

Diversity, Equity & Inclusion (DE&I) is an important initiative for the Company to achieve our corporate mission of "BEAUTY INNOVATIONS FOR A BETTER WORLD." We foster an organizational culture that utilizes diverse perspectives and creates innovation by recognizing and respecting individual differences regardless of gender, age, nationality, sexual orientation, gender identity, or disabilities.

In Japan in particular, Shiseido positions women's empowerment as a key priority and aims to achieve a ratio of 50% women leaders across all management levels within our group companies in Japan by 2030. As of January 1, 2026, women account for 54.5% of Shiseido's Board of Directors*¹. The percentage of

women managers within our group companies in Japan stands at 43.3%, while globally the ratio has reached 60.3%. To clarify the background behind these organizational diversity initiatives and leverage the insights for society, Shiseido established the Shiseido DE&I Lab in 2023, an in-house research institute dedicated to exploring the relationship between the active participation of people with diverse backgrounds and corporate growth. Insights obtained through empirical research are shared via the Company's website, symposiums, and other platforms to contribute to a broader understanding of DE&I across Japanese society.

As part of its efforts to develop women leaders, Shiseido implements the "Next Leadership Session for Women," a leadership development program for women employees who aspire to advance into management roles. Through this program, the Company is steadily strengthening its leadership pipeline. To create an environment in which employees can thrive and fully demonstrate their capabilities, Shiseido promotes diverse and flexible working styles, including a flextime system without core hours.

In addition, through its subsidiary KODOMOLOGY Co., Ltd.*², the Company provides childcare training for employees who are expecting children and their partners ("KODOMOLOGY Ikutore"), as well as postpartum childcare support. Through these initiatives, Shiseido is fostering a culture in which taking parental leave is the norm for men as well as women, resulting in a 100% parental leave acquisition rate among male employees in the Shiseido Group*³.

In addition, Shiseido is strengthening initiatives to promote DE&I both internally and externally. In conjunction with International Women's Day, the Company hosts events to promote gender equality, providing opportunities for employees to deepen their understanding.

Furthermore, to fully incorporate a DE&I perspective into brand activities, Shiseido conducts Inclusive Marketing Learning Sessions, primarily for employees engaged in marketing. For example, at *Clé de Peau Beauté*, the Company's global luxury brand where women already account for 60% of management positions, innovation driven by diverse perspectives continues to advance.

Through support for women's career development and work-life balance during child-rearing stages, Shiseido is fostering an organization in which diverse talent can fully realize its potential—an approach that has been recognized as contributing to enhanced corporate value.

*1 Following the conclusion of the 126th Ordinary General Meeting of Shareholders (March 25, 2026), the ratio is scheduled to become 50.0%.

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

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

Shiseido DE&I Lab

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

Resolving the Gender Gap and Empowering Women in Japan

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

Diversity, Equity and Inclusion (DE&I)

<https://corp.shiseido.com/en/sustainability/labor/diversity.html>

Shiseido's Creative Work Featured as Official Visual for UN Women's "Unstereotype" Exhibition on Gender Equality

<https://corp.shiseido.com/en/news/detail.html?n=0000000004144>