

# Social Contribution Activities

The Shiseido Group aims to achieve sustainable development together with society and the earth, and contributes to society through activities related to our core areas of sustainability and solutions that address local issues through our corporate strengths.

## Guidelines for Social Contribution Activities

The Shiseido Group aims to achieve sustainable development together with society and the earth. In accordance with the Shiseido Group Standards of Business Conduct and Ethics, we will contribute to the realization of a sustainable society through our efforts to resolve social issues and leveraging our business practices, as well as through activities that address issues of each local community, to gain support from various stakeholders across the world for years to come.

## Shiseido Group Standards of Business Conduct and Ethics "With Society and the Earth"

We engage in a broad dialogue with society and strive to cooperate in solving social challenges.

- (1) We strive to meet the expectations of global society through various activities, such as using the power of cosmetics to lift people's spirits and improve their quality of life, furthering the advancement of women, promoting the arts and culture, and conducting environmental activities.
- (2) We work to deepen our interaction with communities where our affiliates are located and contribute to their development, thereby fulfilling our responsibility as a good corporate citizen.

## Core Areas of Social Contribution Activities

In line with the Shiseido Group Standards of Business Conduct and Ethics and with regard to decision-making on important issues of corporate materiality, Shiseido has designated the "environment," "society," and "culture" as core areas for social contribution activities. In particular, in the area of society, Shiseido promotes initiatives to advance diversity, including gender equality, and to improve the quality of life (QOL) of all people, involving employees and leveraging Shiseido's talents and technologies. In addition, as part of our efforts to support local communities and disaster relief, we fulfill our responsibilities as a corporate citizen by working with employees to respond to issues faced locally, particularly in areas where our business sites are located.

## Promotion System and Governance of Social Contribution Activities

Shiseido takes on social contribution activities in collaboration with brands and regional headquarters through the Social Value Creation Division. The Chief Social Value Creation Officer is responsible for social contribution activities, and full-time employees are assigned to plan and promote social contribution activities and to coordinate the results within the Social Value Creation Division. Sustainability promotion officers are also assigned to regional headquarters overseas, and the headquarters and regional headquarters work together to promote and manage activities in each country and region. Once a year, the Chief Social Value Creation Officer reports on priority activities to the Board of Directors, including an overview of activities implemented by each brand and regional office in each country and region.

## Initiatives for Social Contribution Activities

Despite restrictions due to coronavirus (COVID-19), approximately 3,400 Shiseido Group employees participated in social contribution activities in 2020. Based on our sustainability principles, activities were broad in scope and spanned the fields of environment, society, and culture.

Inspired by the power of beauty, we implemented activities that only Shiseido can offer. These included virtual hair and makeup lessons, cosmetics donations, and monetary donations – all implemented under strict regulations to protect our employees, and help stop the spread of COVID-19.

For more details, please refer to the respective links.

### 1. Environment

Because many of Shiseido's products are made with botanical ingredients, we strive to raise employee awareness through initiatives centered on the environment, ocean conservation, and environmental education in each country and region as part of our efforts to reduce our impact and use sustainable resources.

### 2. Society

Shiseido aims to realize a better society for all by utilizing Shiseido's beauty technology and know-how to support women's advancement through our cosmetics business.

- We empower people with the power of beauty, aiming to create a society in which people can live each day with a sense of purpose.

JSID Fellowship Shiseido Research Grant to support advanced dermatological research and development initiatives  
Japanese Dermatological Association Basic Medical Science Research Fund (Donation by Shiseido) supporting basic medical research in dermatology

- Aiming to close the gender gap, we lead the way in supporting women's activities in Japan.
- Shiseido aims to create a society in which everyone can play an active role by educating and supporting people in socially disadvantaged situations.

### 3. Culture

Shiseido supports contemporary art and experimental expression, leveraging its knowledge and experience in high-quality manufacturing and artistic and cultural practices spanning the past hundred years.

### 4. Community, Disaster and Various Support

It is important for employees to improve themselves through their involvement in society, which leads to personal growth and in turn growth for the Company. To this end, Shiseido deepens exchanges with local communities and works to resolve local issues.

