
Press Release

Regarding the Future Activities of the Shiseido Running Club

Shiseido Company, Limited ("Shiseido") has announced its decision to suspend the Shiseido Running Club's activities and operations as a corporate athletics team at the end of March 2027.

The Shiseido Running Club ("the Club") was established in 1979, the year the first Tokyo International Women's Marathon was held. Over its 47-year history, under the slogan "Faster, Stronger, and More Beautiful," the Club has achieved numerous accomplishments, including two victories at the All-Japan Women's Corporate Ekiden Championships (Queens Ekiden), and has produced athletes who have represented Japan at the Olympic Games and World Championships. Through its competitive activities and participation in running events, the Club has also sought to inspire and bring joy to communities, consumers, employees, and society by demonstrating the spirit of running and taking on challenges.

Amid a rapidly changing business environment, Shiseido is focusing its efforts globally on areas that offer greater synergies with its core business, with the aim of driving business growth and improving profitability. In light of the significant changes in circumstances since the club's establishment and following careful consideration in line with this strategic direction, Shiseido has reached this decision.

Shiseido is committed to supporting each athlete and staff member through this transition, placing the highest priority on their individual wishes and providing dedicated support as they plan for their futures. Until team operations conclude, Shiseido will continue to provide the support needed to ensure that athletes and staff can remain fully focused on their competitive activities.

We extend our heartfelt gratitude to everyone who has supported and cheered on the Shiseido Running Club throughout its many years of activity.