

## **KOSÉ Will Donate to Garden Restoration Work at World Heritage (Cultural) Site Château de Versailles to Support Activities For Preservation of Art, Culture and the Environment Worldwide**

KOSÉ Corporation (President & CEO: Kazutoshi Kobayashi; Headquarters: Chuo-ku, Tokyo) today announced its decision to donate to garden restoration work at World Heritage (Cultural) Site Château de Versailles as one aspect of its activities supporting art and culture worldwide.



Château de Versailles—The Queen's Grove



Cherry Tree Planting

KOSÉ is a company that creates beauty. In order to provide the ubiquitous beauty of art and the spiritual abundance of experiencing the “original,” we support artistic endeavors, such as ballet and classical music performances. Also, regarding the beauty of nature, we proactively strive to protect the abundant blessings of biodiversity by engaging in activities for preservation of the global environment in various countries and regions worldwide, including support for coral cultivation. Now, we have decided to collaborate in support for garden restoration work at Château de Versailles, an initiative supporting art and culture together with the preservation of a sustainable and diverse ecosystem.

(Overview of Support)

Details of garden restoration work: Planting cherry trees in the Queen's Grove within the grounds of Château de Versailles. Planting of 200 trees and restoration of the layout and design of trees at the time of Marie Antoinette.

Value of support: 175,000 euro (approximately 23 million yen)

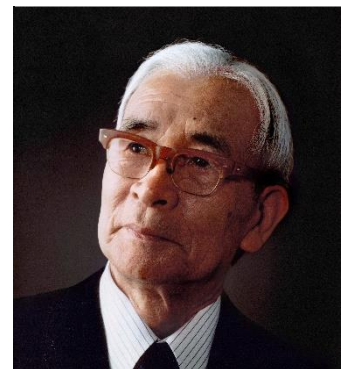
Château de Versailles, built over 300 years ago, boasts opulent decoration and pompous architecture surrounded by gardens adorned with a variety of plants, and is a leading historical structure representative of 17th century Europe. It was designated as World Heritage (Cultural Heritage) in 1979 in recognition of its grandeur and beauty and in particular for the significant impact it had on later architectural forms. KOSÉ decided to support the restoration work based on its belief in the great significance of passing on to future generations this beauty and artistry created with the utmost luxury by highly skilled artisans, its historical culture, as well as the biodiversity of the gardens.

Château de Versailles had a long history of biological exchange with Japan, but of the many prominent companies and organizations supporting this restoration work, KOSÉ was the only Japanese corporation chosen to participate. The deep historical connections between KOSÉ and France were another reason behind the move. Our founder, Kozaburo Kobayashi, was deeply interested in Europe's cosmetic history and culture, and impressed by France's advanced product R&D capabilities. In the 1960s, not long after KOSÉ was founded, he visited and stayed in France often, leading to the signing of a joint venture agreement with a French company. This also provided the opportunity for a global French company to enter the Japanese market. Also, in 1970, KOSÉ launched high prestige brand DECORTÉ, a name that combines the French words cosmétique and décoration. More recently, in 2015, the company established a business in France. Then, in 2017, it opened the KOSÉ R&D France in Lyon to engage in world-leading dermatological research.

In the future, as a company that creates beauty, KOSÉ will continue its broad social contributions, actively supporting the development of artistic and cultural activities and the preservation of a sustainable global environment.

#### About KOSÉ Corporation

Since its foundation in 1946, KOSÉ has developed its business, focused on manufacture and sales of cosmetics, to create a culture and values embodying a distinctive beauty through a sophisticated fusion of sensuousness and intelligence. In 1946, shortly after the end of the Second World War, KOSÉ founder Kozaburo Kobayashi resolved to give dreams and hope to people through the manufacture and sale of cosmetics, pouring his passion into always providing high quality products. Over 75 years, from generation to generation, we have honored his intention, resolutely pursuing cosmetic brand marketing, research and development, and high quality, to give the world unique and highly safe products. We always tackle challenges above and beyond those of the past, striving to provide the new value that our customers seek. With our strength in high prestige luxury cosmetics combining cutting-edge technologies, KOSÉ has expanded to 30 countries and regions, offering diverse original and valuable products in all of our 38 brand categories, from high-prestige brands, including DECORTÉ, prestige brands, such as SEKKISEI, through to cosmetaries\*. Furthermore, with our Corporate Message, "Creating Beauty in a Sustainable World," as our sustainability policy, we incorporate this perspective in all our activities and advance manufacturing from the perspective of adaptability.



