



clé de peau  
BEAUTÉ

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BRAND PRESENTATION  
FOR INVESTORS

July 2, 2024



### **Mizuki Hashimoto**

**Chief Brand Officer, Clé de Peau Beauté  
Executive Officer, Shiseido Co., Ltd.**

**1997 : Joined Shiseido**

**2012 : Managing Director, Shiseido Singapore Co., (Pte.) Ltd.**

**2015 : Director, Clé de Peau Beauté Brand Unit,  
Shiseido Co., Ltd.**

**2018 : Vice President, Clé de Peau Beauté Brand Unit,  
Shiseido Co., Ltd.**

**2022 : Chief Brand Officer, Clé de Peau Beauté  
Executive Officer, Shiseido Co., Ltd.  
< incumbent >**



**1. Brand Overview**

**2. Strategic Priorities for Growth**

**3. Sustainability Commitment**

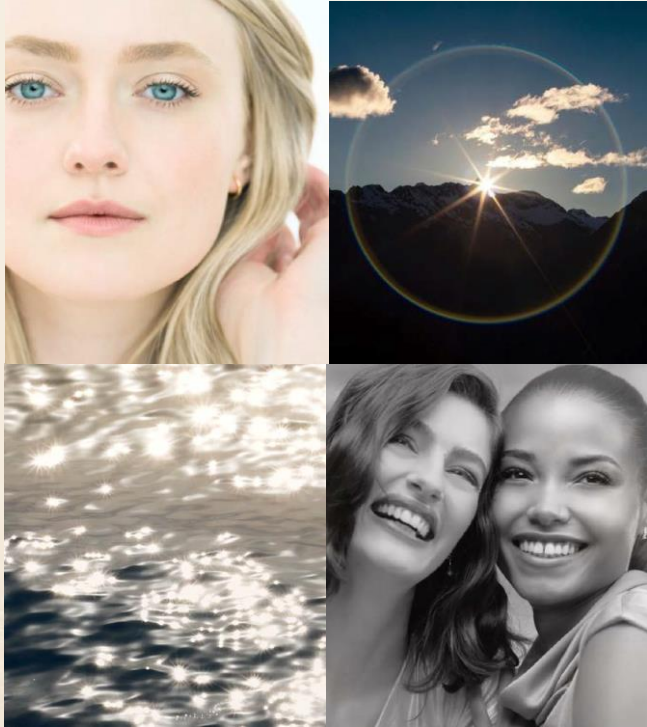


## 1. Brand Overview

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## OUR IDEA: RADIANCE



We believe in **the power of Radiance.**

We recognize it as a **positive force.**

The highest expression of authentic beauty.

Where there is strength, intelligence, substance, and character –  
there is Radiance.

Where there is joy and beauty that overflow from within –  
there is Radiance.

Where there is optimism, inspiration, uplifting influence, and constructive  
action – there is Radiance.

We **exist to help everyone connect with, and unlock the  
power of, their own Radiance – in their skin, in themselves,  
in the world.**

# **BRAND VISION**

**To be the most coveted global luxury beauty brand  
by unlocking woman's potential  
in her skin, self and society through science and innovation**

