

Appointment of Executive Officer

Fine Today Shiseido Co., Ltd. announces the appointment of Yuki Takahashi as its new Executive Vice President, COO (Chief Operating Officer), effective April 1, 2022.

We aim to become a role model for 'glocal' companies in Asia. This new management structure will strengthen and accelerate operational transformations throughout our entire value chain, — encompassing overseas businesses, corporate planning, human resources, production, and supply chains.

Name	New Appointment
Yuki Takahashi	Executive Vice President, COO

■Yuki Takahashi Profile

[Career]

2004: Nihon L'Oréal

2008: L'Oréal USA, Maybelline New York

2010: Nihon L'Oréal, Maybelline New York, Marketing Manager

2013: L'Oréal North Asia, L'Oréal Paris, Marketing Director

2015: L'Oréal China, L'Oréal Paris Beauty General Manager, etc.

2018: Nihon L'Oréal, Vice President, Consumer Product Division General Manager

2021: Certified NPO Florence, Representative Office, Pro bono

2022: Fine Today Shiseido, Executive Vice President, COO

[Education]

Bachelor of Policy Management, Keio University