## Social Contribution Activities by employees

We encourage all our employees to consider social issues and ways in which we can address them. Based on our sustainability principles, we offer social contribution activities across the fields of environment, society, and culture, and our employees have the opportunity to take part in these activities.

Since the emergence of coronavirus (COVID-19), we have been supporting medical professionals and people affected by the pandemic through various initiatives, including providing hand sanitizers and cosmetics.

### Camellia Fund Expanding Worldwide

The Shiseido Camellia Fund is a social contribution program that supports NPOs and NGOs that are working to solve social issues through donations from Shiseido employees and retired corporate friends. Supported organizations are selected with a focus on "environment", "society", and "culture". Employees in Japan can participate contributing as little as 100 yen from their monthly salary, and retired company alumni can participate from as little as 1,000 yen. The Americas Regional Headquarters, Asia Pacific Regional Headquarters in Singapore, and Travel Retail Regional Headquarters conduct activities through the donation platform "Benevity".

Please check the details in Social Data.

### Shiseido Camellia Fund Supporting Organizations in Fiscal 2021

Areas	Supported organizations		Support activities of the Camellia Fund
Environment	WWF Japan		Fostering sustainable Indonesian farms that produce certified palm oil to protect the global environment.
Society	All Japan Women's Shelter Network		Schooling support for children living with mothers who have sought refuge from domestic violence.
	JOICFP		Providing health facilities and childbirth kits to protect the lives of Zambian mothers in dire medical risk during childbirth.
	Save the Children Japan		Securing food and nutritional resources for mothers and children living in the mountainous areas of Vietnam where malnutrition is serious.
	Shiseido Social Welfare Foundation		Supporting higher education for children who grow up in institutions or with foster parents and leave at the age of 18.
	Japanese National Network of Xeroderma Pigmentosum (XP)		Purchasing UV-protection and medical-care products for children with XP, and awareness-raising about XP.
	Japan Cancer Society		Free consultations for cancer patients and their families, and support for cancer survivors to live positively.

Culture	Arts Initiative Tokyo		Activities to create art experiences for children and nurture an undefeated spirit that can overcome circumstances or obstacles through the power of art.
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## Social contribution activities by employees around the world

Shiseido Group employees around the world work to resolve issues in local communities in each region and business site, based on the belief that examining society and enhancing oneself through involvement in society leads to personal growth and in turn growth for the company.

Shiseido EMEA hosted its fourth annual "Camellia Day" and more than 600 employees from 10 countries participated in this event. In Shiseido Americas approximately 500 employees participated in 20 programs under "THE BEAUTY OF HELPING OTHERS" initiative.

As part of our activities to help solve social issues, Shiseido Americas also supported LGBTQ organizations, and Shiseido Japan co-sponsored online seminars in cooperation with local governments for mothers raising children during the pandemic.

Activities to address environmental issues included planting wheatgrass in Thailand on "World Soil Day". The aim of this was to raise awareness around the conservation of tropical rainforests and global warming. In Japan, EMEA, Americas, and Asia Pacific, schemes have also been established to allow employees to take part in social contribution activities during working hours.

### Shiseido Camellia Day (10 countries in Europe, September-October 2020)

Approximately six hundred employees participated in various programs, including breast cancer support donation collections done online, blood donation activities, product donations to hospitals and doctors, and activities to donate handmade masks.



Donation of products to women in need (Belgium)



Cleaning up the banks of the Seine River (France)

### Online Seminar for Mothers (Japan, November 19, 2020)

In the midst of drastic changes in work and child-rearing environments due to the spread of the novel coronavirus COVID-19, an online seminar was held in cooperation with the local government in Hyogo Prefecture for eighteen mothers with children between the ages of two months and eight years old.



### Planting wheatgrass (Thailand, December 4, 2020)

To raise awareness of environmental issues, two hundred employees planted wheatgrass on World Soil Day.



