

“Creating Beauty in a Sustainable World” KOSÉ Holdings Adds New Sustainability Targets, Strengthening Its Commitment to People and the Planet

KOSÉ Holdings Corporation (President & COO: Koichi Shibusawa; Headquarters: Chuo-ku, Tokyo) today announced that it has added five new targets to the Group’s “Sustainability Strategy” under its medium- to long-term vision, “Vision for Lifelong Beauty Partner – Milestone 2030,” and is strengthening its efforts to embody the Group’s corporate message, “Creating Beauty in a Sustainable World.” At the same time, it has also reported on the progress status*¹ of its sustainability promotion activities on various important themes in FY2025, including some of these new goals.

*1 https://koseholdings.co.jp/en/sustainability/plan/pdf/KOSE_Sustainability_Strategy_progress2025_en.pdf

Key Points of the Newly Added Medium- to Long-Term Targets

The key points of the newly added medium- to long-term targets under the Group’s “Sustainability Strategy” are as follows:

[For People] New Experience-based Social Contribution Activities

The Group will launch experience-based social contribution activities as a new pillar, guided by its mission to deliver dreams and hope to people through beauty. Through this initiative, the Group aims to provide inspiring “experiences” that enrich people’s daily lives and contribute to the realization of a society in which everyone can shine as their true selves.



[For the earth] Update to an Environment Strategy Centered on Water

Marking the launch of its Minami Alps Plant in July 2026, the Group has revised its environmental strategy to focus on water and established new targets. Through these efforts, the Group will promote the sustainable use and conservation of water resources, reduce environmental impact from its business activities, and strive for harmony with the natural environment, thereby accelerating initiatives toward a healthy future for the Earth.

Newly Added Medium- to Long-Term Targets under the “Sustainability Strategy”²

	Activity Theme	Commitment	Indicator	2030 Target
For People	Support the healthy minds and healthy lives	Pursue activities where the people of society can experience well-being through beauty	No. of participants in social contribution activities based on hands-on experiences	50,000 or more* ³
For the Earth	Increase awareness of environmental issues	Provide customers with opportunities to become aware of environmental issues through products, services, and information communicated	Increase in awareness related to water conservation	2 million people or more* ³
	Play a role in solving environmental issues	Pursue conservation and solving issues in various regions around the world	Waterfront environmental contribution activities	10,000 people or more* ³
			Initiatives that contribute to ecosystem conservation and restoration at raw material cultivation sites	30 activities or more* ³
			Water source conservation initiatives	10 initiatives or more* ³
	Promote reduction of environmental impact	Waste reduction for the purpose of responsible resource utilization	Waste that is not sent to landfills	Scheduled for disclosure in 2027

*2 Sustainability Strategy: https://koseholdings.co.jp/en/sustainability/plan/pdf/KOSE_Sustainability_Strategy2026_en.pdf

*3 Cumulative total since FY2025

[For People] Status of Sustainability Promotion Activities

The Group strives to create a society in which everyone can shine as their true selves through beauty, embracing each individual beyond differences in age, gender, and values. In fiscal year 2025, the Group worked to provide products and services that respond to diverse values and lifestyles, while also promoting more active communication.

[Well-being Initiatives]

As part of its efforts to promote well-being, the Group holds makeup seminars for people with disabilities resulting from illness or accidents, providing opportunities to experience the joy and value of makeup and encouraging participation in social activities.

Based on feedback from participants, the Group has launched products*4 incorporating universal design to ensure ease of use for all.

The Group will continue to focus on people's well-being and contribute to society through initiatives that support "beautiful, healthy, and happy lives."

*4 "INFINITY The Repair" products featuring universal design: <https://koseholdings.co.jp/ja/kose/news/9396/> (Japanese only)

■ KOSÉ Holdings company website "Together with the Community": <https://koseholdings.co.jp/en/sustainability/community/>



[For the Earth] Status of Sustainability Promotion Activities

The Group is accelerating its efforts to conserve water resources and ensure their sustainable use and circulation in order to realize a sustainable society. At the same time, it is also strengthening initiatives related to climate change, resource circulation, and the conservation and restoration of biodiversity.

