

# Shiseido details plan for the inaugural Hainan Consumer Products Expo



Taking place May 7 – 10 in Haikou, Shiseido Group aims to bring innovation and skin beauty to the Expo via the *Shiseido Skin Beauty Live Studio* (stand number: 5T024) and showcase the Group's key products from 13 brands in its diverse portfolio

Shiseido Company, Limited will showcase new brands, products and technologies to key Chinese trade and traveling consumer audiences at the first China International Consumer Products Expo, taking place 7-10 May at the Hainan International Convention & Exhibition Center, Haikou. As the first beauty company to confirm its participation in the event, Shiseido is reinforcing its commitment to long-term growth in China and travel retail's global hotspot, Hainan.

As demand for prestige products and domestic travel continues to rise among Chinese consumers, Shiseido is seeing dynamic growth in Hainan, where the Group has placed an increased focus on cross-border collaboration between its China and Travel Retail businesses.

Bringing innovation and skin beauty to the Expo, the *Shiseido Skin Beauty Live Studio* (stand number: 5T024) blends together the Group's strong foundation in innovation, technology and quality. The heart of the 500-sqm booth commemorates the 40<sup>th</sup> anniversary of Shiseido entering the Chinese domestic market and beginning its "Power of Beauty" journey, while highlighting the Group's sustainability values and key products from 13 brands in Shiseido's diverse portfolio.

Two prestige skincare brands will be unveiled for the first time in domestic China, taking center stage in separate display areas at the booth: *BAUM*, a sustainable offering that supports healthy skin by harnessing "the power of trees" and focusing on water storage, growth and environmental defense; and *THE GINZA*, a minimalist luxury brand that combines cutting-edge technology with high-quality ingredients to deliver tailor-made solutions for all skin types and problems.

The booth will feature a roster of live events, digital engagement touchpoints and virtual shopping 1

experiences. The “Live Studio” concept will be brought to life through a livestreaming room where beauty consultations, product demonstrations and new brand launches will be simulcast to Expo visitors and online audiences across China. A main stage will host the opening ceremony, as well as talks and presentations by top KOLs/KOCs and researchers from Shiseido’s China Innovation Center. In addition, a dedicated “*Cross-Border E-Commerce*” zone will allow consumers to purchase exclusive tax-free products yet to launch in China. To drive engagement at the booth, guests will be invited to visit different exhibition areas and collect virtual stamps on WeChat to unlock a complimentary Shiseido giftset.



Kentaro Fujiwara, President & CEO, Shiseido China

“It is an honor to participate in the first-ever China International Consumer Products Expo, which represents another significant step in the opening up of China. As one of the first foreign cosmetics companies to enter China 40 years ago, Shiseido has been growing together with China’s reform and opening-up policy. Going forward, we strive to continue to develop with Hainan’s new initiatives, in support of China’s “Dual Circulation” strategy. We will leverage the opportunity of the Expo to demonstrate Shiseido’s innovation in skin beauty and present world-class brands and products of high quality and value to the Chinese consumers, based on our corporate mission, BEAUTY INNOVATIONS FOR A BETTER WORLD,” says Kentaro Fujiwara, President & CEO, Shiseido China.



Philippe Lesné - President & CEO, Shiseido Travel Retail

“The inaugural China International Consumer Products Expo underlines the importance of Hainan, a beacon of growth for travel retail and a key gateway for us to capture and engage traveling Chinese consumers. This milestone event is expected to deliver greater momentum to the offshore duty-free business on the island and further elevate Hainan as a premier international duty-free shopping destination. We are committed to enhancing Shiseido Group’s positioning as a skin beauty company through continued cross-border collaboration and building long-term partnerships with key retailers in Hainan to drive mutual growth. We share our sincere best wishes for the Expo to be a resounding success,” comments Philippe Lesné, President & CEO, Shiseido Travel Retail.

Shiseido’s growth in Hainan has been supported by exclusive animation concepts from Shiseido Travel Retail in China Duty Free Group’s Sanya International Duty Free Shopping Complex, Haitang Bay, for core brands SHISEIDO, Clé de Peau Beauté and NARS. Designed to offer a seamless omnichannel retail experience, the animations have been underpinned by digital marketing campaigns to drive awareness and conversion through advertising, KOLs and partnership with China Duty Free’s owned online platforms.

Hosted by the Ministry of Commerce, People’s Government of Hainan, the China International

Consumer Products Expo is the first state-level exhibition in China to focus on consumer products and aims to provide a world-class, collaborative and information-based platform for trade and investment for merchants around the world. A key pillar in supporting the development of the Hainan Free Trade Port, the Expo will feature 630 foreign companies and 1,200 global brands from 69 countries and regions and is expected to attract more than 200,000 visitors.