



SHISEIDO GROUP EMEA PARTNER OF THE 12TH EDITION OF THE WOMEN'S FORUM FOR THE ECONOMY & SOCIETY

Paris, 21 November 2016 –

Shiseido Group EMEA is announcing today its collaboration as new partner of the 12th edition of the Women's Forum Global Meeting.

Under the signature *Building the future with women's vision*, the *Women's Forum* gets together, every year in Deauville, around 1300 international participants on a thematic developed from a women point of view. CEOs, authors, artists, research workers, journalists, political women, a brilliant distribution of brainstorming shapes every year the outlines of a world whose growth depends on sensitive and united values. The longevity of this forum entirely depends on business partnership.

Partnering on a long-term basis with an institution engaged for women, whose growing influence puts the *Women's Forum for the Economy & Society* among the most influent forums in the world, is meaningful for a Group dedicated to beauty which, in its original homeland, is a referent in terms of women elevation inside the company.

Already involved since 2014 in France with the association *Génération Femmes d'Influence*, Shiseido Group EMEA wishes to confirm its commitment on the women cause.

"Inside a company mostly feminine with 79% of women, I've made the choice of a representative and equal executive board" declares Louis Desazars, President and CEO Shiseido Group EMEA. "For instance I have, for that matter, chosen Nathalie Helloin Kamel to lead the general management of the Fragrance Center of Excellence."

During the *Women's Forum Global Meeting*, Shiseido Group EMEA will be present in a dedicated space with activities related to the brand. Shiseido Group EMEA President will be the host of the CEO Champion initiative.

« *Is the sharing economy, a sharing world?* » Is the collaborative economy synonymous with a world of sharing? On this *Women's Forum Global Meeting 2016* theme, a lot of discussion will be source of argument on a world were sharing has become the standard and beauty a source of wealth: #sharebeauty #WFGM16

Reference

Shiseido Group supports various kinds of major women's events and conducts women's support activities.

Recent sponsoring events

- USA - *Fortune the most powerful women*: Sponsored by Fortune magazine. The participants are CEOs, Presidents and other C-Suite executives who are vetted by Fortune for attendance.
- China - *Nikkei BP Woman Expo*: First held in Shanghai in October 2016, *Nikkei BP Woman Expo* aims to promote the new working and living style to Chinese women.
- France - *Women's Forum for Economy & Society* and *Génération Femmes d'Influence*: the first one, headquartered in Paris, has been the world's leading platform for women's views and voices on major social and economic issues. *Génération Femmes d'Influence* is a networking club for business women.

Shiseido Group's Major Women's support activities in Japan

- In 2016, for the 3rd time in a row, Shiseido Group is named in the *100 Best Companies Where Women Play Active Part* by Nikkei Woman
- Shiseido Group received the First Award for an Advanced Company in which Women Shine hosted by the Cabinet Office in 2014.
- Shiseido Group selects 10 grant recipients for Shiseido Female Research Science Grant to support female researchers who will play a leading role in the future and will broaden perspectives for next generation's researchers.
- Shiseido Group opened Kangaroom Shiodome as Part of their initiatives to help employees raising their children in the Tokyo Metropolitan area in 2003. Its goal is to find a balance between work and childcare. In February 2017, Shiseido Group and JP-Holdings will establish a joint venture of an in-house nursery.

ABOUT:

SHISEIDO CO. LIMITED.

Shiseido Group is ranked as the 5th cosmetics company in the world and the 1st in Asia region. Shiseido was founded in 1872 in Ginza, Tokyo, as the first Western-style pharmacy in Japan. The name Shiseido has now come to represent the world's highest standards of quality, offering people the most advanced technology and the finest aesthetics available. Shiseido offers a global selection of skincare, makeup and fragrance through its well-known brands such as Shiseido, NARS, bare minerals, Clé de Peau BEAUTÉ, Serge Lutens, Issey Miyake parfums, narciso rodriguez parfums, Elie Saab parfums, Alaïa Paris parfums and Zadig&Voltaire parfums. Shiseido Group brands operates in over 120 countries and regions with 46,000 employees.

Shiseido Group FY 2015 nets sales were of 763.1 billion yen with an operating income 37.7 billion yen. Shiseido Group's vision for 2020, a mid-long term strategy for accelerating global success through both organic growth and acquisitions, is aiming for over 1 trillion yen in Y2020.

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

CONTACT:

Frédéric Charpentier
International and Corporate Communication Director
Shiseido Group EMEA
frederic.charpentier@emea.shiseido.com
+33186765185