

Company Name: POLA ORBIS HOLDINGS INC.  
 Representative: Satoshi Suzuki,  
 Representative Director and President  
 TSE Code: 4927 (TSE 1st Section)  
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### **Announcement Regarding Organizational and Personnel Changes at POLA ORBIS HOLDINGS INC. and its Subsidiaries**

The POLA ORBIS Group (the “Group”) hereby announces that it will implement the following organizational and personnel changes at POLA ORBIS HOLDINGS INC. (the “Company”) and its subsidiaries as of January 1, 2018. The new directors and corporate auditor at POLA ORBIS HOLDINGS INC.’s subsidiaries will assume office following approval by the Extraordinary General Meetings of Shareholders at each company, scheduled for December 29, 2017.

#### 1. Reform of the Group’s management system

The Group will clarify the roles and responsibilities of management and execution with a view to improve and accelerate of the Group’s management activities and enhance governance, having recognized that it is necessary to review management system and decision-making process that will contribute to enhancement of the group value over the medium to long term against the changes in the business environment.

In addition, the Company will newly set up Senior Corporate Officer who carry out important executions of the Group will be responsible for cooperation between management and execution.

#### 2. Personnel changes at POLA ORBIS HOLDINGS INC. and its subsidiaries (January 1, 2018)

##### **POLA ORBIS HOLDINGS INC.**

###### Appointed

New position	Name	Current position
Senior Corporate Officer	Takuma Kobayashi	Director in charge of Product and Mail Order & Online Business Management at ORBIS Inc.
Senior Corporate Officer	Kazuya Kugimaru	Representative Director and President at POLA CHEMICAL INDUSTRIES, INC.
Corporate Officer in charge of Group Research and Regulatory Affairs Chief of Multiple Intelligence Research Center	Noriko Fukuyama (Last name used within the company is Suenobu)	Corporate Officer in charge of R&D Planning at POLA CHEMICAL INDUSTRIES, INC.

Takuma Kobayashi will also hold the post of Representative Director and President at ORBIS Inc.

Kazuya Kugimaru will also hold the post of Representative Director and President at POLA CHEMICAL INDUSTRIES, INC.

Noriko Fukuyama will also hold the posts of Director and Corporate Officer and Chief of Frontier Research Center at POLA CHEMICAL INDUSTRIES, INC.

## Retiring

Current position	Name	New position
Corporate Officer in charge of Human Resources	Keiji Watanabe	Director in charge of HR Corporate at ACRO INC.

## Changes in supervisory role

New supervisory role	Name	Current supervisory role
Director and Vice President in charge of Management Planning, IT, HR and Group International Business	Naoki Kume	Director and Vice President in charge of Management Planning, IT and Global Business Executive General Manager of Global Headquarters
Corporate Officer in charge of Management Planning, IT and HR	Koji Ogawa	Corporate Officer in charge of Management Planning, IT and Pharmaceutical Affairs

**POLA INC.**

## Appointed

New position	Name	Current position
Director and Corporate Officer in charge of Logistics and Quality Assurance	Kazuhiro Nishikata	Director in charge of Sales, Procurement and Quality Assurance at POLA CHEMICAL INDUSTRIES, INC.
Director and Corporate Officer in charge of Human Resources, Corporate Planning and IT General Manager of Corporate Planning Division	Seiichi Takaya	Corporate Officer in charge of Corporate Planning, Logistics and IT General Manager of Corporate Planning Division
Corporate Officer in charge of Market Contact and Store Strategy General Manager of Beauty Store Strategy Division	Toshiaki Miyazaki	Director and General Manager of Business Development Division at ACRO INC.
Corporate Officer in charge of Product Planning, Advertising and Design Laboratory General Manager of Product Planning Division	Hiroe Mori (Last name used within the group is Yamaguchi)	General Manager of Product Planning Division
Corporate Auditor	Yoshifumi Abe	Director (Part-time) at POLA ORBIS HOLDINGS INC. Representative Director and President at ORBIS Inc.

Yoshifumi Abe will also hold the posts of Part-time Director at POLA ORBIS HOLDINGS INC. and Advisor at ORBIS Inc.

## Retiring

Current position	Name	New position
Director (Part-time)	Naoki Kume	Director and Vice President in charge of Management Planning, IT, HR and Group International Business at POLA ORBIS HOLDINGS INC.
Director (Part-time)	Akira Fujii	Director in charge of Finance, Legal & Administration, PR, IR and CSR General Manager of Corporate Communication Division at POLA ORBIS HOLDINGS INC.

Director in charge of Marketing General Manager of Design Laboratory Division	Akira Gogo	Representative Director and President at ACRO INC.
Corporate Officer General Manager of Beauty Research Division	Taeko Nishihara	POLA Research Institute of Beauty & Culture at POLA ORBIS HOLDINGS INC.
Corporate Officer in charge of Human Resources	Keiji Watanabe	Director in charge of HR Corporate at ACRO INC.

