

April 15, 2008

KOSÉ's New Training Center Completed

Designed to strengthen human resources training in line with the medium-term management plan

KOSÉ Corporation (Headquarters: Chuo-ku, Tokyo, Japan; President: Kazutoshi Kobayashi) gives notice of the new opening of its "KOSÉ Oji Training Center" in Oji, Kita-ku, Tokyo. The six-story training center (with one basement floor) has an auditorium with capacity for 140 people, 12 training rooms, 99 bedrooms, and a company museum. The training center was completed on April 15 and will be operative from May 6.

KOSÉ transferred its employee training center from the "KOSÉ Ageo Education Center" in Ageo City, Saitama Prefecture, to the new "KOSÉ Oji Training Center" in Oji, where the Company was originally founded, as a part of its overall effort to prepare the internal corporate environment for achieving a core policy of the medium-term management plan of "upgrading the Group's overall strengths and training and fostering talented employees." The building, which enwraps the oval-shaped auditorium, was designed to provoke the image of a new life hatching from an egg and preparing to take flight. The training center includes "Gallery KOSÉ," a place to learn about the spirit of the Company's founding and its history, and the passing on of its 'DNA'.

The new training center, together with "KOSÉ Research Laboratory" (Sakae-cho, Kita-ku) which was completed in November 2004, and the Company's headquarters (Nihonbashi, Chuo-ku), consolidates the Company's three main 'bases' in Tokyo, facilitating greater 'face to face' sharing of information. KOSÉ aims to further strengthen its overall strengths now that the environment is set for all three bases to collaborate more closely: the training center which 'creates human resources,' the research laboratory which 'creates things', and the headquarters which 'creates value.'

Building Overview

Location: 2-29-2, Oji, Kita-ku, Tokyo

Scale: Six stories, one basement floor

Area: Land: 2,092.23 sq.m.

Building: 1,335.05 sq.m.

Floor space: 5,909.29 sq.m.

*Floor space increase of 1.1x

Design and supervision: Nikken Sekkei Ltd.

Construction: TODA CORPORATION

Main facility:

Company museum "Gallery KOSÉ": 160 sq.m.

Display design and construction: NOMURA Co., Ltd.

Auditorium: 140 person capacity (190 sq.m.)

Cafeteria: 100 person capacity

Training room: 12 rooms with capacity for 276 people

*Capacity increase of 1.5x

Bedrooms: 66 singles, 33 twins (132 guests)

*Capacity increase of 1.4x



Training Center Topics

The training center was designed to symbolically express the Company's corporate philosophy of "creating a culture and values embodying a distinctive beauty through a sophisticated fusion of sensuousness and intelligence" by using lots of glass so participants can feel 'light' and 'wind.' The courtyard includes plants to convey the changing seasons, and the object designed in the image of the Company's logo mark by Mr. Kenji Kobayashi, an artist who specializes in environmental art and design. Other contrivances have been made to polish visitors' senses and allow them to feel KOSÉ throughout the center. For example, the center includes original picto-designs by KOSÉ creators, and each floor is painted with a color based on color numbering rules used in makeup products.

Company Museum "Gallery KOSÉ"

Composed of four zones designed to inform users about "KOSÉ's DNA, its present, and its plans for great advances into the future." The museum will show KOSÉ's activities in reverse chronological order from its future, to its present, and finally to its founding.

1. KOSÉ's Future: This zone provides an overview of brand marketing, and includes a stair-case shaped monument zone depicting KOSÉ's advance into the future.
2. KOSÉ's Present: This zone provides an overview of the process by which all domestic and overseas brands and products are planned and ultimately reach customers.
3. KOSÉ's DNA: This zone shows users the various transitions in the Company's activities over the years, and deepens their understanding of the Company's DNA.
4. Library: This zone allows users to learn about the cosmetics industry and its history through books and databases.



*Image

(For reference)

Medium-Term Management Plan (announced on November 2007)

1. Rebuilding the cosmetics business in Japan
2. Reinforcing overseas operations
3. Entering new business fields
4. Upgrading the Group's overall strengths

Overview of Former "KOSÉ Ageo Education Center" *to be closed at the end of April 2008

Location: 3-8-68, Atago, Ageo City, Saitama Prefecture
Scale: Five stories (2-5 floors used for training)
Floor space: 5,190 sq.m.
Capacity: Training rooms 180 people; overnight guests 92