

Shiseido Announces Changes in Organizational and Management Structure for its China and Travel Retail Businesses

Shiseido Company, Limited (“Shiseido”) has announced changes in the organizational and management structure for its China and Travel Retail businesses.

As laid out in the "Action Plan 2025-2026" announced at the end of November 2024, Shiseido is in the midst of transformation in pursuit of the three objectives: reinforce brand foundation, rebuild profitable foundation and enhance operational governance to achieve its goal of establishing a resilient business model to drive sustainable profit growth amid volatile market conditions.

As part of the process to achieve that end, the company has made the strategic decision to reorganize its operating and management structure of its China and Travel Retail businesses. Under the new operating structure, Shiseido will further reinforce its brand foundation by taking a cohesive approach to Chinese consumers while accelerating synergies in the business both with respect to growth and cost efficiency. This will allow Shiseido to respond to volatile market conditions with agility and to maximize customer-centric value creation, driving a shift toward high-quality growth to ensure profitability over the long term.

Personnel Change (effective March 31, 2025)

Name	New Title	Current Title
Toshinobu Umetsu	Corporate Executive Officer, China & Travel Retail Region CEO	Corporate Executive Officer, China Region CEO

Retirement (effective March 31, 2025)

Name	Current Title
Philippe Lesné	Travel Retail Region Chief Executive Officer

End of news release