### Coastal cleanup activities (Taiwan, November 7, 2020)

Over one hundred employees participated in beach cleanup activities at Hsinchu Harbor to raise awareness of environmental and marine conservation.



### Initiatives in the fight against COVID-19

Shiseido put the safety of all our stakeholders first by promptly responding to the situation and creating a COVID-19 Emergency Task Force in early February 2020. This team has been responsible for channeling our safety guidelines across all regions. Further, we have set up task force teams at each regional headquarters to promptly respond to support employees to work safely.

## Disaster Support Activities

Company lives with society, and society is what lets us survive. Our hope is to fulfill the company's responsibilities as a member of society when society faces difficulties. Reconstruction of the area, which received unprecedented damage, has a long way ahead. We intend to support affected people right by their sides for a long time so that they can become independent by utilizing our resources, such as people, objects, information, technologies, and culture, etc.

### Donations for Disaster-affected Areas

We donated to disaster-affected areas around the world. The combined goodwill of each of our employees and company friends has a tremendous impact.

For details, please refer to Social Data.



Employees and Friends of the Company Present Donations for the Victims of Typhoons in 2019

### Aid Initiatives in the Wake of the Great East Japan Earthquake

#### Reconstruction Support Activities Linked by Camellia

Shiseido has a deep connection with the camellia flower. It is also the city flower of Ofunato and Rikuzentakata City in the Kesen area of Iwate Prefecture. Since the 2011 disaster, we have discussed with the townspeople about what Shiseido can do to help based on our mutual relationship with the camellia. In this process, we learned that until a few decades ago, households in the Kesen area pressed oil from camellia nuts used for food and hair care, and that they wanted to make the camellia into a new industry for the city. We also learned that in Ofunato, the camellia was a staple of tourism even before the earthquake. To grow this flower which has been so cherished by the city, Shiseido is working with the people of Ofunato to plant camellia trees every year starting in 2021. With their cooperation, Shiseido also planted a total of approximately 800 camellia trees, including roughly 550 seedlings and 260 mature trees in 2020.



#### Hosting internal reconstruction support events

Since 2013, Shiseido has held the "Reconstruction Support Marche" every year at the Shiseido Shiodome Head Office, where local products from the Sanriku region, which Shiseido supports, are collected and sold in-house.

#### <Objectives of the market>

<b>For Region</b>	<ul style="list-style-type: none"><li>● Improvement of the recognition of the Kesen area</li><li>● Development of new sales channels</li></ul>
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**For Employees**

- Opportunity to PR the reconstruction support activities to gain sympathy
- Opportunity to realize employees' will to help with reconstruction support



In 2020, we revised the event which had been held in-person in previous years due to accommodate the circumstances of COVID-19, and implemented an online "Virtual Marche" for the first time so that employees nationwide could also participate. A wide variety of local products from disaster-affected areas were made available online, and many employees participated in the event. As a new form of support, members of the fishery industry joined the Virtual Marche, expanding the scope of an annual event that brings smiles to the faces of all employees and their families.



## Primary Initiatives until now

### 1. Activities with Hopes of Industrialization

#### ● A Camellia Tree Planting Event Held to Contribute to the City Development Project

Shiseido launched the planting activity in 2012. In 2017, its sixth anniversary year, the participants planted nursery trees, which they plant every year, as well as mature trees, a new symbol of the city, to support the revitalized city of Ofunato. 15 employees from Shiseido planted trees with people from Taiyo-kai, the Ofunato City Office, and the JAPAN CAMELLIA SOCIETY.

#### (1) Nursery Camellia Tree Planting Event

On Thursday, May 25, 2017, Shiseido and Taiyo-kai, a social welfare corporation, co-hosted a camellia tree planting event on the premises of Taiyo-kai Fukushi-no-sato Center in Ofunato City. The participants planted 32 trees. To support this activity, Shiseido donated part of the sales of the Shiseido Relaxing Night Mist and of Ofunato's signature products that SHISEIDO AMENITY GOODS CO., LTD. offered in its mail order catalogues.



