

Yoshiharu Fukuhara, Honorary Chairman of Shiseido Co., Ltd., and Akira Gemma, Chairman of Shiseido, Are Decorated by the French Government

On April 17, 2002, Yoshiharu Fukuhara, Honorary Chairman of Shiseido Co., Ltd. was honored by the French Government, which appointed him a *Grand Officier de l'Ordre National de la Légion d'Honneur*. The *Légion d'Honneur* is France's highest ranking order and decoration. Mr. Fukuhara was honored for his contribution to promoting economic and cultural exchange between Japan and France over an extensive period. Usually, those admitted to the *Grand Officier* grade are leading French politicians and civil servants. It is the first time that a Japanese citizen has been honored in this way.

On the same day, Akira Gemma, Chairman of Shiseido Co., Ltd., was also honored by the French Government, being appointed a *Officier de l'Ordre National du Mérite*.

The awards ceremonies were held at the French embassy, Tokyo. Général d'Armée aérienne Jean-Phillipe Douin, Grand Chancelier de la Légion d'Honneur and Chancelier de l'Ordre National du Mérite, bestowed the honors on Mr. Fukuhara and Mr. Gemma.

L'Ordre National de la Légion d'Honneur and l'Ordre National du Mérite

In 1802, Napoleon Bonaparte established *l'Ordre National de la Légion d'Honneur*. It is France's highest ranking order and decoration. It can be conferred, unrequested, upon anyone who does distinguished work for France. Membership is remarkably egalitarian, being open to men and women, French citizens and foreigners, civilians and military personnel. The legion has five grades, listed in descending order: *Grand Croix* (Grand Cross), *Grand Officier* (Grand Officer), *Commandeur* (Commander), *Officier* (Officer), and *Chevalier* (Knight). In 2002, *l'Ordre National de la Légion d'Honneur* celebrates its 200th anniversary.

In 1963, *l'Ordre National du Mérite* was established as France's second highest ranking order and decoration. Membership is conferred upon those who perform outstanding service for France. *L'Ordre National du Mérite* has the same five grades as the *Légion d'Honneur*.

Background to the Conferring of the Awards

Since 1987, Yoshiharu Fukuhara has contributed to economic and cultural exchange between Japan and France in his role as President and CEO of Shiseido Co., Ltd. In 1991, he was appointed an *Officier de l'Ordre National de la Légion d'Honneur*. In 1997, he served as Chairman of the executive committee for the “Japan Year in France ‘97,” a year-long series of events throughout France that promoted French-Japanese bilateral relations. That same year, Mr. Fukuhara was appointed a *Commandeur de l'Ordre National de la Légion d'Honneur*, for his work in promoting Franco-Japanese relations. After being appointed Honorary Chairman of Shiseido Co., Ltd. in 2001, Mr. Fukuhara has served as Chairman of the *Club Franco-Japonais*. His unstinting efforts to deepen relations between Japan and France are held in high regard, and have led to the awarding this year of the *Grand Officier* grade.

In 1997, Akira Gemma was appointed President and CEO of Shiseido Co., Ltd. Since then he has contributed to the creation of jobs in France, including through the expansion of Shiseido’s cosmetics business in France, the establishment of a second Shiseido factory in that country (the Val de Loire factory in the Loire Department), etc. It was for such achievements that he was appointed an *Officier de l'Ordre National du Mérite*.

In February 2002, Yoshiyuki Nagai, Corporate Officer (General Manager of International Business Planning Department, International Operations Division), who served as President of Shiseido Europe S.A., was appointed a *Chevalier de l'Ordre National du Mérite*.

[Reference]

Main Points of the acceptance speech by Yoshiharu Fukuhara, Honorary Chairman of Shiseido Co., Ltd.

In receiving this honor, I would like to express my appreciation to President Jacques Chirac, Général d'Armée aérienne Jean-Phillipe Douin, and His Excellency Maurice Gourdault-Montagne, French ambassador to Japan.

This month, I am proud to mention, Shiseido Co., Ltd. celebrated the 130th anniversary of its establishment.

