

November 27, 2024

Company Name: POLA ORBIS HOLDINGS INC.  
 Representative: Yoshikazu Yokote,  
 Representative Director and President  
 TSE Code: 4927 (Prime Market)  
 Contact: Naotaka Hashi, Corporate Officer in  
 charge of PR, IR, CSR and sustainability  
 TEL: +81-3-3563-5517

### **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, 2025.

#### 1. Personnel Changes at the Company and its subsidiaries (January 1, 2025)

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

###### Appointed

| New position             | Name            | Current position                                       |
|--------------------------|-----------------|--|
| Senior Corporate Officer | Hiroe Yamaguchi | Representative Director and President at DECENCIA INC. |

Hiroe Yamaguchi will also hold the post of Representative Director and President at ORBIS Inc.

###### Retiring

| Current position   | Name           | New position   |
|--|----------------|--|
| Senior Corporate Officer in charge of Group Diversity  | Miki Oikawa    | -  |
| Corporate Officer in charge of Group Research and Intellectual Property & Regulatory Affairs | Noriko Suenobu | -  |
| Corporate Officer in charge of PR, IR, CSR and Sustainability                                | Naotaka Hashi  | Corporate Officer in charge of Corporate Planning, Sustainable Management at POLA INC. |

Changes in supervisory role/Changes in name of supervisory role

| New supervisory role   | Name         | Current supervisory role  |
|--|--------------|---|
| Director and Vice President in charge of Finance, Legal, Administration and IR   | Naoki Kume   | Director and Vice President in charge of Finance, Legal and Administration                        |
| Corporate Officer in charge of Group QCD Management, Intellectual Property & Regulatory Affairs and Sustainability<br>General Manager of QCD Management Division | Shinya Chiba | Corporate Officer in charge of Group QCD Management<br>General Manager of QCD Management Division |

Naoki Kume will also hold the post of Director (Part-time) at ORBIS Inc. and POLA CHEMICAL INDUSTRIES, INC.

**POLA INC.**

Appointed

| New position  | Name                              | Current position  |
|---|-----------------------------------|---|
| Representative Director and President                                     | Takuma Kobayashi<br>*See appendix | Representative Director and President at ORBIS Inc.                                       |
| Corporate Officer in charge of Corporate Planning, Sustainable Management | Naotaka Hashi                     | Corporate Officer in charge of PR, IR, CSR and Sustainability at POLA ORBIS HOLDINGS INC. |
| Corporate Auditor   | Kazuhiko Segaki                   | Corporate Auditor at ORBIS Inc.   |

Takuma Kobayashi will also hold the post of Director (Part-time) at POLA ORBIS HOLDINGS INC.

Retiring

| Current position   | Name             | New position   |
|--|------------------|--|
| Representative Director and President  | Miki Oikawa      | -  |
| Director (Part-time)<br>Representative Director and President of POLA ORBIS (Shanghai) Enterprise Management CO., LTD.<br>Representative Director and President of Shanghai POLA Trading Co., Ltd. (Part-time) | Seiichi Takaya   | Corporate Auditor at ORBIS Inc.                              |
| Corporate Officer in charge of Prestige Stores Business, BtoB Business and E-commerce Business   | Yasuro Katamine  | -  |
| Corporate Officer in charge of Total Beauty Business Planning  | Yuko Shoji       | 100th Anniversary Project Leader at POLA ORBIS HOLDINGS INC. |
| Corporate Officer in charge of B.A Global Branding<br>General Manager of B.A Brand Strategy Division   | Sawako Takahashi | General Manager of Human Resources Development Division      |

|                   |              |   |
|-------------------|--------------|---|
| Corporate Auditor | Naoki Mikami | Corporate Auditor at POLA CHEMICAL INDUSTRIES, INC. |
|-------------------|--------------|---|

Corporate Auditor will retire as of the General Meeting of Shareholders to be held in February, 2025.

