

Various Activities to Support Women's Empowerment

Supporting Female Researchers and Academic Research

Shiseido contributes to the development of science and dermatology through support for women who aim to be leading researchers specializing in the natural sciences and through funding in dermatology over 40 years. In addition, in the field of aesthetic dermatology, we have established the "Minami Aoyama Dermatology Skin Navi Clinic" through the Camellia Club Medical Foundation Incorporated to which Shiseido donated funds for its establishment. Its research achievements have been contributing to the development of new cosmetics and aesthetic medicine to help improve quality of life (QOL) for all individuals and have been commended by the Japanese Society of Aesthetic Dermatology.

Childcare Support

Shiseido not only supports our employees to realize a good balance of "work" and "childcare" but also promotes efforts to share various concerns of women in a child-raising period with the entire society.

KODOMOLOGY— Commitment to Children and Their Working Parents Through Entrusted Operation of In-house Nurseries

In an effort to achieve a sustainable society that makes people happy, Shiseido started its childcare services with establishment of KODOMOLOGY Co., Ltd. in 2017. KODOMOLOGY's main business is operation of in-house nurseries at corporate operation sites.

We plan to utilize our learnings from promoting women's empowerment as well as knowledge accrued through our longtime cosmetics business activities, and collaborate with diverse outside partners to enhance social value of childcare and to create a new child-raising culture for the future. Also, we aim to cooperate with our stakeholders in effort to create a better working environment both in companies and in our society.

The logo for KODOMOLOGY is displayed in a white rectangular box. The word "KODOMOLOGY" is written in a bold, black, sans-serif font. The letter "O" in "KODOMOLOGY" is stylized with two dots above it, resembling a pair of eyes or a traditional Japanese character.

Kangaroom Shiodome / Kakegawa, a Nursery School Operated by Shiseido

Shiseido opened Kangaroom Shiodome in September 2003 and Kakegawa in November 2017, as part of its initiatives to help Shiseido Group employees raising children balance the demands of work and childcare. The facility also accepts a certain number of children of employees of other companies, which are supporting the concept of "improving the child-rearing environment through cooperation with other companies." Kangaroom has made a significant contribution to transforming employees' awareness of how they work and realizing a work-life balance. The facility has been well received by people utilizing its childcare services for reasons such as enabling parents to return to work with complete peace of mind after the birth of a child and feel secure in the knowledge that their children are nearby, as well as allowing them to effectively make use of their time since they don't need to allot time to travel to a separate facility to pick up their children.



| Shiseido Running Club

Shiseido Running Club promotes activities based on the slogan of "strong, quick and beautiful." By supporting female athletes, the club encourages health and beauty that are unique to Shiseido in three respects: mind, performance and body. The club thereby nurtures not only the "strength to win over yourself" and "ability and technique to run faster" but also the "spirit of hospitality." In addition to developing athletes who are affiliated with the club, we will also promote tips on running externally, lectures and participation in local running events in order to contribute to society. In doing so, we will spread the joy of running and better health among runners in general, ranging from children to elderly people.