Planting ceremony (Ofunato City Mayor  
Kimiaki Toda, second from right)



A city office worker and a Shiseido employee  
planting a nursery tree



Participants of the planting event

## (2) Commemorative Mature Camellia Tree Planting Event

On Friday, May 26, 2017, Shiseido planted nine mature trees as a new symbol of the city in the KYASSEN Mall & Patio, a commercial facility. Shiseido and KYASSEN CO., LTD., a city development company, co-hosted the ceremony.



Memorial plate unveiling ceremony



Employees wrapping a tree trunk in cloth



During the ceremony

## ● A Camellia Tree Planting Event with Wishes for Reconstruction Held on June 11, 2016

On Saturday, June 11, 2016, Shiseido and Taiyo-kai, a social welfare corporation, co-hosted a camellia tree planting event at Iwate Prefectural Fukushi-no-sato Center. 20 employees from Shiseido participated in the event and planted trees together with people from Taiyo-kai, the Ofunato City Office, and the JAPAN CAMELLIA SOCIETY.

### (1) Mature camellia tree planting

In order to harvest camellia seeds, from which oil is extracted, at an early stage, we planted 20 mature trees. This year, as well as last year, the JAPAN CAMELLIA SOCIETY donated 30-year-old trees.

### (2) Nursery camellia tree planting

In the hope that the trees will grow well and vigorously, commemorative trees were planted by Ofunato City Mayor Kimiaki Toda, Shiseido Executive Vice President and Representative Director Tsunehiko Iwai, Taiyo-kai Director Noriya Kikawada, and Mr. Kiyohiko Nakamura of the JAPAN CAMELLIA SOCIETY. To support this activity, Shiseido donated part of the sales of the Shiseido Relaxing Night Mist and of Ofunato's signature products that SHISEIDO AMENITY GOODS CO., LTD. offered in its mail order catalogues.



The tree planting ceremony with Ofunato City Mayor, Kimiaki Toda (right) and Shiseido Executive Vice President and Representative Director, Tsunehiko Iwai (left)



Planting nursery trees on a steep slope



Shiseido staff who participated in the tree planting event

## ● Hosting a Camellia Tree-planting with Hopes of Industrialization Event on June 12, 2015

On Friday, June 12, 2015, Shiseido and Taiyo-kai, a social welfare corporation, co-hosted a camellia tree planting event at Iwate Prefectural Fukushi-no-sato Center.

16 employees from Shiseido participated in the event and planted trees together with people from Taiyo-kai, the Ofunato City Office, and the general incorporated association RCF.

### (1) Mature camellia tree planting

In order to harvest camellia seeds, from which oil is extracted, at an early stage, we planted 30 mature trees. The planted mature trees were donated from the JAPAN CAMELLIA SOCIETY, which has supported this activity.

## (2) Nursery camellia tree planting

We planted 40 nursery trees. A part of the sales of the "Shiseido Relaxing Night Mist" and of Ofunato's signature products that SHISEIDO AMENITY GOODS CO., LTD. offered in its mail order catalogues is donated to this nursery tree planting event.



Installing poles for protecting nursery trees from deer



Planting mature camellia trees



Shiseido staff who participated in the tree planting event

## 2. Initiatives for Raising Awareness of Camellia in Kesen Area

### ● Releasing "Before bedtime" Fragrance with the Motif of "Sanmen Tsubaki" of Ofunato City Released on October 1, 2014

Fragrance soothes our feelings and gives us a sense of relaxation. With the hopes of delivering pleasant sleep with good fragrance to affected people, we worked on developing a product by utilizing Shiseido's aromachology research. As a result, we have developed a new fragrance for users of all ages regardless of gender to experience a sense of relaxation before bedtime, by combining with the fragrance ingredient of flowers of "Sanmen Tsubaki", which is 1,400 years old and is the oldest camellia tree in Japan located at "Nakamori Kumano Shrine" in Massaki-cho, Ofunato City. We collaborated with local people to create a new fragrance "Shiseido Relaxing Night Mist".

It was released on October 1 (Wed), 2014, with limited volume via the Shiseido website, and was available at 4 department stores, Isetan Mitsukoshi Ltd. from March 9 (Wed), 2016.