# OUR BRAND: 2023 KEY FIGURES

**1982**

in JAPAN

Established

Around  
**170**

bn JPY

Net Sales  
Performance

**26**

Countries & Regions

Distribution  
Network  
Presence

Around  
**2,300**

Point of sale

Number of  
Distribution

2023 Prestige Skincare

**No. 1**\*

Sales Rank in JAPAN

in combined  
Department &  
Boutique stores



# OUR PRODUCT: MAJOR LINES

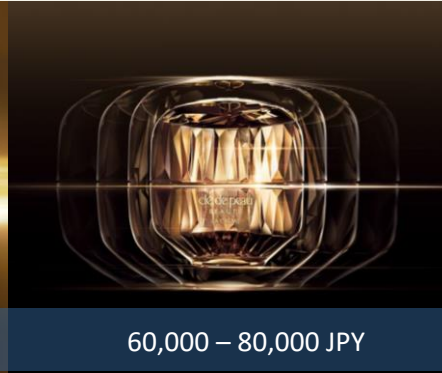
## KEY RADIANCE CARE



## SUPREME



## LA CRÈME



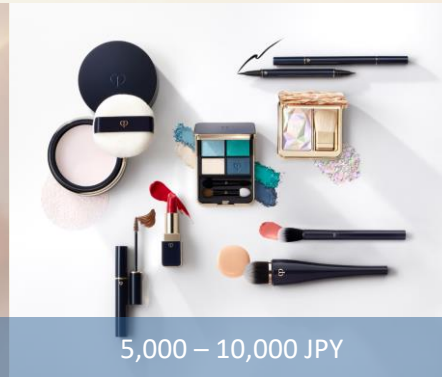
## SYNACTIF



## COMPLEXION



## COLOR MAKEUP



\* Suggested Retail Price < Excl. VAT >  
Range in JAPAN



# OUR TRAJECTORY: GLOBAL EXPANSION

Name of countries & regions is listed in order of launch

1998 - 2001

TAIWAN, USA, KOREA,  
SINGAPORE, MALAYSIA,  
THAILAND, CHINA,  
HONG KONG, CANADA

2009 -

VIETNAM

2012 -

RUSSIA

2015 -

INDONESIA

2019 - 2023

UK, ITALY, SPAIN  
GERMANY  
FRANCE, NETHERLANDS,  
BELGIUM, SWITZELAND

2022 -

PHILIPPINE

170  
bn JPY  
NET SALES

Distribution Network  
Presence in

26

Countries & Regions

- as of March 2024 -

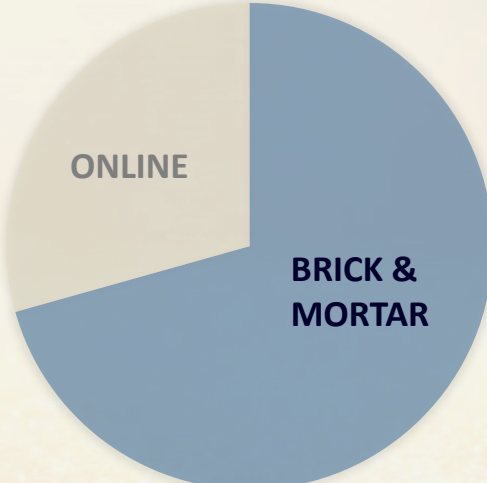
2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

# OUR MIX OF BUSINESS: 2023 PERFORMANCE

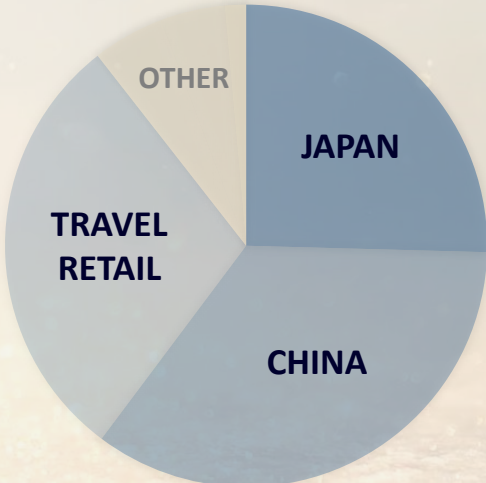
### CATEGORY



### CHANNEL



### GEOGRAPHY





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# OUR GROWTH: STRATEGIC PRIORITIES