#### Changes in supervisory role/Changes in name of supervisory role

| New supervisory role   | Name           | Current supervisory role   |
|--|----------------|--|
| Director and Corporate Officer in charge of Marketing Strategy and Branding                    | Akira Gogo     | Director and Corporate Officer in charge of Marketing Strategy                             |
| Corporate Officer in charge of Prestige Stores Business, BtoB Business and E-commerce Business | Tamotsu Sato   | Corporate Officer in charge of Corporate Planning, Sustainable Management and New Business |
| Corporate Officer in charge of Total Beauty Business   | Shimpei Yasuno | Corporate Officer in charge of Customer Contact Point Development                          |

#### ORBIS Inc.

##### Appointed

| New position  | Name                             | Current position   |
|---|----------------------------------|--|
| Representative Director and President   | Hiroe Yamaguchi<br>*See appendix | Representative Director and President at DECENCIA INC.   |
| Director (Part-time)  | Naoki Kume                       | Director and Vice President in charge of Finance, Legal and Administration at POLA ORBIS HOLDINGS INC.   |
| Corporate Officer in charge of Brand Design<br>General Manager of Sustainability Promotion Division | Yui Kato                         | General Manager of Brand Design Division   |
| Corporate Auditor   | Seiichi Takaya                   | Director (Part-time)<br>Representative Director and President of POLA ORBIS (Shanghai) Enterprise Management CO., LTD.<br>Representative Director and President of Shanghai POLA Trading Co., Ltd. (Part-time) |

Hiroe Yamaguchi will also hold the post of Senior Corporate Officer at POLA ORBIS HOLDINGS INC.

Naoki Kume will also hold the post of Director and Vice President at POLA ORBIS HOLDINGS INC. and Director (Part-time) at POLA CHEMICAL INDUSTRIES, INC.

##### Retiring

| Current position                      | Name             | New position  |
|---------------------------------------|------------------|---|
| Representative Director and President | Takuma Kobayashi | Representative Director and President at POLA INC.<br>Director (Part-time) at POLA ORBIS HOLDINGS INC. (continuing) |

|  |                 |  |
|--|-----------------|--|
| Director and Corporate Officer in charge of Brand Design<br>General Manager of Sustainability Promotion Division | Emi Nishino     | Representative Director and President at DECENCIA INC.                                 |
| Director (Part-time)   | Naotaka Hashi   | Corporate Officer in charge of Corporate Planning, Sustainable Management at POLA INC. |
| Corporate Auditor  | Kazuhiko Segaki | Corporate Auditor at POLA INC.   |

Corporate Auditor will retire as of the General Meeting of Shareholders to be held in February, 2025.

#### Changes in supervisory role/Changes in name of supervisory role

| New supervisory role  | Name              | Current supervisory role   |
|---|-------------------|--|
| Director (Part-time) in charge of Human Resources and Digital Transformation                              | Hiroyuki Nakamata | Director (Part-time) in charge of HR Strategy and DX Promotion   |
| Corporate Officer in charge of Fulfillment and BtoB Business<br>General Manager of BtoB Business Division | Masaki Motoki     | Corporate Officer in charge of Human Resources, Fulfillment and BtoB Business<br>General Manager of BtoB Business Division |

#### **POLA CHEMICAL INDUSTRIES, INC.**

##### Appointed

| New position  | Name            | Current position                                       |
|---|-----------------|--|
| Director in charge of Corporate Planning and R&D  | Hiroki Tsuruoka | Director and Corporate Officer in charge of R&D        |
| Director and Corporate Officer in charge of Quality Assurance<br>General Manager of Quality Assurance | Tadahito Seto   | Jurlique International Pty. Ltd.<br>Executive Director |
| Corporate Officer in charge of Corporate Planning<br>General Manager of Corporate Planning Department | Koji Arai       | General Manager of Management Planning Division        |
| Corporate Auditor   | Naoki Mikami    | Corporate Auditor at POLA INC.                         |