Part of the sales utilized in the development of "Ofunato, home of camellia".



Shiseido Relaxing Night Mist

### ● Using Camellia in Reconstruction Efforts Initiatives Shiseido Parlour Launching "Kesen Tsubaki Dressing" November 10, 2014

On November 10, Shiseido Parlour, participating in Shiseido's reconstruction efforts initiatives centered around the use of camellia, launched a series of dressings in the market with a limited number of products. These dressings contain "Kesen Tsubaki" camellia oil made from camellia seeds from Kesen area, a town that was affected by the Great East Japan Earthquake and Tsunami.

Kesen Tsubaki camellia oil is made by roasting camellia seeds and carefully wringing the oil out with manual oil wringers. Roasting the seeds brings out a distinctive, rich aroma and gives the oil a beautiful golden color.

This series comes in two varieties: Onion and French mustard. Head chef



Kesen Tsubaki Dressing

at Ginza Shiseido Parlour has made the best of this aroma, using a

● "TSUBAKI NO YUME FESTIVAL (Dream of Camellia Festival)" October 4, 2014

Shiseido held "TSUBAKI NO YUME FESTIVAL (Dream of Camellia Festival)" at Rias Hall in Ofunato City, Iwate on October 4, 2014, as part of Shiseido's "Using Camellia in reconstruction efforts" initiatives.

The purpose of this event was to let the local young people experience and know the potential of camellia as an industrial and tourism resource.

The theme of the performances for the event was "Experience camellia with all five senses," including a "Fragrance Seminar" to feel the effects of fragrance and "Shiseido Relaxing Night Mist," a "Mini Gallery" exhibiting Shiseido products and posters designed with camellia motifs, and a "Tasting camellia oil" activity where people could try foods and sweets that contain camellia oil.

In "Tasting camellia oil," Ofunato Higashi High School students presented their hand-made sweets that contained camellia oil.



Fragrance Seminar



Serving Spiedini with "Kesen Tsubaki Dressing"



Ofunato Higashi High School with their food and sweets that contain camellia oil



Ofunato Higashi High School with their food and sweets that contain camellia oil

Shiseido also held "Hair & Skincare Seminars" for both male and female high school students to show the students how to style their hair and provide some tips on how to maintain healthy skin. It was a way of drawing the local youth to this festival, since it is them who will have to shoulder the responsibility for the reconstruction of the region.

The event closed with the "Hair & Makeup Show" by Shiseido's hair & makeup artists, and featured models selected from among the local youth.

Thanks to the popular fashion brands, CECIL McBEE and SLY from Shibuya 109, all participants were able to express their "Ideal ME."



"Hair & Skincare Seminars" for high school students



"Hair & Skincare Seminars" for high school students



"Hair & Makeup Show"

● Hosting "TSUBAKI NO MEGUMI FESTIVAL (Blessings of Camellia Festival)" Hosted on November 23, 2013

We focused on the "food culture" of camellia to support its industrialization by promoting the recognition of edible camellia oil, which was commercialized after the quake. We planned the "TSUBAKI NO MEGUMI FESTIVAL (Blessings of Camellia Festival)" with the hopes of creating an opportunity to explore the potential of camellia with local residents through food experience.

In this event, local restaurants and Japanese/Western sweets stores prepared new dishes and sweets using camellia oil, and we held a menu contest. The head chef of Ginza Shiseido Parlour participated from Shiseido and served the signature menu, "Meat Croquette", which was fried in camellia oil.

Local women made "Kenchin-jiru (miso soup with root vegetables)", which has always been made with camellia oil in the area, and served it at the venue. They simultaneously handed down the culture to children, who did not know camellia oil.



Menu contest



Camellia oil pressing experience



Food experience venue



Food experience venue reception



Local performing art (deer dance) by Ofunato Nursery School students

In addition, we also held an event to experience harvesting camellia fruits, which will be important in industrialization, in another venue (Goishi District, a tourist spot for camellia in Ofunato), and picked 54 kg fruits with the local residents. The harvested fruits were donated to Seishokan of Taiyo-kai, a social welfare corporation, and an oil factory in Rikuzentakata, that faces an issue of fruit harvesting in preparation for the industrialization.



