

The Shiseido Group "Basic Policy on Customer Harassment"

Background

The Shiseido Group is committed to its corporate mission, "BEAUTY INNOVATIONS FOR A BETTER WORLD," aiming not only for corporate growth but also to address social and environmental challenges through our core beauty business, striving for a sustainable society where everyone can find happiness. With the management policy of becoming "the most trusted beauty company in the world," we sincerely listen to our customers, embrace diverse beauty values and needs, and work towards a consumer-oriented management approach to realize a sustainable society where people can feel happiness through our products and services.

However, we have observed some instances of customer harassment during the use of our products and services, which can harm the dignity and well-being of our employees. We believe that taking a firm stance against such behavior and ensuring a safe working environment for each of our employees will further build trust with our customers. Therefore, we have established the following "Basic Policy on Customer Harassment."

Definition of Customer Harassment

Based on the "Customer Harassment Countermeasure Manual for Companies" by the Ministry of Health, Labour and Welfare, the Shiseido Group defines customer harassment as below:

"Customer harassment" refers to complaints or behavior from customers, etc., where the means, attitude, or manner towards realizing the demands are socially unreasonable, considering the validity of the complaint or demand, and such means or manner harm the working environment of employees.

Examples of Customer Harassment

(1) Examples of "cases where the customer's demands are unreasonable"

- When there are no defects in the products/services provided by the Shiseido Group or no negligence on our part

- When the demands are unrelated to the products/services provided by the Shiseido Group

(2) Examples of "means, attitude, or behavior towards realizing the demands that are socially unreasonable"

- Physical attacks (assault, injury)
- Psychological attacks (threats, defamation, insults, abusive language)
- Intimidating behavior
- Demands for a deep bow ("dogeza")
- Continuous or persistent behavior
- Restrictive behavior (refusal to leave, staying, confinement)
- Discriminatory behavior
- Sexual behavior
- Attacks or demands directed at individual employees
- Defamation or insinuations on social media, the internet, or media
- Demands for pursuing the cause beyond social norms
- Excessive demands without just cause (product exchange, monetary compensation, etc.)

Basic Stance Against Customer Harassment

We will sincerely address requests from customers and engage in reasonable and rational discussions to resolve issues. However, if we determine that the demands or behavior fall under customer harassment, we may suspend or refuse further response. In cases where the demands or behavior are deemed malicious, we will take firm action, including reporting the incident to the police, criminal procedures, and legal measures.

Internal Measures Regarding Customer Harassment

- Clarification of corporate stance through this policy and awareness-raising among Shiseido Group employees
- Promotion of knowledge and awareness regarding customer harassment
- Establishment of consultation and response systems for cases of customer harassment