



SHISEIDO GROUP HEALTH MANAGEMENT WHITE PAPER

FY2020 version

Date of Issue: December 15, 2020

**Shiseido Company Limited
Wellness Support Group
Shiseido Health Insurance Society**

Introduction

Health management initiatives

I believe that the genuine mission of Shiseido is to offer solutions to social problems and achieve a sustainable society, helping people find happiness through our mainstay beauty business.

To realize this mission, it is important for our employees to maintain inner and aesthetic beauty as well as consistent motivation. To that end, it is essential to support the health of employees and the health of their families. In collaboration with the Shiseido Health Insurance Society, we created a health declaration to clarify our promise to help our employees live beautifully. Shiseido delivers beauty to consumers. We are fully committed to health management in our quest to become the most trusted beauty company in the world and remain vital for the next 100 years and beyond.



Representative Director, President and CEO

Masahiko Uotani

魚谷雅彦

Shiseido Health Declaration

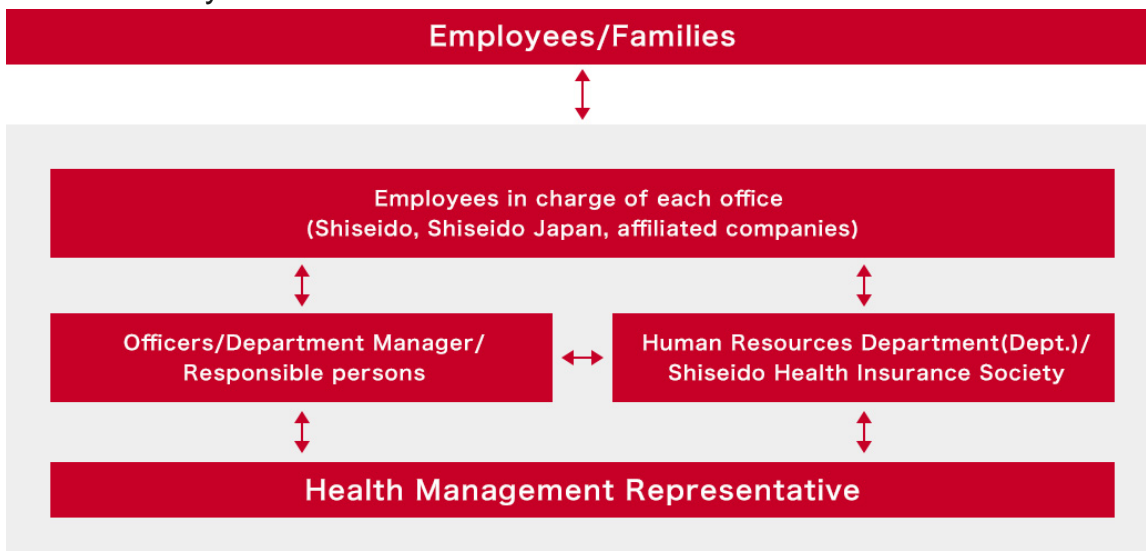
OUR MISSION is BEAUTY INNOVATIONS FOR A BETTER WORLD.
To that end, we promote initiatives for employees and their families to live beautifully and healthily based on our perception that beauty and health are sources of vitality.

■ Our principles

- As members of a company delivering beauty, each and every employee shall have awareness and knowledge and take action to work healthily, physically and mentally.
- Shiseido will endeavor to provide opportunities for our employees to speak freely with each other about beautiful lifestyles and health for mutual growth.
- Shiseido will endeavor to create a safer and more comfortable work environment and will actively support the efforts of employees and their families in cooperation with the Shiseido Health Insurance Society.

■ Promotion system

Regarding promotion, the Health Management Representative (Chief Wellness Officer), the Human Resources Department Wellness Support Group, and the Shiseido Health Insurance Society collaborate to support each office to take the initiative to maintain and promote employee health. In addition, the Health Management Representative and each officer, department manager, and responsible person jointly discuss support for employee voluntary health initiatives.



A Message from the Chief Wellness Officer

To respond to the coronavirus threat, all of us need to adopt a new daily lifestyle. Under these circumstances, the Shiseido Group's mission to help consumers improve their quality of life has become more important than ever, through various products and services with "beauty" as our keyword.

To provide products and services that are well-received by consumers, it is essential for employees and their families to maintain beautiful and healthy lifestyles and ensure a high quality of life. The Human Resources Department Wellness Support Group and the Shiseido Health Insurance Society, in collaboration with Shiseido's officers, department managers, and responsible persons and staff members in charge of human resources at offices, proactively help employees and their families address their health issues and improve their lifestyles. As employee diversity grows each year in terms of age, sex, and nationality, we provide more individually tailored support than ever before.