##### Retiring

| Current position  | Name            | New position   |
|---|-----------------|--|
| Corporate Officer in charge of Corporate Planning<br>General Manager of Corporate Planning Department | Yasuhiro Fukuda | Representative Director and President at P.O. REAL ESTATE INC. |

Changes in supervisory role/Changes in name of supervisory role

| New supervisory role               | Name               | Current supervisory role  |
|------------------------------------|--------------------|---|
| Corporate Officer in charge of R&D | Tomomasa Shimanuki | Corporate Officer in charge of Quality Assurance<br>General Manager of Quality Assurance Department |

**DECENCIA INC.**

Appointed

| New position                          | Name                         | Current position   |
|---------------------------------------|------------------------------|--|
| Representative Director and President | Emi Nishino<br>*See appendix | Director and Corporate Officer in charge of Brand Design at ORBIS Inc.<br>General Manager of Sustainability Promotion Division at ORBIS Inc. |

Retiring

| Current position                      | Name            | New position  |
|---------------------------------------|-----------------|---|
| Representative Director and President | Hiroe Yamaguchi | Senior Corporate Officer at POLA ORBIS HOLDINGS INC.<br>Representative Director and President at ORBIS Inc. |

**P.O. REAL ESTATE INC.**

Appointed

| New position                          | Name            | Current position  |
|---------------------------------------|-----------------|---|
| Representative Director and President | Yasuhiro Fukuda | Corporate Officer in charge of Corporate Planning at POLA CHEMICAL INDUSTRIES, INC.<br>General Manager of Corporate Planning Department at POLA CHEMICAL INDUSTRIES, INC. |

Retiring

| Current position                      | Name           | New position |
|---------------------------------------|----------------|--------------|
| Representative Director and President | Takako Konishi | -            |

**POLA MEDICAL INC.**

Appointed

| New position                          | Name               | Current position  |
|---------------------------------------|--------------------|---|
| Representative Director and President | Tsuyoshi Matsumoto | Director (Part-time)<br>POLA ORBIS HOLDINGS INC.<br>Multiple Intelligence Research Center |

## Retiring

| Current position                      | Name           | New position |
|---------------------------------------|----------------|--------------|
| Representative Director and President | Noriko Suenobu | -            |

## 2. Organizational changes and personnel changes at the Company (January 1, 2025)

### 1) Organizational changes

#### (1) Reorganization of global business departments

To further develop our global business, the functions of the Company's Global Business Strategy Division and Global Business Support Division will be transferred to PO GLOBAL INC. which was established in July 2024.

#### (2) Reorganization of corporate departments

To improve the sophistication and efficiency of the Company's department functions, the Legal & Administration Division will be reorganized as the Corporate Division. Accordingly, IR, Sustainability (reorganized by division of duties with QCD Management Division), the POLA Museum Annex, and the POLA Research Institute of Beauty & Culture will be transferred to the Corporate Division, and tasks for environmental issues related to products will be transferred to the QCD Management Division. A Public Relations Division will be also newly established. As a result of this reorganization, the Corporate Communications Division will be abolished.

