

What is Shiseido Sustainability?

Vision and Values

Our mission is to inspire a life of beauty and culture. This is the basis for our goal of achieving a sustainable society that makes people happy through beauty.

The Shiseido Group's Sustainability Strategy

Looking ahead to the next 100 years and beyond, the Shiseido Group intends to grow with society as a global beauty company that stakeholders worldwide need and support.

It is critical to Shiseido's sustainable growth to take proactive initiatives that resolve social and environmental issues, particularly the Sustainable Development Goals (SDGs) adopted by the United Nations, and realize a healthy society over the long term.

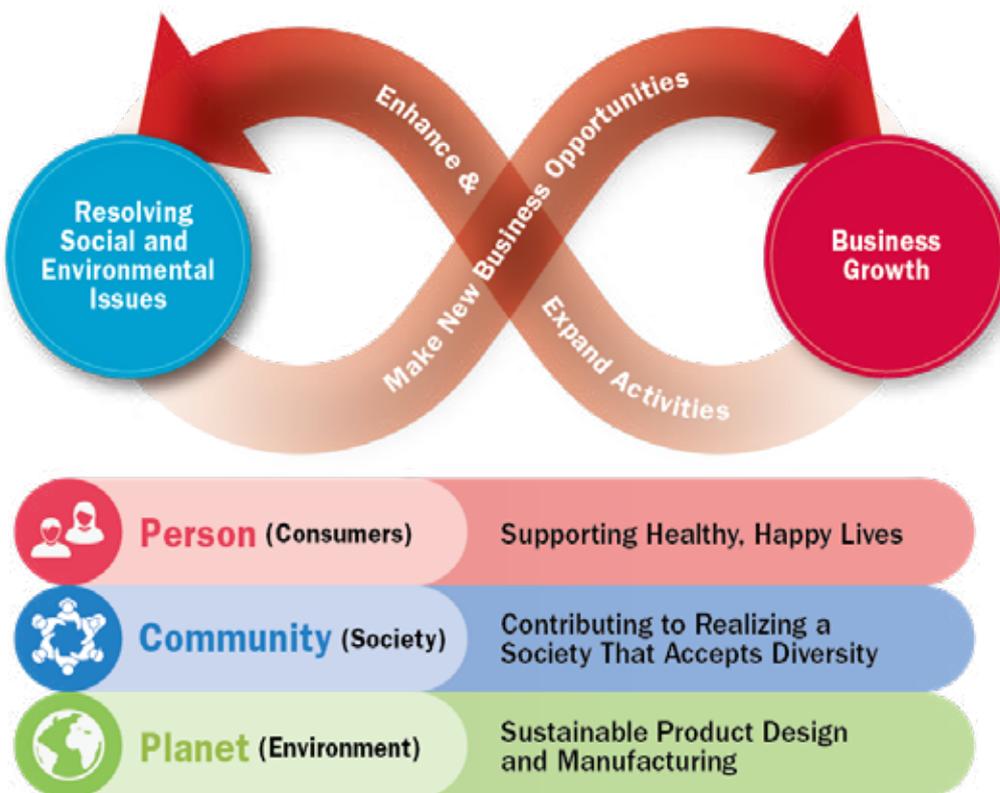
The Shiseido Group's sustainability strategy is a growth strategy both for solving social and environmental problems and for business expansion. Our goal is to achieve a sustainable society that delights people through beauty. In this society, sustainability is crucial for consumers, for the society to which they belong, and for the global environment, which supports people's lives. Our sustainability strategy therefore focuses on three areas: Person (Consumers), Community (Society) and Planet (Environment).

For Person, our mission illuminates our desire to support people's healthy, happy lives. For Community, we will contribute to realizing a society that accepts diversities such as gender, age and nationality.

For Planet, we will promote sustainable product design and manufacturing to develop attractive products and services that go beyond mere concern for environmental issues.

We will identify key issues from the viewpoints of impact on our businesses and society's expectations, align our activities with them and revise them regularly in accordance with changes in our society.

Sustainability Strategy Overview



| Focus Areas

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Person

Through the production of innovative products, highly transparent information disclosure and active communication, we commit to the desire of all the consumers in the world to "be healthy and beautiful", and aim to be their life-long partner company.

