Fine Today Co., Ltd.

Press Release

September 30, 2026

Fine Today Co., Ltd. (Head Office: Minato-ku, Tokyo; Representative Director, President and CEO: Tetsuo Komori) today announced executive personnel changes [cite: 1].

Details

■ Executive Personnel Changes (Middle East and GCC Operations)

Name	Current Position	Effective Date
Dr. AbdelHameed Hassan	Managing Executive Officer, Middle East and GCC Operations	October 10, 2026

- End of News Release -

About Fine Today Group

Fine Today Group was founded as an independent entity in 2021 after separating from Shiseido's personal care business [cite: 1].

Our purpose is to enrich the lives of everyone today and for generations to come, one fine day at a time [cite: 1]. We integrate environmental / social sustainability with profitable growth to achieve the purpose [cite: 1].

Aesthetics originating from our DNA are carried forward in our refined operations, unique value propositions, and a glocal mode of behavior [cite: 1]. We aim to become Asia's No. 1 daily beauty product producing company, bringing well-being by unlocking the joy of beauty to people worldwide [cite: 1].