Our serious approach to health management should serve as the most important and effective foundation to achieve "People First." With this in mind, we will further enhance our efforts to create a work environment where employees feel comfortable and fulfilled.

CWO –Chief Wellness Officer
CPO –Chief People Officer– President,
Shiseido Health Insurance Society
Minoru Nakamura



Health issues and future initiatives of the Shiseido Group in Japan

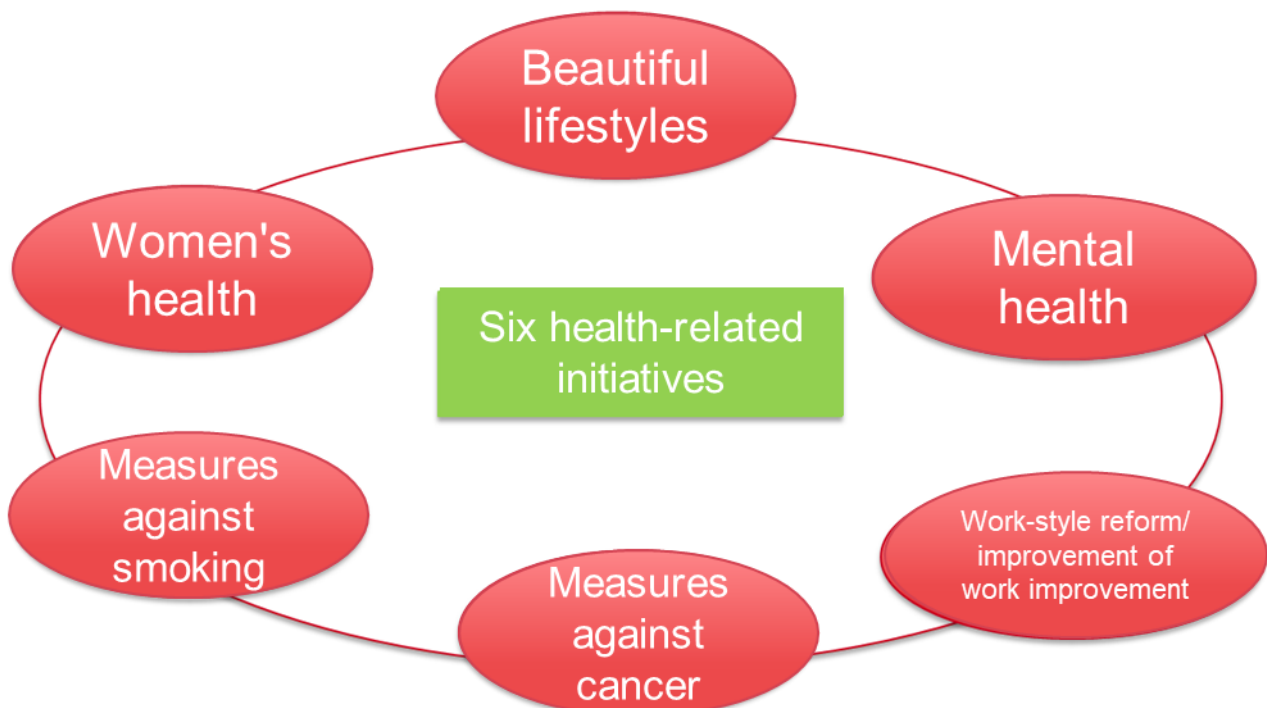
The Shiseido Group in Japan works to resolve the following issues.

1. Reconstructing the foundation of the occupational health system that supports health-related initiatives

More frequent patrolling inspections of workplaces by members of the Health Committee, Safety and Health Committee, and occupational physicians; maintenance of a 100% health checkup rate; encouragement for undergoing reexamination and/or detailed examinations based on health checkup results to ensure early treatment; improvement of health guidance rules to make health guidance more effective and efficient, and the addition of more information and resources; multifaceted analysis of health data; enhancement of mental health measures; development and implementation of a mental health promotion plan.

2. Implementation of health-related initiatives

The Shiseido Group in Japan and the Health Insurance Society will jointly promote health initiatives that take into account each office's health issues with the aim of promoting beautiful lifestyles, facilitating smoking cessation, providing mental healthcare, preventing cancer, improving women's health, and improving the work environment.



Health initiative 1: Beautiful lifestyles

The implementation rate of health support programs (specific health guidance) stood at 55.4% in FY2018, higher than the national average of 21.4%. The programs have an influence on reducing BMI levels of participating employees.