Community

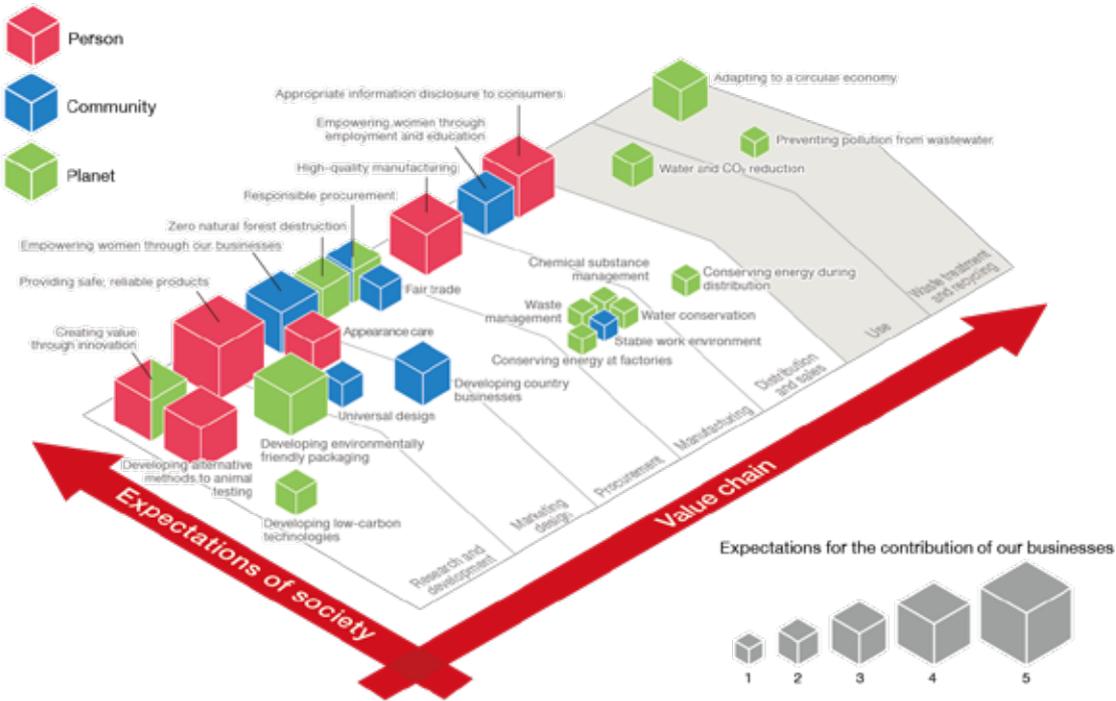
First, by focusing on empowering women on the grounds of being deeply related to our business, through our measures for social issues such as gender equality awareness and independence support for women in developing countries cooperating with the United Nations, we aim to realize a society which accepts individual differences including gender, age and nationality as diverse characteristics.

Planet

We conserve the global environment that supports Shiseido's business and people's lives and commit to sustainable manufacturing. Our goal is not simply to incorporate environmental considerations into product planning, but rather to add compelling values to products so that the consumer's heart will be moved, thereby minimizing the environmental load in the value chain and enhancing our business.

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Priority Issues for Sustainability



We will develop people, respect human rights and transparently disclose information as important initiatives that support the Shiseido Group's value chain.

Promotion System

Shiseido makes the final decisions concerning sustainability in the "Executive Committee" which determines important issues in operations.

Cooperation with international societies

Shiseido declared its participation in the United Nations Global Compact in September 2004.

We support the Ten Principles of 4 areas (human rights, labour, environment and anti-corruption) that the Global Compact requires, agreed and signed the climate change-related UN Global Compact initiative "Caring for Climate" for global environment conservation in November 2008.

We also signed "Women's Empowerment Principles (WEPs)", the principles of actions for companies actively working on women's empowerment in September 2010, conducting actions with various stakeholders.

Further, we will enhance our measurements in order to achieve Sustainable Development Goals (SDGs) adopted by the United Nations in September 2015.

*Sustainable Development Goals (SDGs) SDGs are the common goals adopted by the United Nations to build a better and sustainable world by 2030 by solving social and environmental issues such as poverty, inequality and climate change, etc. It aims to leave no one behind by tackling 17 goals and 169 targets with all countries.



Sustainable Development Goals (SDGs)



"Women's Empowerment Principles (WEPs)" signed.