Fruit harvesting experience



Harvested camellia fruits

In addition, we also held a makeup seminar at the request of local residents. We were able to experience "camellia", which is much more than just flowers, together with them on this day.



Beauty seminar



Staff who participated in the "TSUBAKI NO MEGUMI FESTIVAL (Blessings of Camellia Festival)"

### 3. Activities to Grow Camellia with the Next Generation

#### ●Ofunato City Hikoroichi Junior High School's Activities

Ofunato City Hikoroichi Junior High School in Iwate Prefecture is implementing a school-wide program named the "Camellia Learning Program" for further understanding of camellias, the city flower. At the junior high school's request, Shiseido is supporting the students, who will play a central role in the future city development, in experiencing the "potential of camellias".

#### ●Cooking Class with the Shiseido Parlour Held on August 28, 2017

On Monday, August 28, the students made special omelet with rice under the guidance of the chefs of Shiseido Parlour and compared the taste of croquettes fried with camellia oil produced in Ofunato City.

First, the grand chef of Shiseido Parlour demonstrated how to make omelet with rice. He told the students the secret to wrapping chicken fried rice gently in a thin sheet of egg omelet. The students were fascinated by the process of cooking the delicious-looking dish.

The students were nervous and looked awkward at the start of cooking, but they gradually began to smile. Everyone managed with the difficult task - wrapping chicken fried rice in a thin sheet of egg omelet - to make tasty omelet with rice.

Eating the home-made omelet with rice made them smile because making it themselves gave them confidence, and they were happy with its mild taste. In addition, they compared the taste of croquettes fried with camellia oil or cooking oil. They enjoyed the flavor and aroma of the croquettes fried with camellia oil produced in their hometown.



Students watching the skillful techniques of the grand chef



Students cooking



Students enjoying the omelet with rice they made

## ●Activities in Ofunato Municipal Akasaki Junior High School

Our encounter with Ofunato Municipal Akasaki Junior High School in Iwate Prefecture was on September 11, 2012. Shiseido employees and all of Akasaki Junior High School students planted the same number of camellia seedlings as the number of 9th grade students in front of the temporary building of the school, which was affected by the tsunami. Plates of haiku, written on the themes of "home of camellia: Ofunato" and "reconstruction of our home", were attached to the camellia seedlings. Since then, we have been continuing to promote the activities to grow the camellias, which we planted with the students of Akasaki Junior High School.

Students are passing down the responsibility to grow the camellias with care while communicating the possibility that these trees may become a seed for a new industry for Ofunato someday.

## ●Haiku Works

The students in the 9th grade have been composing haiku (Japanese poems in 5-7-5 syllabic form) with the themes of "home of camellia: Ofunato" and "reconstruction of our home" annually since 2012.

We have organized their haiku works into a "haiku booklet" as records of steps to reconstruction, and presented to them.

## ●Activities to Grow Camellia (Video conferences/Tsubaki Journal)

### Holding Video conferences

We began holding Video conferences with maintenance and safety representative students in June, 2013. In these "Tsubaki Meetings", students discuss what they have noticed and wondered about in the course of providing care for the camellia trees, and we share information.

We considered what was necessary to nurture camellia trees and prepared a nurturing program while seeking advice from specialists.

### Akasaki Junior High School "Tsubaki Journal"

Akasaki Junior High School has decided that "maintenance and safety representative" students would be in charge of nurturing the camellia trees, starting in FY2013.

Mr. Takashi Takahashi, teacher in charge, started sending us reports on the camellia trees.

We have decided to keep them as records under the name of "Tsubaki Journal".

## ●Oil Pressing Event Held on November 17, 2015

"Grow camellia" ⇒ "harvest its fruits" ⇒ "extract oil"

We held an event to extract oil from camellia fruit to support Ofunato City's goal of industrializing camellia through an event to experience this important process with local students and by deepening their interest in camellia.

