

**Shiseido Announces Appointment of Franck Marilly  
as President & CEO of Shiseido Group EMEA**

November 15, 2017 – Shiseido Company, Limited announced today the appointment of Franck Marilly as President & CEO of Shiseido Group EMEA, effective January 1, 2018.

Franck Marilly will have a primary responsibility of enhancing EMEA region results, managing all countries and local affiliates, and overseeing all activities within the region related to Group brands and businesses for the Shiseido Group portfolio.

In addition, he will have a responsibility to lead and support global brand holders of Dolce&Gabbana beauty, Fragrance Designer Brands (Alaïa Paris, Elie Saab, Issey Miyake, Narciso Rodriguez, Zadig&Voltaire) and Serge Lutens to build a solid base for profitable growth in global markets.

Franck Marilly will report to Masahiko Uotani, President & Group CEO, Shiseido Company, Limited.

“In the second stage of Group VISION 2020 for EMEA, Franck Marilly will drive acceleration of business transformation across diverse functions of Regional Head Quarter and further integration of organizations within the Region. His main focus will be to achieve profitability within the region and keep on building talents and capabilities as well as driving fragrances and cosmetics brands” said Masahiko Uotani.

Prior to joining Shiseido Group, Franck Marilly served as Managing Director Europe Fragrance & Beauty division in Chanel. He has held several leadership roles in Chanel, including Senior Vice-President Fashion in New York or Managing Director for France. He successfully achieved at each level of the organization managing changes, developing business and brand equity in multi-cultural environments. Previously, he held diverse managing positions within the Unilever Group.

With more than 25 years of beauty and luxury expertise, Franck Marilly’s extensive business background, paired with his ability to empower organizations around enterprise transformation, will drive EMEA to follow the ambition defined by Masahiko Uotani. The EMEA growth is core within the Group growth and profitability aspirations by 2020 and beyond, this will be led by strong brands, a profitable business and excellence in execution.

“I’m thrilled to join the Shiseido family as I am very impressed by the amazing and intensive transformation the Group is undergoing as well as the strong ambition level it sets to achieve” declared Franck Marilly.