

— Celebrating the 15th year of our activities — SEKKISEI's "SAVE the BLUE" Ocean Project, Protecting the Coral Reefs of Okinawa

KOSÉ Corporation (Headquarters: Chuo-ku, Tokyo; President & CEO: Kazutoshi Kobayashi) will be running the summer campaign of SEKKISEI "SAVE the BLUE" project from July 1 to August 31, 2023, to be named "Ocean Project" starting from this year, the 15th year since the project started. Through the company's global skincare brand SEKKISEI, a portion of sales accrued during the campaign period is donated to conservation activities, and educational activities are undertaken to raise awareness and deepen understanding of environmental conservation around the world.



Now in its 15th year, the SEKKISEI SAVE the BLUE project was launched in 2009 as a campaign-type social contribution activity supporting environmental conservation activities in proportion to the sales of eligible products. The summer campaign has become a well-established initiative protecting the beautiful blue ocean, which the blue SEKKISEI bottles call to mind. The campaign livens up the summer sales season, when interest in the ocean tends to rise, while raising customers' awareness of environmental conservation activities.

Since 2011, the scope of the project has expanded overseas. There are now various "SAVE the BLUE" projects operating in 8 different countries and regions, taking advantage of the uniqueness of each area, such as coral conservation and tree-planting activities: China, Taiwan, South Korea, Thailand, Singapore, Malaysia, Indonesia, and the USA.

As for Japan, during the campaign, KOSÉ will fund efforts to cultivate coral over a surface area equivalent to the total area*1 of the bottom of the containers of all eligible SEKKISEI brand products purchased during the campaign period. The donation will be made to "Sea Seed, Ltd." (Director: Koji Kinjo, Location: Yomitan-son, Okinawa), as an initiative to conserve the coral reefs of Okinawa.

Also, this year, a "SHARE COUNTER" will be launched on the official website, that counts the number of people who have watched the "SAVE the BLUE" project campaign video and shared it on social media. It will count how many times it was shared, whether in Japan or internationally, and coral corresponding to that number will be planted in the Okinawan Sea, with the illustration of the "SHARE COUNTER" changing in fun ways.

*1 For example, the area for a regular-sized bottle of SEKKISEI lotion will be 4 cm x 5 cm = 20 cm²

SEKKISEI also actively uses environmentally friendly materials, and works with distributors and customers to promote sustainable practices, not only during production and sales but also during use and after disposal, by offering a wide selection of refills and making an effort to collect used containers. Also, we will continue to promote initiatives to ensure a beautiful blue planet for the future, in part by launching the SEKKISEI Clear Wellness UV series of sunscreens*2 from our core SEKKISEI Clear Wellness series in February 2023. The products help protect the marine environment by adopting a formulation that has been confirmed not to affect coral growth if used normally, according to the evaluation method*3 developed by our company.

*2 News Release: December 16, 2022 (Japanese) <https://corp.kose.co.jp/ja/media/2022/12/20221216.pdf>

*3 News Release: April 13, 2022 (Japanese) <https://corp.kose.co.jp/ja/media/2022/04/20220413.pdf>

2023 SEKKISEI SAVE THE BLUE OCEAN PROJECT (JAPAN)

Campaign Period

Saturday, July 1 - Thursday, August 31, 2023

Details

For every purchase of an eligible SEKKISEI product during the campaign period, KOSE will fund coral conservation activities in Yomitan-son, Okinawa, for an area equivalent to the surface area of the bottom of the product's container.

Eligible Products

SEKKISEI series lotion (excluding the Excellent series, EXTRA series, mini-sized products and 1-day trial products)

Disney Limited Design limited editions released July 1 (4 products, 4 types)

SEKKISEI SAVE the BLUE Official Website:

https://sekkisei.jp/site/p/savetheblue_oceanproject.aspx

INTERNATIONAL SEKKISEI "SAVE THE BLUE" PROJECT INITIATIVES IN 2022

China

We donated a part of this year's operating revenue to the NPO organization Green Life to support tree planting activities. I also moved my tree planting activities to Dunhuang from last year, and I plan to plant trees in Dunhuang again this year.

Taiwan

We will carry out coral farming at the Sankai Angel Association according to the sales of the target products.

South Korea

Create a forest to clean the air as part of sales during the online campaign period from July to August.

Thailand

We support the Marine and Coastal Resources Research and Development Center, a government agency in the eastern Gulf of Thailand, and support the planting of corals in Rayong Province, Thailand.

