

Shiseido Strategic Milestone Achieved:

Shiseido's Centers of Excellence's network leadership team is now complete

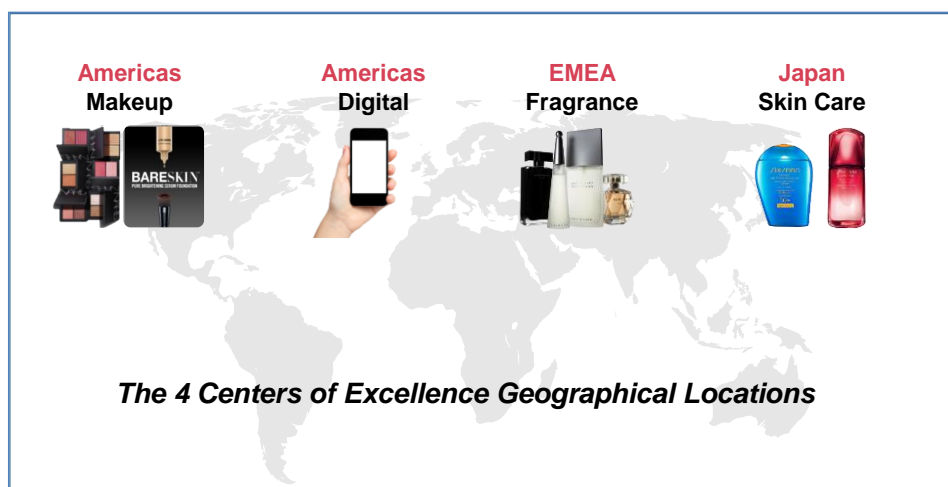
Tokyo Japan, October 7th 2016 - Shiseido appointed the last of the four Center of Excellence (COE) officers: Nathalie Helloin Kamel, based in Paris and in charge of Fragrance. Building the team began in January 2016 and is now completed with this last addition. COE's leadership is now made up of four experts with extensive experience, abilities, passion, and knowledge in their fields.

Center of Excellence

The Center of Excellence network is a big part of Shiseido Group mid-to-long term strategy, VISION 2020, and the right leadership for these centers is crucial.

Three global locations were chosen, to station the four COEs, based on critical for the beauty industry spheres. Each chosen region, as a location, has proven global leadership as well as superior pools of talent and abilities in the Digital (Americas), Makeup (Americas), Skincare (Japan), and Fragrance (EMEA) fields.

Each COE will take the lead in gathering information, putting forward strategies, developing products, and promoting other measures in those fields. R&D facilities in each region will support the COEs efforts collaboratively. Guided by a Center of Excellence concept, the plan is to make the most of these measures in pursuing global marketing and developing strong brands that excel on the world stage.



COE Leadership

The makeup of the team of four, that is expected to lead the implementation of this strategy, is as follows:



FRAGRANCE - EMEA

Paris France

Nathalie Helloin Kamel

"I am aware that the centers of excellence are at the heart of Mr. Uotani vision 2020 and I feel proud of being empowered on such a strategic project."



SKIN CARE- Japan

Tokyo Japan

Shin Hasebe

"I am thrilled to be taking on the opportunity to lead development in the creation of future skincare experiences and implementing an advanced execution process in step with global trends and social movements."



DIGITAL- Americas

New York U.S.

Alessio Rossi

"The Shiseido Group has a unique chance to leapfrog competition in a number of digital disciplines. In partnership with the other Centers of Excellence and with our Top Executives, we have put together a solid strategy that has already started to deliver a significant competitive edge."



MAKEUP- Americas

New York U.S.

Jill Scalamandre

"This is an exciting opportunity for me to engage with all the tremendous talent within the brands and create cross brand discussions to help fuel growth."

The COE network has now sprang into action. Shiseido will take on the competition in 2017 and onward with these four leaders at the strategic forefront.