



(Translation)

November 6, 2018

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Masahiko Uotani
President and CEO
(Representative Director)
(Code No. 4911; The First Section of the Tokyo Stock Exchange)
Contact: Harumoto Kitagawa
Department Director
Investor Relations Department
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Shiseido Appoints Marc Rey Chief Growth Officer

Company Announces New Technology Acceleration Hub in Cambridge, Massachusetts
Global M & A Function Established

Shiseido Company, Limited (“Shiseido”) hereby announces that it will appoint Marc Rey, President and CEO of Shiseido Americas, the Americas regional headquarters of the company, to the newly established post of Chief Growth Officer effective January 1, 2019.

In his role as Chief Growth Officer, Mr. Rey will develop a new business model and promote the growth strategy to enable the Shiseido Group to continue to grow in the global beauty market. To support these ambitions, in addition to his current responsibilities, Mr. Rey will oversee global M & A for the company in collaboration with the company’s headquarters in Japan. Further, the newly established Technology Acceleration Hub based in Cambridge, Massachusetts, will also report to Mr. Rey. He will continue in his current role as CEO of Shiseido Americas and remain in charge of regional business activities in the Americas, as brand holder of global prestige makeup brands (bareMinerals, NARS, and Laura Mercier), and oversee the company’s Centers of Excellence for Makeup and Digital (COE*¹).

To ensure that long-term sustained growth remains at the forefront of the company’s strategy, the newly established Technology Acceleration Hub located in Cambridge, Massachusetts will be dedicated to creating innovative and disruptive business models for consumer engagement, experience and value. The Technology Acceleration Hub will be led by Jim Mainard, a seasoned technology executive and entrepreneur. Previously Executive Vice President of Digital Strategy and New Business Development at DreamWorks Animation, Mr. Mainard will assume the role of President, Technology Acceleration Hub on November 12th and will work to maximize the impact of advancements in technology across the company to the benefit of Shiseido’s valued consumers.



To further support the company’s present and future growth strategies, Ron Gee, CFO of Shiseido Americas is appointed Global M & A Leader and will lead a team dedicated to global M & A across all geographies and categories including emerging technologies. He will work in close collaboration with the company’s headquarters in Japan to contribute to the creation of new value of the Shiseido Group.

*1 Center of Excellence (COE): A function which leads the company’s establishment of global strategies and product development for each business category in the most advanced regions around the world; for example, Japan for skincare, the Americas for makeup and digital, and Europe for fragrance

Name	New Title	Current Title
Marc Rey	President and CEO of Shiseido Americas, Chief Growth Officer	President and CEO of Shiseido Americas

* Marc Rey will report directly to Masahiko Uotani, Shiseido Group CEO

End of News Release