#### Changes in supervisory role

New supervisory role	Name	Current supervisory role
Director and Corporate Officer in charge of Business Division	Miki Takenaga (Last name used within the group is Oikawa)	Director in charge of Total Beauty Business
Corporate Officer in charge of Business Division, Prestige Stores, Overseas, BtoB Business General Manager of Prestige Business Division	Makoto Yuizono	Corporate Officer in charge of New Channel Distribution General Manager of Department Store Division
Corporate Officer in charge of Business Division, Business Planning General Manager of Human Resource Development Division	Tomoko Kamiya	Corporate Officer in charge of Total Beauty Planning General Manager of Customer Strategy Division
Corporate Officer in charge of Business Division, Total Beauty and Organization Development General Manager of TB Sales Support Division	Hiroshi Ishikawa	Corporate Officer General Manager of Sales Support Division
Corporate Officer in charge of Accounting and Liaison General Manager of Accounting Division	Hideki Komoto	Corporate Officer in charge of Accounting and Quality Assurance General Manager of Accounting Division

#### ORBIS Inc.

##### Appointed

New position	Name	Current position
Representative Director and President	Takuma Kobayashi *See appendix	Director in charge of Product and Mail Order & Online Business Management
Director (Part-time)	Koji Ogawa	Corporate Officer in charge of Management Planning, IT and Pharmaceutical Affairs at POLA ORBIS HOLDINGS INC.
Corporate Officer in charge of Sales and Operation function General Manager of Sales Division	Masaki Motoki	General Manager of Mail Order & Online Business Sales Division
Corporate Officer in charge of Marketing function General Manager of Marketing Strategy Division	Masaki Okawa	Mail Order & Online Business Sales Division

Takuma Kobayashi will also hold the post of Senior Corporate Officer at POLA ORBIS HOLDINGS INC.

Koji Ogawa will also hold the post of Corporate Officer at POLA ORBIS HOLDINGS INC.

## Retiring

Current position	Name	New position
Representative Director and President	Yoshifumi Abe	Advisor
Director (Part-time)	Naoki Kume	Director and Vice President in charge of Management Planning, IT, HR and Group International Business at POLA ORBIS HOLDINGS INC.

Yoshifumi Abe will also hold the posts of Part-time Director at POLA ORBIS HOLDINGS INC. and Corporate Auditor at POLA INC.

## Changes in supervisory role

New supervisory role	Name	Current supervisory role
Director and Corporate officer in charge of Administration function	Motoyuki Fukushima	Director in charge of Management Strategies, Store Business Management, and Internal Control

**POLA CHEMICAL INDUSTRIES, INC.**

## Appointed

New position	Name	Current position
Director and Corporate Officer in charge of R&D and Planning Chief of Frontier Research Center	Noriko Fukuyama (Last name used within the company is Suenobu)	Corporate Officer in charge of R&D Planning
Director and Corporate Officer in charge of Product Development and Procurement Chief of R&D Laboratories General Manager of Product Development Department	Tadahito Seto	Corporate Officer in charge of R&D Laboratories and Production Technology Chief of R&D Laboratories
Corporate Officer in charge of Corporate Planning, Human Resources and Quality Assurance General Manager of Corporate Planning	Hiroki Tsuruoka	General Manager of Corporate Planning

Noriko Fukuyama will also hold the posts of Corporate Officer and the Chief of Multiple Intelligence Research Center at POLA ORBIS HOLDINGS INC.

## Retiring

Current position	Name	New position
Chairman	Takao Miura	Director at POLA ORBIS HOLDINGS INC. (continuing)
Director in charge of Sales, Procurement and Quality Assurance	Kazuhiro Nishikata	Director and Corporate Officer in charge of Logistics and Quality Assurance at POLA INC.

Kazuhiro Nishikata will retire from the post of Representative Director and President at EXPRESTIGE, INC.

## Changes in supervisory role

New supervisory role	Name	Current supervisory role
Director and Corporate Officer in charge of Manufacturing and Production Technology	Takayuki Katagiri	Director in charge of Manufacturing

Takayuki Katagiri will also hold the post of Representative Director and President at EXPRESTIGE, INC.

**ACRO INC.**

## Appointed

New position	Name	Current position
Representative Director and President	Akira Gogo *See appendix	Director in charge of Marketing and General Manager of Design Laboratory Division at POLA INC.

## Retiring

Current position	Name	New position
Representative Director and President	Yasushi Ishibashi	Director and Chairman

**DECENCIA INC.**

## Appointed

New position	Name	Current position
Representative Director and President	Yoshiko Yamashita *See appendix	Director

## Retiring

Current position	Name
Representative Director and President	Toshifumi Iwanaga

**H2O PLUS HOLDINGS, INC.**

## Appointed

New position	Name	Current position
Director Chief Executive Officer and President (CEO)	Junko Gomi *See appendix	Global Headquarters, Global Strategy Division at POLA ORBIS HOLDINGS INC.