In 1900, Shiseido's founder, Arinobu Fukuhara, who was also my grandfather, visited a World Expo in Paris. This was the first interaction between France and Shiseido. Later, Shiseido's first President, Shinzo Fukuhara, who was also my uncle, resided in Paris for a year. Shinzo in particular was deeply impressed by France's advanced culture, and by the Art Nouveau movement. His enthusiasm for French culture was the foundation of the strong relationship between France and Shiseido.

In 1978, I was appointed Director and General Manager of Shiseido's International Operations. My duties included setting up full-scale operations in France, and since then my connection with France has deepened. My initial contact with France was due to the cosmetics business. Today, my interest in the country ranges much wider. I discuss widely the economic and cultural relationship between France and Japan. This includes activities at the *Club Franco-Japonais* and elsewhere. I am able to continue these activities thanks to the support of my many French friends, and I am grateful to them. This latest honor makes me all the more determined to work to develop the relationship between our two countries.

Main points of the acceptance speech by Akira Gemma, Chairman of Shiseido Co., Ltd.

I am delighted and honored to be appointed an *Officier de l'Ordre National du Mérite* by Général d'Armée aérienne Jean-Phillipe Douin. This honor has been given to me for my contribution to the promotion through the cosmetics business of economic, cultural and artistic exchange between Japan and France. However, standing behind this award is a tremendous amount of support and cooperation that I have received from many people.

In 1957, Shiseido began full-scale operations overseas, in Taiwan. In 1963, it began operations in Europe, beginning in Italy. Shiseido has held France in high regard for many years, acknowledging the country's central position in the world of fashion, including cosmetics. In 1980, Shiseido established Shiseido France S.A. It had taken some time, as Shiseido was determined that the venture in France would succeed. Currently, Shiseido runs its cosmetics business in France, including the operation of two factories, through nine subsidiaries. The number of outlets which sell Shiseido products has reached 950, and total Shiseido group employees number more than 1,000. These employees are at the forefront of cultural exchange between France and Japan everyday. They are creating a new culture. You could say that Shiseido is a medium through which the people of France and Japan come to know and respect each other's culture.

This kind of communication, between people from different cultures, is the essence of international exchange. We would like to help strengthen bonds between France and Japan, and to contribute toward creating a new culture.

Yoshiharu Fukuhara

- 1931 Born in Tokyo
- 1953 Graduated from Keio University with a degree in economics.
Joined Shiseido Co., Ltd.
- 1978 Appointed Director and General Manager of International Operations
- 1987 Appointed the 10th President and Chief Executive Officer
- 1997 Appointed Chairman of the Board
- 2001 Appointed Honorary Chairman

Public Service

Vice Chairman of the Tokyo Chamber of Commerce and Industry; Chairman of the Taxation System Committee, the Japan and Tokyo Chamber of Commerce and Industry; President of the Association for Corporate Support of the Arts; President of the Japan Advertisers Association INC.; President of Tokyo Metropolitan Museum of Photography; Chairman of the Club Franco-Japonais; Chairman of *la Section Japonaise de la Societe d'Entraide des Membres de l'Ordre National de la Légion d'Honneur*; Co-chairman, on the Japanese side, of the ITALY-JAPAN BUSINESS GROUP; Chairman of the Japan Horticultural Society; Member of the Tax Commission; Member of the Postal Service Council; Member of the Council for Gender Equality; and others.

Awards

- 1991 Appointed *Officier de l'Ordre National de la Légion d'Honneur*
- 1993 Awarded *La Grande Médaille de la Ville de Paris*
- 1997 Appointed *Commandeur de l'Ordre National de la Légion d'Honneur*
- 1998 Appointed *Grande Ufficiale* in Order of Merit of the Italian Republic

Akira Gemma

- 1934* Born in Tokyo
- 1959* Graduated from Waseda University with a degree in commerce.
Joined Shiseido Co., Ltd.
- 1982* Appointed President of Shiseido Cosmetici (Italia) S.p.A.
- 1997* Appointed Shiseido's 11th President, and Chief Executive Officer
- 2001* Appointed Representative Director and Chairman

