

Shiseido Americas Announces Appointment of Susan L. Jurevics as President of Bare Escentuals Beauty Inc.

NEW YORK, NY – JULY 11, 2017 – Shiseido Americas Corporation (“Shiseido Americas” or “the Company”), a subsidiary of Tokyo-based, global cosmetics company Shiseido Company, Limited (“Shiseido”), today announced the appointment of Susan L. Jurevics as President of Bare Escentuals Beauty, Inc., effective July 17, 2017. Ms. Jurevics will report to Marc Rey, President and CEO of Shiseido Americas.

In her role, Ms. Jurevics will be responsible for the development and implementation of the strategic vision and growth plan for bareMinerals, one of the largest brands in Shiseido Group’s global portfolio. She will lead all aspects of the bareMinerals brand in close coordination with the bareMinerals team as well as other regions across the globe.

Marc Rey, President and CEO of Shiseido Americas, said, “Susan is an exceptional leader with an impressive track record working with some of the world’s most successful brands. She has deep management experience and a keen understanding of marketing and brand-building, and I believe she will bring fresh and unique insights to bareMinerals as our brands navigate the rapidly changing digital landscape and explore new methods of driving consumer engagement. Within our portfolio, bareMinerals is an important brand with a successful history. Susan’s bold digital expertise and strong storytelling ability, together with the great team in place, will further propel this iconic brand to its next level of growth.”

Ms. Jurevics is a respected leader with more than 25 years of general management, marketing and brand-building experience at leading entertainment, media and technology companies. Prior to joining bareMinerals, Ms. Jurevics served as Chief Executive Officer and Board Director of J.K. Rowling's Pottermore, the digital publishing, entertainment, e-commerce and news company for Harry Potter and J.K. Rowling's Wizarding World, from 2013 to 2017, where she evolved the brand by changing the product offering and business model to develop a sustainable direct consumer business, working closely with J.K. Rowling, Pottermore’s Board and Warner Bros. to deliver results and co-manage the franchise. Prior to this role, Ms. Jurevics held several leadership positions across Sony Corporation, including Senior Vice President, Global Retail CRM and Brand Marketing, leading the transformation of Sony.com into a high-performing consumer site with broad-reaching social channels. Prior to Sony, she held key positions at Mattel and Nickelodeon.

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/>.

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