

## SHISEIDO GROUP EMEA APPOINTS ESTELLE BLEICHNER AS VICE PRESIDENT OF HUMAN RESOURCES FOR SHISEIDO GROUP EMEA

*Paris, October 27<sup>th</sup>, 2016 –*

As Shiseido Group rolls out its new strategic plan for the EMEA region (Europe, Middle East & Africa), Estelle BLEICHNER has been appointed Vice President of Human Resources for Shiseido Group EMEA, covering worldwide activities for fragrance brands Issey Miyake, Narciso Rodriguez, Elie Saab, Alaïa Paris, Zadig&Voltaire, SHISEIDO fragrances, Dolce&Gabbana and Serge Lutens (creation, production, business) as well as business and distribution on Shiseido Group brands (the brand SHISEIDO, Laura Mercier, bareMinerals and NARS).

Estelle will be reporting directly to Mr. Louis DESAZARS, President and CEO of Shiseido Group EMEA, and is joining the executive committee.

Her responsibilities will consist in defining and implementing the Human Resources policy for all of the Group's activities in the EMEA region (representing a workforce of 3,000). She will be a driving force in the instilment of the corporate culture as inspired by the vision of Mr. Louis DESAZARS, in which empowerment, agility and acceleration are central priorities. In this context of renewal, the recruitment of talent is an undeniably key factor in Shiseido Group's success.

In her new role, Estelle BLEICHNER will draw on over twenty years' experience in the Luxury industry, where she has spent the entirety of her career in operational management positions.

Estelle began her career within LVMH group where she contributed to the growth in France and internationally of emblematic brands, including MOËT HENNESSY where she was in charge of Human Resources development for 5 years, then GUERLAIN from 2001 to 2007. She subsequently spent two years as Human Resources Director at MAISON CHAUMET. From 2010 to 2012, she was Director of Human Resources for the distribution staff at CANAL+. Before joining Shiseido Group, Ms. BLEICHNER held the position of HR Director CLUB MED Group for France, Benelux and Switzerland since 2012.

Estelle BLEICHNER graduated from Sciences Po Paris and holds a Master's Degree in Law.

#### SHISEIDO CO., LTD IN BRIEF.

Founded in Japan in 1872, Shiseido was the country's first Western-style pharmacy. The company progressively evolved into a cosmetics brand that offers its customers products made from scientifically revolutionary formulas that meet the finest aesthetic criteria in Asia and the Western world. Known today as the leading cosmetics company founded in Japan, Shiseido embodies absolute excellence in the fields of skincare, makeup and fragrances. Shiseido is particularly renowned for its high-performance targeted care, including a range of brightening skincare products. The brand also sells men's lines for the face and body, as well as sun protection products. Designing ever more innovative and forward-thinking products for the past 140 years, the brands of Shiseido Group are currently available in over 120 countries and regions worldwide.

For more information, please visit <http://group.shiseido.com/>.