Yoshiyuki Nagai

- 1941* Born in Gunma, Japan
- 1966* Graduated from Tokyo University of Foreign Studies with a degree in the French language
- 1983* Appointed Director and Vice President of Shiseido France S.A.
- 1997* Appointed Corporate Officer and General Manager of International Business Department, European and American Sales Division, and Director and Representative President of Shiseido Europe S.A.
- 2002* Appointed Corporate Officer and General Manager of International Business Planning Department, International Operations Division

[Shiseido's French Connection]

- ☆ Main Shiseido activity
- ※ Began Operations
- ★ Cultural activity
- Award

- 1872 ☆ Arinobu Fukuhara established Japan's first Western-style pharmacy, Shiseido, in Ginza, Tokyo
- 1897 ☆ Shiseido launched its first cosmetics product, the skin lotion *Eudermine*
- 1900 ★ Arinobu Fukuhara visited the World Expo in Paris
- 1913 ★ Shinzo Fukuhara, Shiseido's first president, resided in Paris
- 1957 ☆ Shiseido began sales operations in Taiwan, its first full-scale business operation overseas
- 1977 ★ Staged "Paris Through the Eyes of Six" fashion show in Japan, which introduced six up-and-coming Paris designers
- 1980 ※ Established a joint venture company, Shiseido France S.A., with Pierre Fabre S.A. and began sales operations in France. (This joint venture, Shiseido France S.A., became a wholly owned subsidiary of Shiseido in 1996)
※ Appointed Serge Lutens as Shiseido's international image creator
- 1982 ★ Began makeup support at the Paris Collections, which continued for many years
- 1984 ★ Staged an exhibition of photos and posters, "Thirty Years of Photos in Japanese Advertisements," at Musée de la Publicité, Paris
- 1986 ※ Acquired Carita S.A.
★ Held "Beauty and Advertisements of Shiseido: 1872-1986" exhibition at Musée de la Publicité, Paris
★ Held "Japan's Avant-garde Art: 1910-1970" exhibition at the Centre Pompidou, Paris
※ Established a joint venture company, Pierre Fabre Japon Co., Ltd., in Japan with Pierre Fabre S.A. and launched *Avène* cosmetics brand
- 1987 ※ Opened the prestigious beauty salon Alexandre Zouari in Paris
- 1988 ※ Established Shiseido Europe Techno-Center in France
● *Shiseido Bio-Performance Super Revitalizer* won Marie Claire magazine's PRIX D'EXCELLENCE
- 1989 ● *Shiseido Makeup* won Marie Claire magazine's PRIX D'EXCELLENCE
- 1990 ※ Established perfume marketing and sales company, Beauté Prestige International S.A., in Paris
- 1991 ★ Sponsored exhibition of contemporary fashion, "The Creative World of Designers," at Musée Galliera, Paris
★ Began supporting the Sully Music Festival, France

- ※ Established Gien factory, France
- 1992 ※ Opened Les Salons du Palais Royal Shiseido in Paris
 - *Eau Démaquillante Douce* won Marie Claire magazine's PRIX D'EXCELLENCE
 - ★ Supported the rebuilding of the ruined 16th-century chapel of St. Vigorde Mieux, Normandy
- 1994 ★ Sponsored “SHINZO AND ROSO FUKUHARA,” an exhibition of photography, at Fondation Cartier pour l’Art Contemporain, Paris
- 1997 ★ Held “Paris-Tokyo-Paris Shiseido 1897-1997 La Beauté” exhibition at Musée des Arts Décoratifs, Paris
 - ※ Established regional headquarters for Europe (Shiseido Europe S.A., Paris)
- 1999 ※ Established Val de Loire Factory
- 2000 ※ Acquired Laboratoires Decléor S.A.
- 2001 ● *Shiseido The Skincare* won Marie Claire magazine’s PRIX D’EXCELLENCE
- 2002 ☆ Shiseido’s 130th Anniversary
 - ※ Opened flagship store of new makeup brand *Stephanmarais_Brand*