KOSÉ founder  
Kozaburo Kobayashi

\* Cosmetaries: A coined word combining "cosmetics" and "toiletries"

## Our Key Brands

### DECORTÉ

With its debut in 1970, DECORTÉ is a high prestige brand developed by KOSÉ using state-of-the-art technologies. Since the launch of the brand, we have maintained our craftsmanship which pursues unique beauty without compromise, and true elegance (“KIHIN”), to offer beauty with pride to customers worldwide. Products in this range are available at selected retail outlets overseas, mainly department stores and specialist cosmetics retailers that provide counseling services. Specially trained advisors conduct a skin diagnosis and provide careful advice on skin care. As one of KOSÉ’s focus global brands, DECORTÉ, is available in 14 countries and regions (Japan, China, Hong Kong, Taiwan, South Korea, Singapore, Thailand, Malaysia, the United Kingdom, Italy, France, Spain, the United States, and Canada).



◇DECORTÉ Brand Website <https://www.decorte.com/>

### SEKKISEI

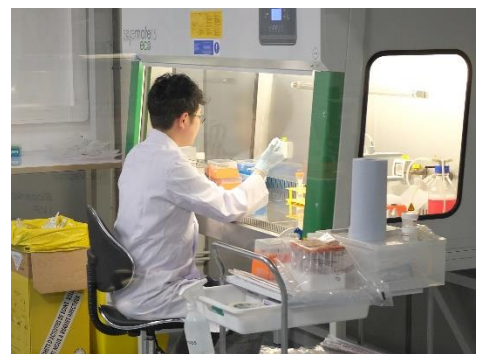
SEKKISEI incorporates ingredients from oriental plants, and leads to transparent skin. Since its debut in 1985, its reliable effects on the skin and comfort of use has made it a brand loved by customers around the world. We have also been involved in activities to promote sustainability for many years, based on the brand message “When you become beautiful, the earth becomes beautiful,” using a portion of sales for environmental conservation activities, including our “SAVE the BLUE” project. SEKKISEI is a key global brand for KOSÉ, available in 16 countries and regions worldwide (Japan, China, Korea, Taiwan, Hong Kong, France, Myanmar, Thailand, Cambodia, Malaysia, Vietnam, Indonesia, Singapore, Canada, the United States, and Spain).



◇SEKKISEI Brand Website <https://sekkisei.jp/>

## About KOSÉ R&D France (Lyon)

KOSÉ R&D France is engaged in highly original research aiming to create new value, with cutting-edge dermatological research, to realize the laboratory’s VISION of “innovation unconstrained by common sense and assumptions.” Lyon is home to some of the world’s leading research facilities, including national and public research institutes and pharmaceutical and cosmetics-related companies. It provides the setting for cutting-edge dermatological research, which plays an important role in the development of cosmetics, together with interaction and exchange. We



established the facility in 2017 also because of the variety of industries that have developed here, enabling interdisciplinary stimulation.

- Business Name KOSÉ R&D France

- Address 5, 5 bis et 5 ter Avenue Lionel Terray 69330 Meyzieu-LYON

◇KOSÉ R&D France in Lyon Begins Operations Promoting Cutting-Edge Dermatological Research (2017.10.31 News Release)

<https://www.kose.co.jp/company/ja/content/uploads/2017/10/20171031.pdf>

◇KOSÉ to Establish KOSÉ R&D France, its First European Research Facility, in Lyon (2017.7.31 News Release)

<https://www.kose.co.jp/company/en/content/uploads/2017/07/2017073101E.pdf>