

Press Release

Shiseido EMEA announces new organization of its Executive Committee

December 6th, 2019 – Franck Marilly, CEO & President of Shiseido EMEA (Europe, Middle East, Africa) & Global Fragrance announced the new organization of his executive committee today. Shiseido EMEA covers the global business for perfume brands as well as the distribution activities for makeup and skincare brands in the region.

Franck Marilly joined Shiseido in January 2018. Since then, Shiseido has achieved strong results in EMEA in a challenging environment, with a growth of +5%¹ in 2018. And Shiseido group brands attained top positions in the region ; such as Italy & Germany where Shiseido skincare is ranked #1 on the skincare category, or in the UK where BareMinerals is ranked #6 on the makeup category.

As Fragrance Center of Excellence, Shiseido EMEA has been playing a key role in the historical results of the company on January 2018. The Fragrance category and its exceptional portfolio of brands – Dolce & Gabbana, Issey Miyake, Narciso Rodriguez, Zadig & Voltaire, Elie Saab and Serge Lutens – represented 9% of the group's total sales in 2018, growing +9% vs 2017². Beloved by our consumers, our fragrances have achieved top positions in 2018: Dolce&Gabbana is ranked number 3 in Russia, Narciso Rodriguez for her franchise is ranked number 1 in Italy and in Spain L'Eau d'Issey franchise is ranked number 15.

To further contribute to the Vision2020 growth strategy of the group and the ambition to be “the most trusted beauty company in the world”, the new executive committee relies on core expertise areas and will accelerate the actions plans to succeed both in the beauty market in EMEA and in Fragrance globally.

This new organization will also bring agility. With shorten lead time decision and under Franck Marilly's leadership, Shiseido EMEA is able to adapt to its consumers, customers and partners in a cluttered and complex environment. Under the responsibility of Franck Marilly, the organization of the committee is as follows:

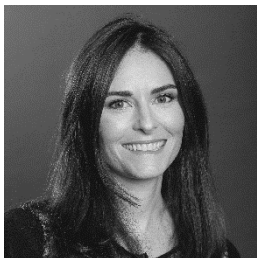
DRIVE GROWTH IN EMEA THROUGH NEW BUSINESS OPPORTUNITIES



Alberto Noe
Chief Business Officer EMEA

In charge of all the markets and business development in EMEA, his priority will be to drive business to achieve our long term goals on our three axes in the region. The EMEA Affiliates General Managers – Italy, Germany, Spain, UK & Ireland, Russia, France, Middle East, Benelux, Switzerland and Austria – and the Export team are reporting to him.

Prior to joining Shiseido, Alberto served at Lancôme Italy as General Manager and before that he held various management roles in the luxury industry at L'Oréal, LVMH, and Chanel. He joined Shiseido in 2013 as Country General Manager in Italy where he significantly turned around and grew Shiseido Italy's business to be the top country in Europe. Since January 2018, he has been Deputy CBO EMEA and was appointed CBO EMEA in January 2019. Alberto Noe holds a Business Degree from Università Cattolica del Sacro Cuore in 1995.



Lindsay Azpitarte
VP Prestige Brands EMEA

Reporting to Alberto Noe and working closely with the Brand Holders based in Shiseido HQ in Tokyo, she is in charge of the business and brand development for Prestige Cosmetics division in EMEA, Shiseido Ginza Tokyo and Clé de Peau Beauté.

Lindsay spent the first 10 years of her career at Parfums Christian Dior, holding several responsibilities in product development and operational marketing. She joined Shiseido EMEA in 2012 in the marketing field where she significantly developed the Shiseido brand in the region. Lindsay graduated from Columbia University in the city of New York in 2000 with a Bachelor of Arts in Architecture.

STEP UP THE WEIGHT OF FRAGRANCE CATEGORY GLOBALLY



Guillaume Gellusseau
Global VP Designer Brands, Serge
Lutens & Fragrance CoE

Guillaume is responsible for driving Shiseido Group's state-of-the-art fragrance expertise in creating new and unique fragrances and to develop the existing designer brands portfolio (Issey Miyake, Narciso Rodriguez, Elie Saab, Zadig & Voltaire) as well as the owned brand Serge Lutens, in order to make Shiseido Group a global key player in the fragrance industry worldwide.