Singapore

A portion of the proceeds from the sales of the targeted products is donated to the Garden City Fund, a charitable organization, for coral reef conservation.

Malaysia

A portion of the total sales will be donated to the annual initiative of the International Coastal Cleanup (ICC) through the local NGO Reef Check Malaysia.

Indonesia

SavetheBlue's reusable tumbler campaign to promote the reduction of plastic waste from take-out beverages while raising awareness and "clean image" of the KOSE brand It will be carried out.

USA

We will donate \$1 to the Coral Reef Alliance for each SavetheBlue product sold on the Sekkisei USA+Canada website.

FY 2023 SUMMER CAMPAIGN OUTLINE (SINGAPORE)

Plant-A-Coral Program

KOSÉ Singapore will donate 10% of SEKKISEI & CLEAR WELLNESS sale proceeds from ecommerce from 1 July - 31 August 2023 (capped at \$3,188), to Garden City Fund's Plant-A-Coral Seed-A-Reef Program (PACSAR) as part of our initiative to conserving corals in Singapore.

Garden City Fund (GCF) is a registered charity and IPC in the Republic of Singapore. It was established in 2002 under our founding patron, Mr. Lee Kuan Yew. GCF is established by the National Parks Board (NParks) but managed independently as a charity.



100% of donations raised go towards projects it supports:

- Marine Turtle Conservation Programme
- Coral Reef Conservation Programme
- Species Recovery Programme (birds/butterflies/native species)
- Outreach and education Programme
- Other conservation Programme

Project Achievements

Ocean Project (Summer Campaign)

• Number of coral polyps planted in FY 2022: 533

Area: 3,253,308 cm² (Equivalent to approximately 0.9 times the size of a standard 25-meter pool)

• Total number of coral polyps planted in FY 2009-2022: 19,538

Area: 118,589,237 cm² (Equivalent to approximately 31.6 times the size of a standard 25-meter pool)



DISNEY LIMITED DESIGN LIMITED EDITIONS, RELEASED 1 JULY 2023

Four items bearing the designs of Disney characters related to the sea will be released as limited editions of the SEKKISEI line.

The limited-edition designs, available only for this year, includes characters from three films, "The Little Mermaid," "Moana," and "Finding Nemo."



Product name	Product features	Volume	MSRP
SEKKISEI Herbal Gel StB23	Limited-edition design of SEKKISEI Herbal Gel 80g	80g	\$56
SEKKISEI CLEAR WELLNESS Gentle Wash StB23	Limited-edition design of SEKKISEI CLEAR WELLNESS Gentle Wash (160mL)	160ml	\$25
SEKKISEI CLEAR WELLNESS Pure Conc SS StB23 (Lotion for sensitive skin)	Limited-edition design of SEKKISEI CLEAR WELLNESS Pure Conc SS (200mL)	200ml	\$46
SEKKISEI CLEAR WELLNESS Refining Milk SS StB23 (Emulsion for sensitive skin)	Limited-edition design of SEKKISEI CLEAR WELLNESS Refining Milk SS (140mL)	140ml	\$48

Available in all Welcia-BHG, selected Guardian stores, and KOSÉ flagship store on Lazada and Shopee from 1 July 2023





雪肌精
SEKKISEI

Disney
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SAVE the BLUE

Ocean Project



"SAVE THE BLUE" Roving Bus

7 - 9 July at Westgate
L1, Courtyard Main Entrance
10:30am to 9:30pm

15 - 16 July at Bugis Junction
L1, Plaza Fountain
10:30am to 9:30pm



When you become beautiful, the earth becomes beautiful.



ABOUT THE SEKKISEI BRAND

SEKKISEI was launched in 1985 as a lotion containing Asian herbal extracts that lead to clear and translucent skin. Since its launch, its proven skin benefits and comfortable feel have earned it the support of customers around the world. The brand now boasts four series: SEKKISEI MIYABI, SEKKISEI, SEKKISEI SUPREME and SEKKISEI CLEAR WELLNESS. Driven by the brand's message of "When you become beautiful, the earth becomes beautiful," SEKKISEI has long been engaged in sustainability activities including the SEKKISEI SAVE the BLUE project, in which a portion of proceeds from product sales are used to fund conservation activities. As a key global brand of KOSÉ, SEKKISEI is available in 15 countries and regions around the world: Japan, China, South Korea, Taiwan, Hong Kong, Myanmar, Thailand, Cambodia, Malaysia, Vietnam, Indonesia, Singapore, Canada, the USA and Spain.

SEKKISEI brand official website:

<http://www.sekkisei.com/>