01

**High Quality &  
Innovative  
Products**



02

**Exquisite  
Brand  
Experience**



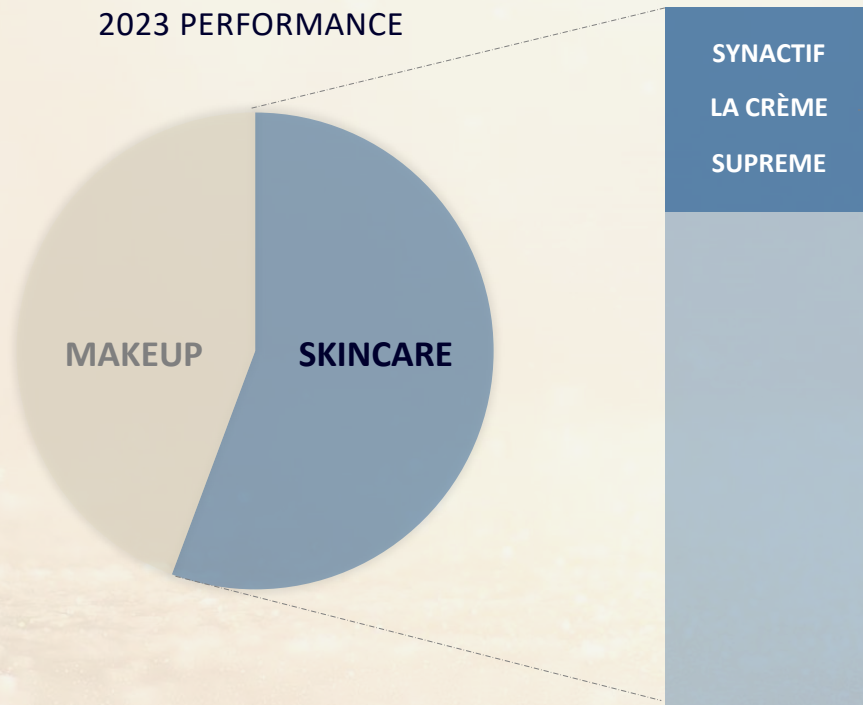
03

**Pursuit of  
Operational  
Excellence**



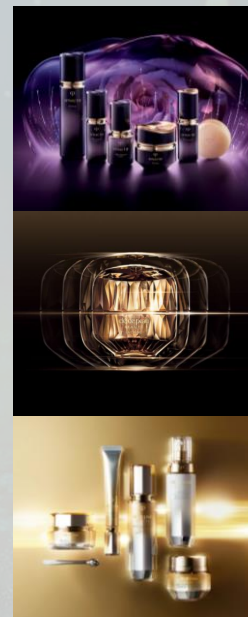
# OUR GROWTH: STRATEGIC PRIORITIES 01

MIX OF BUSINESS  
CATEGORY  
2023 PERFORMANCE



**21-23 CAGR**  
*Double-digit  
Growth  
Achievement*

**GREATER FOCUS**  
on long-term



## SKINCARE FOCUS



## COMPLEXION MASTER



## CREATE EXCITEMENT



## ASPIRATIONAL CONTENTS

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FOR  
BRAND EQUITY



## ELEVATED EXPERIENCE

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FOR  
CUSTOMER LOYALTY



## ASPIRATIONAL CONTENTS

# LUXURY × SCIENCE

HERITAGE

CRAFTSMANSHIP

SUSTAINABILITY

SKIN BENEFITS

TECHNOLOGY

INGREDIENT





## THE SERUM, REBORN

DYNAMIC SKIN RENEWAL.  
YOUTHFULNESS, UNLOCKED.

NEW LAUNCH IN  
SEPTEMBER 2024



ELEVATED EXPERIENCE

**LUXURY** × **HUMAN TOUCH**

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RETAIL INNOVATION



UNPARALLELED EXPERIENCE



## MAJOR STRATEGIC DIRECTIONS

### JAPAN

- Create and strengthen new touch points with customers while elevating existing touchpoints

### CHINA

- Drive the growth of premium lines such as Supreme, La Crème and Synactif

### TRAVEL RETAIL

- Holistic travel-relevant concept brand activation building and execution in line with Mainland China

### ASIA PACIFIC

- Strengthen brand experiences for new customer acquisition with skincare category

### AMERICAS

- Enhanced customer experience with new counter and service implementation

### EMEA

- Establish luxury presence through selective distribution concentrating on per door productivity