About 30 students participated on the day, watched how oil was extracted by a traditional oil press machine in Ofunato and experienced extraction by home oil press machines. Afterwards, they tasted "Kesen Tsubaki (camellia) Dressing" from Shiseido Parlour to experience an example of how the camellia oil is used.

The participating junior high school students told us with excitement, "It was my first time to actually touch camellia fruit and extract camellia oil. It was very interesting", "when you actually experience it, you realize that you need quite a lot of power to extract even the smallest amount of oil", and "I learned for the first time that camellia oil is used for many things".



Oil pressing experience with a home oil press machine



Tasting "Kesen Tsubaki (camellia) Dressing"



A photo taken with the participating students

## Shiseido's initiatives in the fight against COVID-19



The spread of COVID-19 is an urgent issue that all humans should work together to tackle.

In addition to individual efforts to prevent infection in our daily lives and supporting medical professionals, we ask: what can we do to help the world in this difficult predicament?

Our Group companies are focusing on local communities, considering measures by making use of our knowledge, technologies, and facilities as we continuously conduct various initiatives.

### Initiatives in each country and region

2021

Japan

- "Shiseido Hand in Hand Project" Launched



Shiseido strives to support medical professionals by providing information useful to the public about hand hygiene and hand care and by conducting initiatives for infection control in cooperation with our business partners and customers.

We affirm that all profits obtained from the hand soaps, sanitizers, and hand creams we sell throughout the course of the project will be donated to medical professionals working on the front lines.

This project was completed on June 30, 2021.

On July 26, 2021, a total of 503,771,457 yen was donated to the Japanese Nursing Association.

## Asia Pacific

### ■ SHISEIDO *Ultimune* Donated



Shiseido Asia Pacific, Shiseido Travel Retail, and Shiseido Singapore which have agreed to the basic concept of "SG Cares Giving Week," donated SHISEIDO *Ultimune* products to more than 4,500 medical professionals in 13 regional medical facilities.

### ■ A Portion of Sales Donated



Shiseido donated a portion of its sales to CARE Philippines.

## EMEA

### ■ Developed Sensory Rehabilitation Initiative



Shiseido EMEA has developed a new olfactory rehabilitation initiative to recover from temporary anosmia (loss of smell). The module was created to support fellow employees affected by the pandemic and regain this essential sense.

## 2020

### Japan

### ■ Producing Hand Sanitizer (Designated Quasi Drug) at Four Factories in Japan



Shiseido has uniquely developed a new hand sanitizer (designated quasi drug) with special attention to sensitive and raw hands, and started production at four factories in Japan from April 2020. The company distributes a total monthly quantity of 200,000 bottles (approximately 100,000 liters) mainly to medical institutes and facilities in Japan.

\*Shiseido have disclosed information on the formula for this hand sanitizer, approved by the Ministry of Health, Labour and Welfare in Japan, for other companies to use in their production as well.

### ■ Donating Hand Sanitizer to Japan Medical Association



Shiseido has donated 200,000 bottles of hand sanitizer (designated quasi drug) produced in Japan to the Japan Medical Association. These will be delivered to medical institutions through the association.

■ Providing Skincare Cosmetics to Medical Professionals



Shiseido has provided its skincare cosmetics free of charge to medical professionals through the Japan Medical Association to express its sincere respect and appreciation, in the hope that these products help alleviate stress.

■ Brand SHISEIDO Responds to United Nations' Global Call for Creative Solutions



Global prestige brand SHISEIDO creates and distributes digital content to connect people and share kindness without physical contact as a preventive measure against the spread of COVID-19.

■ Releasing "Now is the Time to Cherish Little Things in Everyday Life"



Shiseido provides information about beauty, health, and everyday life on its website with the aim to help people care for their own bodies and lead beautiful lives today and tomorrow.

Asia Pacific

■ The "Relay of Love" Project



Shiseido has supported those struggling during the COVID-19 pandemic, as well as medical professionals, and will conduct charity events in seven cities in China to uplift customers with the power of cosmetics.

