

Company Name: POLA ORBIS HOLDINGS INC.  
 Representative: Satoshi Suzuki, President & CEO  
 TSE Code: 4927 (TSE 1st Section)  
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## Announcement Regarding Personnel Changes at POLA ORBIS HOLDINGS INC.

The POLA ORBIS Group hereby announces that it will implement the following personnel changes at POLA ORBIS HOLDINGS INC. and its subsidiaries. The new directors and corporate auditors at POLA ORBIS HOLDINGS' subsidiaries will assume office following approval by the Extraordinary General Meetings of Shareholders at each company, scheduled for December 29, 2015.

### 1. Personnel changes at the subsidiaries

#### POLA INC.

Appointed as of January 1, 2016

New position	Name	Current position
Representative Director and President	Yoshikazu Yokote (see appendix)	Corporate Officer in charge of Marketing
Corporate Officer in charge of New Distribution	Makoto Yuizono	General Manager of Department Store Sales
Corporate Officer in charge of Direct Sales Planning	Tomoko Kamiya	Chiba Area Manager
Corporate Officer in charge of HR	Keiji Watanabe	POLA ORBIS HOLDINGS INC. Corporate Officer in charge of Legal & Administration, HR and Information Management

Keiji Watanabe will also hold the post of Corporate Officer in charge of HR and Information Management at POLA ORBIS HOLDINGS INC.

Retiring as of December 31, 2015

Current position	Name	New position
Representative Director and Chairman	Suzuki Satoshi	Chairman as of January 1, 2016 POLA ORBIS HOLDINGS INC. Representative Director (continuing)
Representative Director and President	Hiroki Suzuki (Last name used within the company is Yokoyama)	Corporate-Adviser (full-time) as of January 1, 2016 POLA ORBIS HOLDINGS INC. Director (continuing)
Director and Vice President in charge of New Distribution and AAA	Takako Konishi	P.O. REAL ESTATE INC. Representative Director and President POLA ORBSI HOLDINGS INC. POLA Research Institute of Beauty & Culture Manager
Corporate Officer in charge of Direct Sales Cosmetics Business and Regional Sales	Nobuo Shimizu	POLA ORBIS HOLDINGS INC. Corporate Officer CSR Promotion Div. (newly established) General Manager

Change in supervisory role as of January 1, 2016

New supervisory role	Name	Current supervisory role
Director in charge of Management Planning, Logistics, Information System and Liaison Officer	Shigeo Takatani	Director in charge of Information System, Quality Assurance, Liaison Officer and HR
Director in charge of Direct Sales	Miki Takenaga (Last name used within the company is Oikawa)	Director in charge of Direct Sales Fashion and Others Business
Corporate Officer in charge of Accounting and Quality Assurance	Tadashi Motohashi	Corporate Officer in charge of Management Planning and Accounting
Corporate Officer in charge of Marketing	Akira Gogo	Corporate Officer in charge of Direct Sales Cosmetics Business, Sales Planning and Training

**POLA CHEMICAL INDUSTRIES, INC.**

Appointed as of January 1, 2016

New position	Name	Current position
Director in charge of Management Planning, HR and Quality Assurance	Kazuya Kugimaru	Corporate Officer in charge of Corporate Planning

Retiring as of December 31, 2015

Current position	Name	New position
Director in charge of Administration	Satoru Okajima	Corporate Auditor (full-time) as of January 1, 2016
Corporate Officer in charge of production	Katsuyoshi Kato	Quality Assurance Process Quality Advisor as of January 1, 2016

Change in supervisory role as of January 1, 2016

New supervisory role	Name	Current supervisory role
Director in charge of Production Technology and Production	Takayuki Katagiri	Production Technology and Quality Assurance

## P.O. REAL ESTATE INC.

Appointed as of January 1, 2016

New position	Name	Current position
Representative Director and President	Takako Konishi	POLA INC. Director and Vice President New Distribution and AAA

Takako Konishi also holds the position of POLA Research Institute of Beauty & Culture Manager at POLA ORBIS HOLDINGS INC.

Transferred as of January 1, 2016

New position	Name	Current position
Executive Vice President	Isao Aoyagi	Representative Director and President

## 2. Personnel changes at POLA ORBIS HOLDINGS INC.

Appointed as of January 1, 2016

New position	Name	Current position
Corporate Officer CSR Promotion Div. (newly established) General Manager	Nobuo Shimizu	POLA INC. Corporate Officer in charge of Direct Sales Cosmetics Business and Regional Sales
POLA Research Institute of Beauty & Culture Manager	Takako Konishi	POLA INC. Director and Vice President in charge of New Distribution and AAA

Takako Konishi also holds the position of Representative Director and President at P.O. REAL ESTATE INC.

Change in supervisory role as of January 1, 2016

New supervisory role	Name	Current supervisory role
Director in charge of Legal & Administration, PR, IR and CSR	Akira Fujii	Director in charge of PR, IR, CSR and POLA Research Institute of Beauty & Culture
Corporate Officer in charge of HR and Information Management	Keiji Watanabe	Corporate Officer in charge of Legal & Administration, HR and Information Management

Keiji Watanabe also holds the position of Corporate Officer in charge of HR at POLA INC.

## APPENDIX

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

#### 1. Reason of Change

Since the current President, Hiroki Suzuki assumed his position in April 2010, he utilized his rich experience in the sales fields and took initiatives to realize the shift in business model towards POLA THE BEAUTY STORES, retail stores that offer esthetic treatments and product sales and became sales drivers of the brand. He also realized the internal sales and organization structure reforms. In the marketing perspective, Suzuki strove to improve POLA's brand image and realized stabled growth of the brand by reinforcing the brand's product offerings in anti-aging skincare fields, such as B.A, the flagship series, and announcing the corporate message, AAA (Anti Aging Alliance). He also put efforts into human resource development and achieved certain positive outcome. Based on these achievements, the change of Representative Director and President was decided.

The new President, Yoshikazu Yokote, has many experiences in advertising and corporate development divisions at POLA. He also served as Representative Director of the Group's subsidiary and President of POLA's overseas subsidiary. From January 2015, Yokote assumed his position as Corporate Officer in charge of Marketing at POLA and dedicated himself to develop brand strategies for the next generation. Yokote was appointed to the new President to continue to realize further developments for the mid to long term growth of the brand with the foundation built by the current President Suzuki.

#### 2. About the New President

Name: Yoshikazu Yokote  
Birth: Born on September 10, 1967 (age 48) in Tokyo  
Education: Graduated from Hitotsubashi University Faculty of Social Sciences

#### Career Summary:

1990 April POLA Cosmetics, Inc. (currently POLA INC.) Advertising Div.  
2003 October POLA INC. Corporate Planning Div.  
2006 August FUTURE LABO INC. Representative Director and President  
2011 July POLA CHINA BEAUTY CO. Ltd (POLA Shenyang) President  
2015 January POLA INC. Corporate Officer in charge of Marketing  
2016 January POLA INC. Representative Director and President (planned)