## JAPAN



SKIN INTELLIGENCE EVENT



THE SERUM POPUP STORE



TOKYO - ISETAN SHINJUKU

## CHINA



SS24 HEIGHT OF RADIANCE CAMPAIGN

## TRAVEL RETAIL



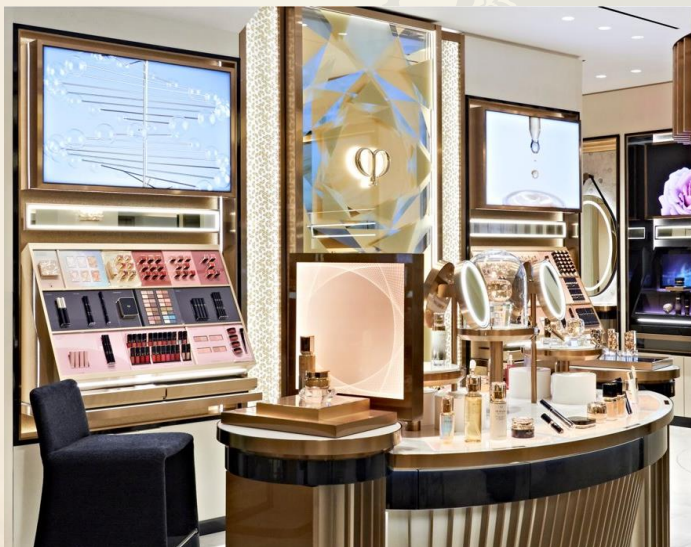
SS24 LA CRÈME CAMPAIGN

## ASIA PACIFIC



MALAYSIA KUALA LUMPUR - THE EXCHANGE TRX

## AMERICAS



NEW YORK - BERGDORF GOODMAN



TEXAS DALLAS - NEIMAN MARCUS NORTHPARK

## EMEA



UK LONDON - HARRODS



FRANCE PARIS - LA SAMARITAINE



GERMANY BERLIN - KADEWE





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## OVERARCHING SUSTAINABILITY VISION

# INTELLIGENT SUSTAINABILITY

to inspire a more radiant future for our planet and our society

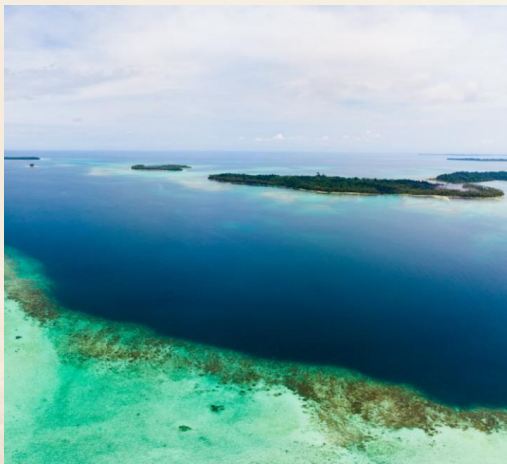
Intelligence to be driven in our  
production eco-system



Intelligence to be passed for girls  
in the future generation



**ECO - FRIENDLY  
MATERIALS**



**REFILLABLE  
PRODUCTS**



## POWER OF RADIANCE AWARDS



2024 AWARD RECIPIENT  
**Reshma Saujani**

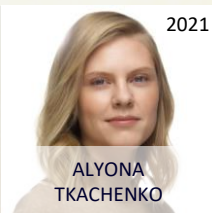
PAST  
AWARD  
RECIPIENTS



2019



2020



2021



2022



2023

## PARTNERSHIP WITH UNICEF

Providing STEM Education, Empowerment Programs to  
**over 6.8 million girls within 4 years of partnership**



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\*\* UNICEF does not endorse any company, brand, product, or service \*\*

A large, glowing orb with a rainbow-like aura surrounds a bright sun in the center. The sun is partially obscured by the orb's center. The background is a clear blue sky with a layer of white, fluffy clouds at the bottom. The overall scene is bright and radiant.

***Unlock the Power of your Radiance***



clé de peau  
BEAUTÉ