

Outline of the Online Event for Shareholders

We held an online event to communicate directly with shareholders.

Our Social Action to Safeguard Skin against UV and Heat Stress

Breathable Veil UV

Bioré Cooling Support



Hitomi Yamada, Takashi Fukui, Akiko Hasegawa

Outline of the meeting

Date: Friday, May 29, 2026

Attendees:

Hitomi Yamada, Senior Marketer, Skin Care Division, Health Beauty Care Business Unit

Takashi Fukui, General Manager, Skin Beauty 2 Products Research 1, Business Research Center, Research & Development Division

Akiko Hasegawa, Executive Officer, Legal Division

Description:

1. Bioré Cooling Support
2. Breathable Veil UV
 - Product introduction
 - Explanation of technical features

Summary of Questions and Answers

1. **The Bioré Cool Body Towel seems too cold for elementary school children. Is there a version suitable for children?**

There is a non-alcohol type that can be used by children aged four and above. Compared with the regular product, it provides a milder sensation and is easier to use for children and people with sensitive skin.

2. **How does Bioré Cool Body Towel create a cooling sensation?**

The thick sheet is soaked with cooling water, which absorbs heat from the skin and evaporates, helping release

heat through evaporative cooling. Menthol is also included to provide a refreshing cooling sensation.

3. Does Bioré make quality improvements based on customer feedback after advance sales?

Issues identified through customer feedback collected during advance sales are discussed among the relevant departments. We strive to make improvements so that the product will be even more widely appreciated by customers when it is launched nationwide.

4. How many stars does Breathable Veil UV have for UV water resistance?

It has the highest UV water-resistance rating of two stars. It is recommended not only for daily use but also for leisure and outdoor activities.

5. When applying Breathable Veil UV to the face, at what point in the skincare routine is it most effective?

As a general rule, we recommend applying it after skincare. It can also be used in place of a makeup base, as it helps enhance the finish and longevity of makeup. Since it fits the skin quickly after application, it is easy to use even on busy mornings.

6. Was the function that changes the thickness of the film according to the environment developed as intended, or was it discovered by chance?

It was discovered by chance. The initial research aimed to create a soufflé-like texture. During the course of that research, it was observed that in hot and humid conditions, the area where the product had been applied appeared not to be sweating. This observation led to the idea behind the function.

7. Does Breathable Veil UV have a fragrance?

It has a pleasant airy floral fragrance. Because the product is used on the face and is intended to be enjoyed by people of all genders and ages, the fragrance is designed to provide a comfortable, pleasant feeling during use without being overpowering. If you would like to check the fragrance for yourself, please try a tester in store.

8. Is Bioré Cool Body Towel sold to individual consumers?

Yes. It is sold at drugstores, convenience stores and other retailers. Because each towel is individually packaged, it can also be shared with others and used as a small gift or refreshment item.

9. What types of industries are targeted by the B2B business for Bioré Cool Body Towel?

The product is used by customers in a wide range of industries, including construction sites, delivery services, event operations, agriculture, nursing care facilities, food service, and sports-related fields.

10. Reapplying sunscreen can be troublesome. How long-lasting is Breathable Veil UV?

The product is designed to withstand sweat-prone environments, water exposure, and friction. However, reapplication is recommended to maintain better UV protection. Its whipped-cream-like texture makes

reapplication more pleasant, and mist-type sunscreen products that are easy to reapply are also available, allowing you to choose the product that best suits your lifestyle.

11. What is the shelf life of Bioré Cool Body Towel?

The shelf life is three years when unopened. It is also suitable for emergency stockpiling.

12. Can Bioré Cool Body Towel be stored at room temperature?

Yes. It can be stored at room temperature. It does not need to be chilled in a refrigerator, and it provides a cooling sensation immediately after opening. It can be used in a variety of situations.