■ Donating Masks and Shiseido Products in Indonesia



Shiseido has donated 90,000 masks to NPOs and 3,000 sets of "SENKA Perfect Aqua Rich Mask" to medical institutions in Indonesia.

■ 100 Million Won Donation in Korea

Shiseido has donated 100 million won to relief funds for infected patients in South Korea.



■ Donating Skincare Products to Medical Institutions in Singapore



Shiseido has donated 200 sets of skincare products to medical institutions in Singapore.

■ Donating Skincare Products to Medical Institutions in Taiwan



Shiseido has donated cleaning, skin-care and haircare products to help the front-line medical workers of Taiwan University Hospital.

■ Donating Face Shields in Thailand



Shiseido has donated 3,000 sets of face shields to medical institutions in Thailand.

Americas

■ Producing Sanitizers at US Factory



At its East Windsor, New Jersey factory, Shiseido Americas produced and donated 120,000+ units of hand sanitizer to more than 75 hospitals and non-profit organizations, helping address a shortage of sanitizer at these facilities.

■ Drunk Elephant Donates Care Packages to Hospitals



Drunk Elephant donated care packages with skincare products to 4,300+ essential healthcare workers treating COVID-19 patients at 50 hospitals throughout the United States.

■ NARS Donates Care Package to Hospitals



NARS partnered with Donate Beauty, a platform facilitating beauty donations, to thank those on the frontlines of COVID-19. 6,000 U.S. healthcare workers across 44 hospitals received a care package including NARSskin and Afterglow Lip Balm to help hydrate and comfort skin irritated by PPE.

EMEA

■ Producing More Than 350,000 Sanitizers at French Factories



In order to compensate for the shortage of sanitizers at hospitals and elderly care facilities, Shiseido has produced more than 375,000 units of sanitizers at its two French factories located in the Cosmetic Valley.

■ One Million Euro Donation to Red Cross

Shiseido has donated one million euro to the Red Cross which was split between the five arms of the organization in France, Italy, Spain, Germany, and the UK.



## Activities for Children

We carry out activities to provide children with the opportunities to gain appropriate and diverse knowledge and experiences.

**Activities to Provide Beauty Information to Children** The number of children with skin problems such as rough skin is increasing due to random use of cosmetic products at a younger age. To address this issue, Shiseido disseminates daily beauty information for children, including face washing and UV-protection methods, in an easy-to-understand manner, thereby enabling children to protect healthy skin on their own.



Shiseido Kodomo Seminar

### Onsite Education Activities

#### Shiseido Kodomo Seminar

Shiseido Kodomo Seminar is a free, on-site class held at elementary schools in Japan. We provide pre-adolescent students from the fourth to sixth grades with information on skin and hygiene as well as correct skincare methods through hands-on practice.

Knowledge such as how to take care of one's skin, keep skin clean, and correct methods to protect the skin encourage children to solve their future skin problems, such as pimples and roughness, without undue worry or being overly self-conscious. We believe such preparations improve their confidence accordingly.

The initiative launched in 2009, and has reached about 8,800 children in total.

For details, please refer to Social Data.



Two seminars

### Website

Beauty and lifestyle information for children is available on our website, "Kirei Club for Kids". (Japanese language only)



## School Health Committee

We present a lecture entitled "For your healthy days – UV protection and correct facial cleansing" at School Health Committee meetings attended by parents and teachers.

The School Health Committee is organized mainly by nursing teachers at each local school. School doctors such as physicians, otolaryngologists, ophthalmologists, dentists or pharmacists give presentations on students' health and growth status with the aim of providing information to be shared by teachers and parents.

Recognizing the seminar as a supporting tool to promote health education at elementary schools, we present lectures and demonstrations for adults who work closely with children on UV protection and the importance of facial cleansing, which are key contents of our Kodomo Seminar.



## Nursing Teachers' Study Meeting

Educational Materials for Supporting Healthcare Lessons

To support healthcare lessons, we provide visual educational materials (DVDs) and leaflets free of charge to be distributed to children.

