

December 19, 2019

Company Name: POLA ORBIS HOLDINGS INC.  
 Representative: Satoshi Suzuki,  
 Representative Director and President  
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**Announcement Regarding Personnel Changes  
 at POLA ORBIS HOLDINGS INC. and its Subsidiaries**

The POLA ORBIS Group (the “Group”) hereby announces that it will implement the following personnel changes at POLA ORBIS HOLDINGS INC. (the “Company”) and its subsidiaries as of January 1, 2020.

1. Personnel changes at POLA ORBIS HOLDINGS INC. and its subsidiaries (January 1, 2020)

**POLA ORBIS HOLDINGS INC.**

Appointed

New position	Name	Current position
Senior Corporate Officer	Miki Takenaga (Last name used within the Group is Oikawa)	Director and Corporate Officer in charge of Business Division at POLA INC.

Miki Takenaga will also hold the post of Representative Director and President at POLA INC.

Changes in supervisory role

New supervisory role	Name	Current supervisory role
Director and Vice President in charge of Management Planning, IT and HR	Naoki Kume	Director and Vice President in charge of Management Planning, IT, HR and Group International Business General Manager of International Business Management Division
Director in charge of Group International Business General Manager of International Business Management Division	Yoshikazu Yokote	Director (Part-time) Representative Director and President at POLA INC.

**POLA INC.**

Appointed

New position	Name	Current position
Representative Director and President	Miki Takenaga (Last name used within the Group is Oikawa) *See appendix	Director and Corporate Officer in charge of Business Division

Corporate Officer in charge of Total Beauty Market Planning, Total Beauty Sales Planning, Support Center, Branch Management	Akira Miyasugi	General Manager of Tohoku Branch
Corporate Officer in charge of Human Resources General Manager of HR Strategy Division	Yuko Fujimoto (Last name used within the Group is Shoji)	General Manager of HR Strategy Division
Corporate Officer in charge of Global Business General Manager of Global Business Division	Tamotsu Sato	General Manager of Global Business Division

Miki Takenaga will also hold the post of Senior Corporate Officer at POLA ORBIS HOLDINGS INC.

#### Retiring

Current position	Name	New position
Representative Director and President	Yoshikazu Yokote	Director in charge of Group International Business General Manager of International Business Management Division at POLA ORBIS HOLDINGS INC.
Corporate Officer in charge of CRM Strategy, Market Contact and Store Strategy General Manager of Beauty Store Strategy Division	Toshiaki Miyazaki	Director and Corporate Officer in charge of Business Development, Senior Executive Vice President Executive General Manager of Business Development Division at ACRO INC.

#### Changes in supervisory role

New supervisory role	Name	Current supervisory role
Director and Corporate Officer in charge of Total Beauty Business Management, Corporate Planning, Accounting and IT	Seiichi Takaya	Director and Corporate Officer in charge of Human Resources, Corporate Planning, IT and Accounting
Director and Corporate Officer in charge of CRM Promotion, Logistics Planning Development, Quality Assurance and Liaison	Kazuhiro Nishikata	Director and Corporate Officer in charge of Logistics, Quality Assurance and Liaison
Corporate Officer in charge of Prestige Stores Business and BtoB Business	Makoto Yuizono	Corporate Officer in charge of Business Division, Prestige Stores Business
Corporate Officer in charge of Total Beauty Business Tokyo Metropolitan Area General Manager of Tokyo Metropolitan Area Branch	Yasuro Katamine	Corporate Officer in charge of Business Division, Total Beauty Sales Support General Manager of Total Beauty Sales Support Division

**ORBIS Inc.**

## Appointed

New position	Name	Current position
Corporate Officer in charge of Product and QCD General Manager of Product Planning Division	Emi Nishino	General Manager of Product Planning Division

## Retiring

Current position	Name	New position
Corporate Officer in charge of ICT Business Development General Manager of ICT Strategy Division	Masaki Okawa	—

Masaki Okawa will hold the post of Digital Marketing Director at ORBIS Inc.

## Changes in supervisory role

New supervisory role	Name	Current supervisory role
Director and Corporate Officer in charge of Business Strategy	Motoyuki Fukushima	Director and Corporate Officer in charge of Business Strategy General Manager of Business Strategy Division

**POLA CHEMICAL INDUSTRIES, INC.**

## Appointed

New position	Name	Current position
Corporate Officer in charge of Procurement General Manager of Procurement Department	Shinya Chiba	General Manager of Corporate Planning Department

## Changes in supervisory role

New supervisory role	Name	Current supervisory role
Director and Corporate Officer in charge of Human Resources General Manager of Human Resources Department	Takayuki Katagiri	Director and Corporate Officer in charge of Quality Assurance and Procurement
Corporate Officer in charge of Corporate Planning and Quality Assurance General Manager of Corporate Planning Department	Yasuhiro Fukuda	Corporate Officer in charge of Corporate Planning and Human Resources General Manager of Human Resources Department

**ACRO INC.**

## Retiring

Current position	Name	New position
Director and Chairman	Yasushi Ishibashi	Founder and Brand Advisor

## APPENDIX

### Change of Representative Director and President at POLA INC.

#### 1. Reason of Change

Current President Yoshikazu Yokote achieved innovations and significant growth, as seen with POLA Wrinkle Shot Serum, a major hit product. Since his appointment as President in January 2016, he has made extensive contributions to POLA's business performance. He has also helped boost POLA's overseas operations, which was a long-standing issue, and established an area for medium- to long-term growth investments in the coming years. Meanwhile, he has focused on internal reforms by directly leading changes in the marketing system and organization. He resigned as President to assume a new position as a Director in charge of the overseas operations of the Company, with the aim of reconstructing the Groupwide overseas strategy.

The new President, Miki Takenaga, developed her career in POLA's sales and product planning divisions and has served as a Corporate Officer in charge of product planning and advertising since 2012. She has been a Director in charge of product planning, advertising, beauty research and design laboratory since 2014. Her high level of capabilities to drive on-site operations and implement plans, which have been developed through her long career since joining POLA in 1991, is essential and fundamental for taking on the responsibility of POLA's management. She was appointed as President because she is believed to be capable of building the domestic operational foundation, as well as establishing and implementing new growth strategies, to further grow under the next long-term management plan, while carrying on the foundation built by the POLA brand with its over 90 years of history. As she will be responsible for business execution, which is important to the Group, she will assume a position as the Company's Senior Corporate Officer to enhance cooperation between management and business execution in the Group.

#### 2. About the New President

Name: Miki Takenaga  
Birth: Born on January 11, 1969 (age 50) in Miyagi  
Education: Graduated from the Division of English Literature, School of Literature and Sciences,  
Tokyo Woman's Christian University

##### Career Summary:

1991 POLA Cosmetics, Inc. (currently POLA INC.)  
2007 POLA INC. Saitama Branch Manager  
2009 POLA INC. General Manager of Product Planning Division  
2012 POLA INC. Corporate Officer in charge of Product Planning and Advertising, General Manager of Product Planning Division  
2014 POLA INC. Director in charge of Product Planning, Advertising, Beauty Research and Design Laboratory, General Manager of Product Planning Division  
2015 POLA INC. Director in charge of Direct Sales Fashion and Others Business, General Manager of Fashion and Others Business Planning and Development Division

- 2016 POLA INC. Director in charge of Direct Sales
- 2017 POLA INC. Director in charge of Total Beauty Business
- 2018 POLA INC. Director and Corporate Officer in charge of Business Division