## Retiring

Current position	Name
Director Chief Executive Officer and President (CEO)	Joy Chen

### 3. Organizational and personnel changes at POLA ORBIS HOLDINGS INC. (January 1, 2018)

#### 1) Organizational changes

##### (1) Establishment of Multiple Intelligence Research Center

The Multiple Intelligence Research Center will formulate research strategies and intellectual property strategies from a Group perspective and will be responsible for optimal allocation of research results within the Group, with the aim of creating new value that goes beyond the existing borders of cosmetics. In addition, dedicated staff specialized in market research and exploring innovative proposals will be assigned to the Center to gather information on next-generation needs from around the world and seek out collaboration with cutting-edge technologies and investment proposals.

(Please refer to the news release “Announcement Regarding the Group’s New Research and Development System and Establishment of New Organizations at the Company and its Subsidiary” announced on December 4, 2017 for details)

##### (2) Organizational reform of Global Headquarters

The Company will transfer its overseas business management function for POLA and ORBIS brands from the current “Global Business Division” to each brand entity. In addition, the Company will also transfer a part of corporate function from the current “Global Strategy Division”, which is responsible for business management of Jurlique and H2O PLUS, to other departments within the Company, and change the name of the division to “International Business Management Division”

#### 2) Changes of organization name

##### (1) HR Division

The Company will transfer the “Human Resources Planning Division” to under the supervision of the corporate officer in charge of Management Planning and IT and change the name to “HR Division”; in order to make effective use of human resources necessary for executing group strategy and better instill the group philosophy.

##### (2) Regulatory Affairs Center

The Company will transfer the “Pharmaceutical Affairs Preparatory Division” to under the supervision of the corporate officer in charge of Group Research and Regulatory Affairs and change the name of the division to “Regulatory Affairs Center”.

#### Personnel changes at POLA ORBIS HOLDINGS INC. (January 1, 2018)

New supervisory role	Name	Current supervisory role
Corporate Officer in charge of Group Research and Regulatory Affairs Chief of Multiple Intelligence Research Center	Noriko Fukuyama (Last name used within the company is Suenobu)	Corporate Officer in charge of R&D Planning at POLA CHEMICAL INDUSTRIES, INC.
General Manager of International Business Management Division	Mitsuhiro Asano	General Manager of Global Strategy Division

Appendix: Brief personal history of new Representative Director and Presidents

#### ORBIS Inc.

Name: Takuma Kobayashi

Birth: Born on September 1, 1977 (age 40) in Saitama

Education: Graduated from Graduate School of Commerce, Waseda University

#### Career Summary:

2002 October POLA Cosmetics, Inc. (currently POLA INC.)

2009 April decencia INC. (currently DECENCIA INC.) Marketing Div. Executive General Manager

2009 November decencia INC. (currently DECENCIA INC.) Director

2010 February decencia INC. (currently DECENCIA INC.) Representative Director and President

2017 January ORBIS Inc. Director in charge of Product and Mail Order & Online Business Management

#### ACRO INC.

Name: Akira Gogo

Birth: Born on September 8, 1968 (age 49) in Toyama

Education: Graduated from Faculty of Economics, Tokyo Metropolitan University

#### Career Summary:

1991 April POLA Cosmetics, Inc. (currently POLA INC.)

2010 January POLA INC. General Manager of Department Store Business Division

2014 January POLA INC. Corporate Officer, General Manager of Sales Planning Division

2015 January POLA INC. Corporate Officer in charge of Sales Planning and Training, General Manager of Sales Planning Div.

2016 January POLA INC. Corporate Officer in charge of Marketing, General Manager of Product Planning Division

2016 July POLA INC. Director in charge of Marketing, General Manager of Product Planning Division

2017 January POLA INC. Director in charge of Marketing

2017 March POLA INC. Director in charge of Marketing, General Manager of Design Laboratory Division

DECENCIA INC.

Name: Yoshiko Yamashita  
Birth: Born on January 25, 1976 (age 41) in Kumamoto  
Education: Graduated from Faculty of Literature, Kagoshima Women's University

Career Summary:

2007 May decencia INC. (currently DECENCIA INC.)  
2015 February decencia INC. (currently DECENCIA INC.) CRM Div. General Manager  
2017 March decencia INC. (currently DECENCIA INC.) Director

H2O PLUS HOLDINGS, INC.

Name: Junko Gomi  
Birth: Born on July 21, 1979 (age 38) in Tokyo  
Education: HEC Paris School of Management, MBA

Career Summary:

2010 October POLA CHEMICAL INDUSTRIES, INC  
2012 May POLA ORBIS HOLDINGS INC.  
2012 July Jurlique International Pty. Ltd.  
2015 January Jurlique International Pty. Ltd. Strategy and Business Integration Senior Manager  
2017 March POLA ORBIS HOLDINGS INC.