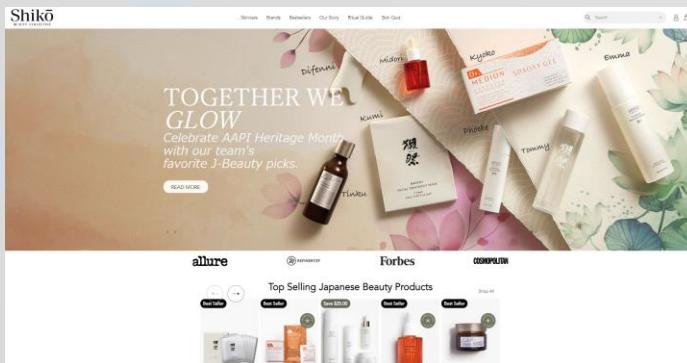


For Consumer Business [Shiko Beauty]

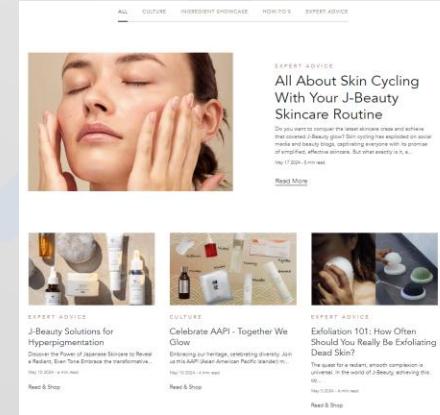
E-commerce Platform for Selling Cosmetic Products

- ◆ Shiko Beauty Inc. (wholly-owned subsidiary of (Mitsui & Co. (U.S.A.), Inc.)
- ◆ In 2021, the company launched an e-commerce platform (<https://shikobeauty.com/>) for direct sales of Japanese brand skincare and other cosmetic products to consumers.
- ◆ The company is focusing on refining its digital marketing function and establishing and accelerating a PDCA cycle for a series of actions to reach target consumers and get them purchase products.
- ◆ It is also pursuing joint development of new products with cosmetics brands based on accumulated sales data, consumer insights, and the Shiko-related network.

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