

Zotos International Announces Executive Transition*Nancy Bernardini to Succeed Ron Krassin as President*

NEW YORK, NY – APRIL 28, 2017 – Shiseido Company, Limited (“Shiseido”) today announced that Nancy Bernardini has been named President of Zotos International, Inc. (“Zotos” or “the Company”), a wholly owned subsidiary of Shiseido Americas Corporation. Ms. Bernardini will assume her role effective May 1, 2017 and will report to Katharina Hoehne, Corporate Officer and Senior Vice President of Shiseido’s Global Professional Business Division. Ron Krassin, current President and CEO of Zotos, will remain with Zotos through July 14, 2017 in order to assist Ms. Bernardini with the transition.

Ms. Hoehne said, “Over the past 12 years, Ron has overseen and made possible a period of substantial sales and profit growth at Zotos. He has been a key contributor to Shiseido’s global success in the professional services industry, and we are deeply grateful for his contributions and stewardship. On behalf of the entire Shiseido family, I wish him the very best in all his future endeavors.”

Ms. Hoehne continued, “We are thrilled to welcome Nancy to the Zotos leadership team. Nancy’s executive leadership experience in beauty and her stellar track record in building and leading the Laura Mercier brand are well known at Shiseido. I am confident she is the right leader to be a catalyst for positive change and take Zotos into its next chapter.”

Ms. Bernardini said, “I am excited to lead Zotos and to help the business continue to thrive in the professional haircare industry. I have tremendous respect for the organization and for their high-quality products, and also for the values that I have seen Shiseido instill in all its brands since Laura Mercier joined the Shiseido family. Our priorities will be to accelerate Zotos’ performance and delight more salon professionals around the world, creating a more powerful presence for the Zotos portfolio of brands in the global professional haircare market.”

Mr. Krassin said, “It has been a privilege to lead the Zotos family. I am incredibly proud of what Zotos has accomplished during my tenure, and am deeply appreciative of the team’s hard work and passion. I look forward to working closely with Nancy throughout the transition and am confident the business will see continued success under her leadership.”

Ms. Bernardini is a veteran of the beauty industry. Most recently, she served as Chief Financial Officer and then General Manager of Gurwitch Products, home of leading prestige brands Laura Mercier and RéVive; during her tenure, Ms. Bernardini helped put Gurwitch’s brands on

a strong growth trajectory and significantly accelerated sales and profit growth. Gurwitch was acquired by Shiseido Americas Corporation in July 2016, and since then, Ms. Bernardini has helped successfully integrate the Laura Mercier and RÉVIVE brands into the Shiseido Americas organization and position them for continued success. Prior to Gurwitch, Ms. Bernardini served in multiple finance roles across the hair care and beauty industries, including at Procter & Gamble, including as Chief Financial Officer of the Global Fine Fragrance division. She began her career at the Bristol-Myers Squibb Company where she also served in various roles, including as Chief Financial Officer of the U.S. division of Clairol, its personal-care subsidiary specializing in hair coloring and hair care.

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 140 years in business, Shiseido group brands are now sold in over 120 countries and regions. For more information, please visit <http://group.shiseido.com>.

About Zotos International, Inc.

Zotos International Inc. is a fully integrated, global professional haircare company with the mission of inspiring stylists around the globe with the most innovative and high-performing products, dynamic education and exceptional customer service. Founded in 1932 and acquired by Shiseido Company, Limited in 1988, Zotos manufactures and markets a full range of hair care, texture service and hair color products for today's salons and salon professionals. The Company's products include shampoos, conditioners, treatments and styling products. Hair color products consist of semi-permanent and permanent solutions and developers. Hair texture products include perms, straighteners and temporary straighteners, and are offered through a network of professional beauty stores, retailers and fine salons around the globe. The companies brands include: Joico, VEROK-PAK Color, Lumishine, IColor, ISO Options, AGEBeautiful, Bain de Terre, Quantum and Vita E.

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