

**Shiseido Group EMEA Appoints Marion Setiey
as International Communication
& Digital Vice President Shiseido Group EMEA**

Paris, January 17th 2017 –

Shiseido Group has announced last October the birth of Shiseido Group EMEA (Europe, Middle-East and Africa). In this context, Marion Setiey has been appointed to the position of International Communication & Digital Vice President Shiseido Group EMEA.

Member of the executive committee, she will directly report to Mr. Louis Desazars, President and CEO of Shiseido Group EMEA.

Ms. Setiey will oversee the communications division (media, press relations, corporate communications, and digital communications) for all brands in Shiseido Group EMEA's skincare, makeup and fragrance portfolio as well as the e-commerce launch in the EMEA region.

At a time when growth is a capital concern, Ms. Setiey's primary responsibility will be to drive Shiseido Group and its brands recognition in the region as well as developing a strong digital expertise in all activities.

Since 2009, Marion Setiey has served successively as Digital & Media Director, then Communications Director, of Beauté Prestige International. She had previously worked in media agencies, Carat, as Assistant General Director (2001-2005), and KR Media, as Associate Director (2005-2009).

SHISEIDO CO., LTD IN BRIEF.

Founded in Japan in 1872, Shiseido was the country's first Western-style pharmacy. The company progressively evolved into a cosmetics brand that offers its customers products made from scientifically revolutionary formulas that meet the finest aesthetic criteria in Asia and the Western world. Known today as the leading cosmetics company founded in Japan, Shiseido embodies absolute excellence in the fields of skincare, makeup and fragrances. Shiseido is particularly renowned for its high-performance targeted care, including a range of brightening skincare products. The brand also sells men's lines for the face and body, as well as sun protection products. Designing ever more innovative and forward-thinking products for the past 140 years, the brands of Shiseido Group are currently available in over 120 countries and regions worldwide.

For more information, please visit <http://group.shiseido.com/>.