Graduated from HEC in 1994, Guillaume started his career at Parfums Christian Dior in the UK in 1994 and came back to France in 1996 for Kraft Jacobs Suchard. He then worked at Yves Saint Laurent Parfums (1997-1999) and followed his path in the Beauty industry by joining the Luxury Division of L'Oréal in 2000 until 2008, working for Lancôme and the Designer Brands fragrances. After holding the position of Global Marketing & Communication Vice President at Baccarat (2008-2011), Guillaume led the Marketing and Image for the high-end department stores Le Bon Marché Rive Gauche and La Grande Épicerie de Paris, part of LVMH.

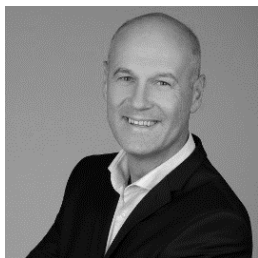


Audrey Briotet
Global Brand VP Dolce&Gabbana

Audrey has been in charge of developing the prestige brand Dolce&Gabbana since the signature of the license in July 2016. She brings her expertise of the beauty industry to manage the international marketing, digital, communication, retail & distribution as well as the product development strategies for the global brand Dolce&Gabbana Beauty.

Audrey has 22 years of experience in Global Marketing & Business Development in the selective cosmetics industry. She started her career at L'Oréal Division Luxe for Lancôme International & Biotherm International holding various marketing positions. She then joined Valrhona, a prestige chocolate brand before going back to the beauty industry at L'Occitane and M.A.C Cosmetics where she developed her business and retail expertise. She joined Shiseido in 2012, in charge of NARS Cosmetics International Business Development, based in New York. Audrey graduated from EM Lyon with a Master in Business and Management.

ACHIEVE EXCELLENCE IN OPERATIONS & INNOVATION



Bruno Desgres
VP Operations EMEA

Bruno is in charge of all Shiseido Group skincare, make-up and perfume brands Operations for the EMEA region, including factories based in Gien and Ormes (France). He also contributes to pursue the transformation of the EMEA Operations within One Shiseido model and supports projects to achieve operational excellence in our Supply Chain.

Bruno graduated from Agro Paris Tech School and holds an MBA from IAE Aix-en-Provence. Having lived in 6 countries through his career, Bruno has over 23 years of solid international experience in managing Industrial, Supply Chain and Procurement activities of the MARS Group, most recently as Global Vice-President Customer Supply Chain based in Munich.



Chisato Takashimizu
Europe Innovation Center Director

Chisato is responsible to drive all the activities of the Europe Innovation Center based in Ormes (Loiret, France). Integrated in the Shiseido R&D Global Network, the EIC leads the fragrance & olfactory research collaboratively with Global Innovation Center (GIC), S/PARK in Yokohama, Japan. This center is also in charge of the formulation activities for all brands distributed in the region, such as industrialization of the formulas and assessment of the product.

Chisato holds a Master in Organic & polymer Chemistry from the School of Science and Engineering at the Tokyo Institute of Technology. Since joining Shiseido, he gathered over 15 years of experience in R&D including various roles in France and an assignment at our America Innovation Center.

BRING EXPERT SERVICES TO PEOPLE WITHIN THE ORGANIZATION



Yolaine von Barczy
VP HR & Sustainability EMEA

Yolaine is leading the HR for the whole region including RHQ, Affiliates and Operations. Driving the Vision 2020 strategic pillar “People First” within EMEA, she plays a key role in anchoring the One Shiseido culture and boosting engagement in the region while coordinating the implementation of the major HR & Sustainability groundwork projects.

Yolaine began her career in Germany holding various positions in Human Resources. In 2000 she moved to Biogen, a major Biotech company, as HR Director for their International Business. She then joined Bristol-Myers Squibb for 11 years in HR top management positions in Europe, before joining Chubb, a global provider of insurance products company, as Vice President Human Resources, Continental Europe. She graduated from ESCP Europe with a Master in Management.



Geoffroy de Fontenay
Chief Finance & IT Officer EMEA

Geoffroy is in charge of all Financial and Information Systems activities across the region. Part of the Global Finance leadership team, he is in charge of providing the necessary financial support to the business partners in the region and the Fragrance brand holders globally. He is also in charge of the development and application of information technology systems throughout in EMEA.