○Key initiatives

■Health fairs

Every year, we conduct health fairs tailored to the health issues of each of our facilities and launch measurement events, health education sessions, and collaborative events with cafeterias.



<Health fair and special menu for the fair>

■Health seminars

The company has provided seminars on exercise and diet that are designed to address health issues in each organization since FY2019.



<Health seminar>

Health initiative 2: Measures against smoking

The smoking rate in our company had been slightly higher than the national average. In response, we introduced initiatives such as No Smoking Day within the company, no-smoking during working hours, and sending no-smoking promotion DMs to smokers. Thanks to these efforts, the smoking rate has seen a reduction to 22.2% in 2018 and 20.8% in 2019 (a 10- percent reduction compared to 2010).

○Key initiatives

■Smoking Cessation: VICTORY 2020

The 0-Yen Quit-Smoking Challenge Program in FY2019 received 106 employee participants, which exceeded the target of 100. Of these, 54 participants successfully quit smoking as a result of treatment. In FY2020, we have implemented “Smoking Cessation: VICTORY 2020” and continue to help employees quit smoking.

The image shows three informational leaflets. The first leaflet, titled "禁煙にトライしたくなる新情報" (New information that makes you want to try quitting smoking), discusses rule changes and the link between smoking and COVID-19. The second leaflet, "加熱式タバコにも有害物質は含まれています" (Even heated tobacco contains harmful substances), compares tar and nicotine levels in heated tobacco vs. cigarettes. The third leaflet, "禁煙外来に関する案内" (Information on smoking cessation clinics), lists conditions for treatment and provides contact information for the company's clinic.

<Information leaflet on quitting smoking>

■Participation in the “No Smoking Promotion Business Consortium”

We joined the “No Smoking Promotion Business Consortium” in April 2019. Since then, we have participated in Consortium workshops to share information with other companies that have implemented progressive non-smoking programs.

Health initiative 3: Mental health

A mental health promotion plan will be developed in FY2020. We will promote continued and systematic mental health measures from the mid- and long-term perspectives.

○Key initiatives

Self-care: Introducing stress checks, developing a training system using e-learning, and conducting interviews for new employees and transferees

Line-care: Taking an approach toward improving the work environment, training new managers, and holding interviews with superiors

Return-to-work support: Creating the Shiseido version of the return-to-work support program and developing a system to enable employees taking sick leave to receive consultation and return to work without concern

Health initiative 4: Measures against cancer

By age, Shiseido Group employees in their 40s and 50s account for over 70 percent of the total who are absent from work due to cancer.

We implement various measures to provide support for employees in the prime of their working lives and promote early detection and rapid treatment of cancer.

○ Key initiatives

Development of support measures for treatment/work balance, cancer education through e-learning, and cancer screening subsidies

Health initiative 5: Women's health

Since female employees make up about 80 percent of all Shiseido Group employees, promoting women's health is an essential initiative for us.

Shiseido is implementing measures to support the health of female employees.

○Key initiatives

Cancer screening, health seminars, and health guidance

Health initiative 6: Work-style reform and improvement of work environment

As part of our work-style reform initiatives, we introduced a teleworking system in 2016. The frequency and contents of teleworking have changed significantly in 2020 due to the spread of the novel coronavirus. We will consider and propose health management for new workstyles, such as the expansion of teleworking and the introduction of open-plan offices.

○ Key initiatives

Rejuvenating health committees based on the work-style reform, conducting a questionnaire survey on employees working from home and promoting activities for improvement, and providing information for employees

Responses to coronavirus by the Shiseido Group in Japan

The Shiseido Group in Japan has adopted a “New Working Style,” which places the highest priority on the safety and health of employees, with the aim of preventing and minimizing the spread of coronavirus infection as well as improving the performance and productivity of employees and organizations.

Since the adoption of the New Working Style, which allows employees to work either at the office or home depending on their roles, employee workstyles have become more diverse. The Shiseido Group in Japan has started taking measures to address health issues associated with teleworking that are different from those previously experienced.

Safety and health promotion system

In accordance with laws and regulations, we have established a health committee at domestic facilities of the Shiseido Group and strive to create a safe and comfortable work environment through surveys and deliberation.

We have established an occupational safety and health policy at the Global Innovation Center and factories and have inaugurated a safety and health committee to improve and reform hazardous locations and dangerous acts. For domestic factories, our objective is to eliminate accidents that cause employees to take time off from work and we strive to prevent the occurrence of serious accidents.