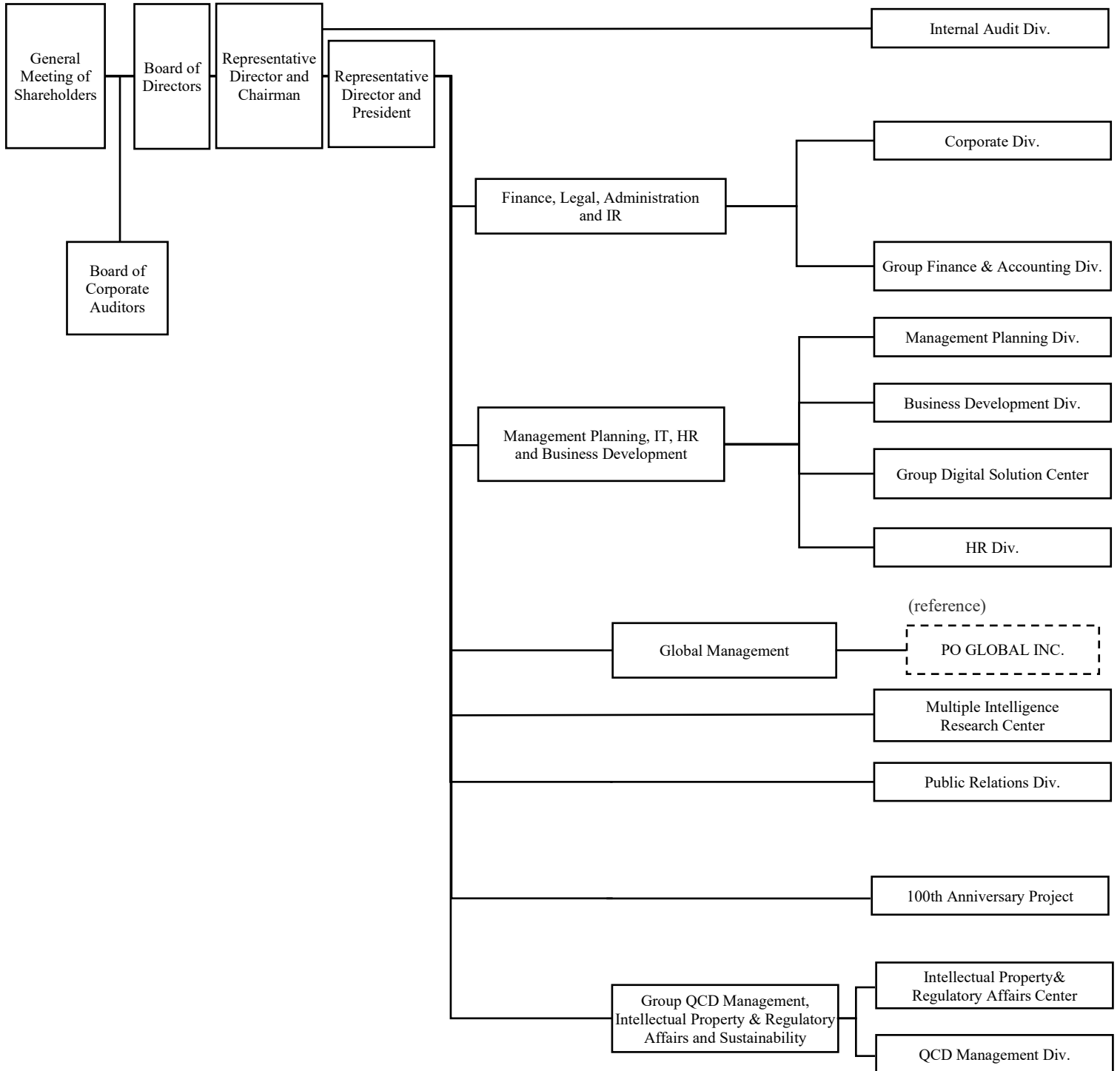
### 2) Personnel changes

#### Appointed

| New position                                    | Name            | Current position   |
|---|-----------------|--|
| General Manager of Corporate Division           | Yuta Abe        | General Manager of Legal & Administration Division                         |
| General Manager of Public Relations Division    | Hiromi Kumamoto | General Manager of Corporate Communications Division                       |
| General Manager of Management Planning Division | Takuya Ando     | Director in charge of Corporate Planning and Business at DECENCIA INC.     |
| Chief of Multiple Intelligence Research Center  | Chihiro Kondo   | Multiple Intelligence Research Center                                      |
| 100th Anniversary Project Leader                | Yuko Shoji      | Corporate Officer in charge of Total Beauty Business Planning at POLA INC. |

APPENDIX

POLA ORBIS HOLDINGS INC. Organization Chart <Jan. 1, 2025>



## APPENDIX

### Announcement Regarding Change of Representative Director and President at Group Subsidiaries

#### 1. Reasons for the change

POLA, our flagship brand, is working to strengthen its customer base in its domestic business to achieve sustainable growth and improve profitability. To further promote the restructuring of POLA's domestic business, we have decided to appoint Takuma Kobayashi, the current President of ORBIS Inc., as the next President of POLA INC.