Geoffroy joined Shiseido in March 2019 from Arkadin where he was Group CFO. Prior to that, he held various different senior finance positions in Europe in the food & beverages industry (Danone, Cadbury Schweppes, Thai Union) and in Asia in Watch & Jewelry at LVMH. Geoffroy holds a Master’s degree in Management from ESCP Europe.



Nina Moïse
General Counsel EMEA

Nina is responsible for all legal matters, in all types of transactions and for implementing solutions that protect our company’s and our brands’ best interests in EMEA and Worldwide for fragrance. Her role is crucial to making Shiseido the most trusted beauty company in the world.

Nina was granted a Doctor of Law degree from the University of Vienna School of Law and graduated from the New York University School of Law. She began her career as Associate Attorney at Weil, Gotshal & Manges, an international law firm based in New York and successively worked for Linklaters, AOL and Sky TV in Luxembourg. She then joined Coty Inc. where she held several legal positions before becoming General Counsel Professional Beauty Europe.



Frédéric Charpentier
International Communications Director

Frédéric is responsible for strengthening group and brand visibility both internally and externally. Under his leadership, the communication department acts as the bridge and the backbone of cross-functional services, both corporate and for brands. Frédéric is also in charge of the media (strategy and buying) & asset production strategy for all of our Fragrance brands around the world as well as our Makeup and Prestige brands in the region.

Frédéric started his career in advertising and media at Lagardère. He then founded his own communication agency specialized in media strategy for the luxury and beauty industry. He joined Shiseido in 2014 as Shiseido Communication and Digital Director EMEA and in 2016 became the International and Corporate Communication Director. Frédéric graduated from Dauphine University with a Master 2 in Media and Telecoms Management and from Columbia University with a Master’s degree in Communications and Media Studies.

"I am convinced that this new organization will help us to drive our long-term growth in the region and contribute to achieving the Vision2020 objectives defined by Masahiko Uotani. I fully trust my talented and committed teams to make Shiseido the most trust beauty company in EMEA." said Franck Marilly.

In 2016, Shiseido announced the implementation of a global matrix organization that integrates six regional headquarters (Japan, China, Asia Pacific, Americas, EMEA and Travel Retail) and five brand categories (Prestige, Fragrance, Cosmetics, Personal Care and Professional).

This matrix allows CEOs of each regional headquarters to have wide-range responsibility and authority in each region, based on the concept of “Think Global, Act Local”. It brings agility to the company increasing the ability to respond to market changes and to meet the needs of local consumers.

In addition, Shiseido has introduced the Centers of Excellence to lead its global value creation. These centers lead our global strategy planning and product development by gathering information and conducting surveys in the most advanced regions of the world for each respective category, such as Japan for skincare, the Americas for makeup and digital, and EMEA for fragrances.

Shiseido EMEA is in charge of the global fragrance brands Issey Miyake, Narciso Rodriguez, Elie Saab, Zadig & Voltaire, Shiseido Fragrances, Dolce & Gabbana and Serge Lutens, as well as the distribution of selected makeup and skincare brands, bareMinerals, Buxom, Clé de Peau Beauté, Laura Mercier, NARS et Shiseido Ginza Tokyo. The region covers 88 countries with around 4000 employees based on 10 affiliates across Europe, Middle East and Africa. Its regional headquarter is located in Paris.

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1. YoY Organic basis excluding impact of business transfers on 2017
 2. YoY change in local currency

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About Shiseido Company, Limited

Shiseido was founded in 1872 as the first Western-style pharmacy in Japan. The business gradually evolved into a cosmetics company, offering people the most advanced technology and the finest aesthetics available in the East or the West. Now known globally as the premier cosmetics company with roots in Japan, the name Shiseido has come to represent the world’s highest standards of quality. Shiseido’s global selection of skincare, makeup and fragrance includes a high-performance category for special skincare, and a brightening line. Shiseido also offers body care, suncare and a skincare line for men. Fiercely contemporary and innovative after over 145 years in business, Shiseido brands are now sold in over 120 countries and regions.

For more information, please visit <https://www.shiseidogroup.com/>