[Water source conservation initiatives]

The Company donates a portion of the proceeds from the "KOSÉ Green Bazaar," where unsold seasonal products are offered at more accessible prices, to environmental conservation activities in Minami-Alps City, Yamanashi Prefecture, through Japan's corporate hometown tax program. Through this initiative, the Company supports forest management activities promoted by the city, including the planting of Iroha maple trees and forest thinning at Lake Inagako.



Tree planting and thinning activities around Lake Inagako, Minami-Alps City, Yamanashi

■ KOSÉ Green Bazaar: <https://koseholdings.co.jp/ja/media/2022/06/2022062901.pdf> (Japanese only)



**"BIOLISS PEACEFUL GREEN Project"
– Employee tree-planting activities**

In addition, Kose Cosmeport Corp. a Group company, launched the "BIOLISS PEACEFUL GREEN Project," an environmental conservation initiative under its hair care brand "Salon Style BIOLISS," in 2021. In 2022, the company planted 400 broadleaf tree saplings—including Japanese beech, mizunara oak, wild cherry, and Amur cork trees—in Fuefuki City, Yamanashi Prefecture. Since then, it has continued tree-planting activities in areas in need, reaching a cumulative total of 1,600 trees planted by 2025, covering a total area of 3,372 square meters.

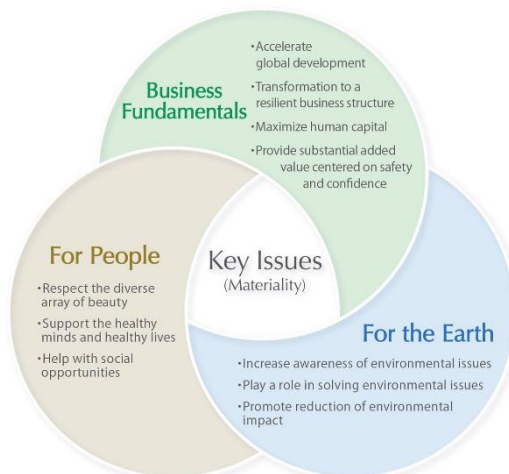
Going forward, the Group will continue its tree-planting efforts to nurture healthy forests capable of retaining water, thereby contributing to water conservation, forest regeneration, and regional development.

■ BIOLISS PEACEFUL GREEN Project: <https://www.kosecosmeport.co.jp/corporate/source/250528PEACEFULGREEN.pdf> (Japanese only)

[Reference Materials]

KOSÉ Group’s Sustainability Strategy

The Group has been promoting its sustainability initiatives since formulating its “KOSÉ Sustainability Plan” in 2020, with the aim of fulfilling its responsibilities as a member of the global community and becoming a trusted company with a strong presence worldwide. Since 2024, under its new medium- to long-term vision, “Vision for Lifelong Beauty Partner – Milestone 2030,” the Group has positioned its “Sustainability Strategy” as one of its functional strategies and has identified six key issues (Materiality) related to people and the planet, working toward their resolution. These six key issues (Materiality) encompass a wide range of initiatives that contribute broadly to society, from proactive efforts to address social challenges as a responsible member of society to unique initiatives that reflect the Group’s distinctive strengths.



KOSÉ Group’s Key Issues (Materiality)

Relationship between Medium- to Long-Term Vision and Sustainability Strategy

The Sustainability Strategy plays a central role in strengthening initiatives to address key social and environmental issues (materiality) by integrating with value creation and business foundation strategies, including human resources, manufacturing, and financial strategies. By staying close to both people and the planet and striving to achieve sustainable growth for both society and the Company, the Group aims to encompass broader societal structures and the global environment, ultimately becoming a true “Your Lifelong Beauty Partner.”



Relationship between Medium- to Long-Term Vision and Sustainability Strategy

■ KOSÉ Holdings company website “Sustainability”: <https://koseholdings.co.jp/en/sustainability/>

■ KOSÉ Holdings company website “Sustainability Strategy”: <https://koseholdings.co.jp/en/sustainability/plan/>