Takuma Kobayashi joined POLA INC. in 2002 and was appointed Representative Director and President of DECENCIA INC. in 2010, where he led the rapid growth of the company. In 2018, he was appointed Representative Director and President of ORBIS Inc., where he delivered results through business restructuring, which significantly transformed the brand's identity. The decision to appoint him as President of POLA INC. was made based on the judgment that management that promotes structural reforms is essential in order to rebuild POLA's business base in Japan and to formulate and implement a new growth strategy.

We have also decided to appoint Hiroe Yamaguchi as the next President of ORBIS Inc., which is also our flagship brand. Following a career in product development and advertising as Corporate Officer of POLA INC., Hiroe Yamaguchi was appointed Representative Director and President of DECENCIA INC. in 2021, where, as President, she led DECENCIA to stable growth. The decision to appoint her as President of ORBIS Inc. was made to ensure the sustained enhancement of ORBIS' brand value and drive business growth in the future. In addition, as an officer carrying out key executive duties within the Group, she will be appointed as Senior Corporate Officer of the Company to ensure coordination between the Company's management and business execution.

#### 2. Brief Personal History of New Representative Director and President

##### **POLA INC.**

Name: Takuma Kobayashi  
Birth: Born on September 1, 1977 (age 47) in Saitama  
Education: Graduated from Graduate School of Commerce, Waseda University

##### Career Summary:

|      |   |
|------|---|
| 2002 | POLA Cosmetics, Inc. (currently POLA INC.)  |
| 2009 | Director, General Manager, Marketing Division, decencia Inc. (currently DECENCIA INC.)                            |
| 2010 | Representative Director and President, decencia Inc.  |
| 2017 | Director in charge of Product and Mail Order & Online Business Management, ORBIS Inc.<br>Director, decencia Inc.  |
| 2018 | Representative Director and President, ORBIS Inc. (current)<br>Senior Corporate Officer, POLA ORBIS HOLDINGS INC. |
| 2020 | Director, H2O PLUS HOLDINGS, INC.<br>Director, POLA ORBIS HOLDINGS INC. (current)                                 |
| 2022 | Director, tricot, Inc. (current)  |



**ORBIS Inc.**

Name: Hiroe Yamaguchi  
Birth: Born on July 26, 1976 (age 48) in Tokyo  
Education: Graduated from Faculty of Law, Chuo University

## Career Summary:

1999 POLA Cosmetics, Inc. (currently POLA INC.)  
2017 General Manager of Product Planning Division, POLA INC.  
2018 Corporate Officer in charge of Product, Advertising and Design  
General Manager of Product Planning Division, POLA INC.  
2021 Representative Director and President, DECENCIA INC.

**DECENCIA INC.**

Name: Emi Nishino  
Birth: Born on December 31, 1979 (age 44) in Saitama  
Education: Graduated from Faculty of Science and Engineering, Waseda University

## Career Summary:

2002 ORBIS Inc.  
2018 General Manager of Product Planning Division  
2020 Corporate Officer in charge of Product and QCD  
General Manager of Product Planning Division  
2022 Corporate Officer in charge of Brand Design and QCD  
General Manager of Brand Design Division  
2023 Director and Corporate Officer in charge of Business Strategy, Brand Design, and  
Product Development  
General Manager of Brand Design Division  
2024 Director and Corporate Officer in charge of Brand Design  
General Manager of Sustainability Promotion Division