

MEADFA

NEW CUSTOMERS, FRESH CHALLENGES

OLIVIER DECAZES

Travel Retail General Manager EMEA

SHISEIDO

SHISEIDO GROUP – ACCELERATED GROWTH

SHISEIDO

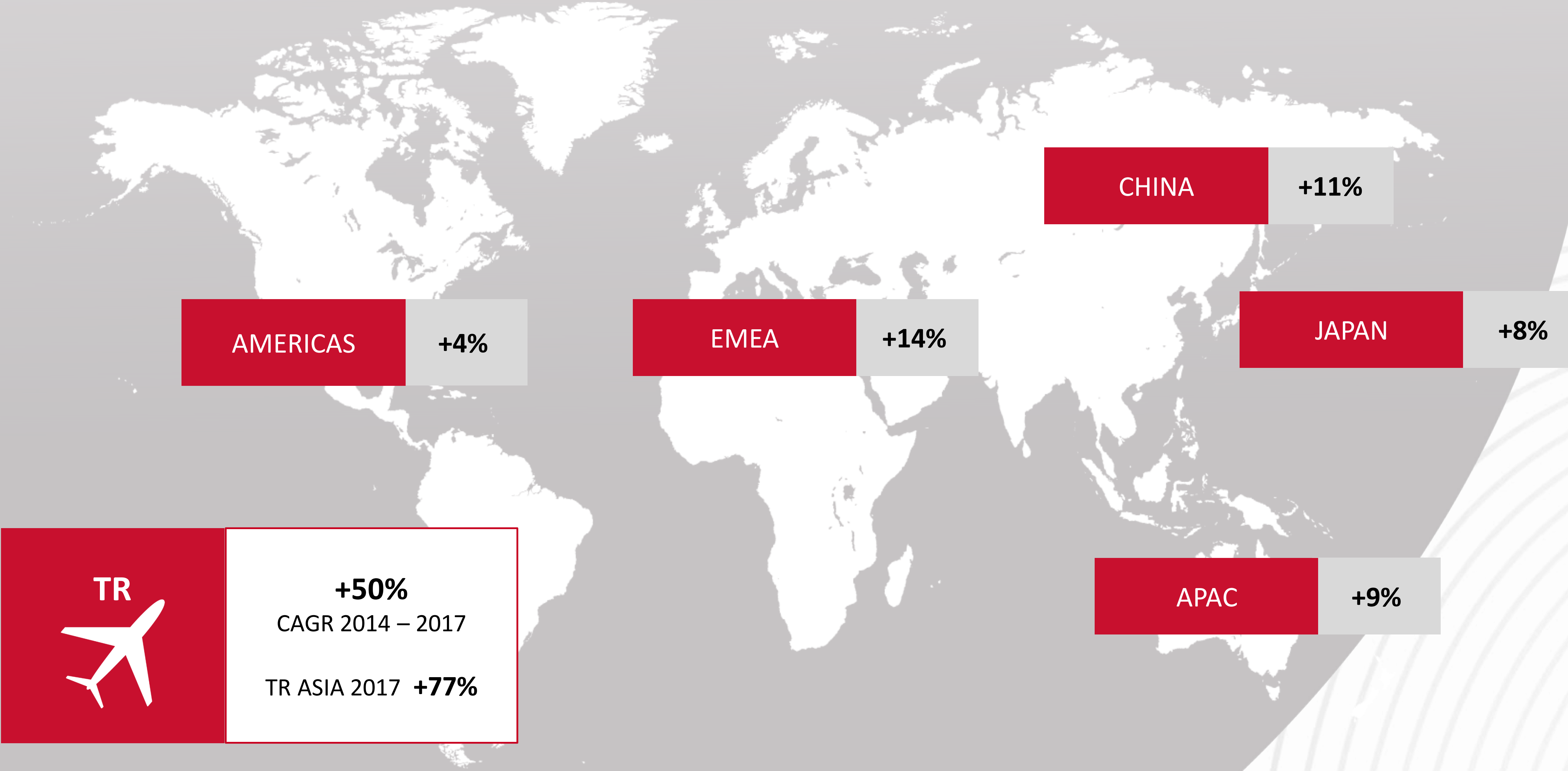
146
years

4th
Largest
beauty
company

WW
growth
2014 – 2017
=
CAGR 9%

Asia
(Japan, China, TR)
=
**70% of total
business**

SHISEIDO GROUP – ACCELERATED GROWTH (2017)



A high-angle, top-down photograph of a woman lying on her back on a light-colored, textured surface. Her dark hair is pulled up into a bun. Her arms are spread wide to the sides, and her back is exposed. Numerous small, colorful butterflies (in shades of brown, orange, and blue) are scattered across her back and arms, as if they are resting on her skin. The lighting is soft and even.

SHISEIDO TRAVEL RETAIL VISION

**INSPIRE 1 BILLION TRAVELLERS
TO BECOME BEAUTY SHOPPERS**

OUR COMPETITIVE ADVANTAGE

WORLD WIDE
TREND FOR
J – BEAUTY



4 CENTERS OF
EXCELLENCE



CROSS BORDER
TEAM



CMI



SHISEIDO

DRIVING CONSUMER UNDERSTANDING OF THE CHINESE TRAVELLERS



Consumer Decision Journey
with Chinese Travellers



Insights Community
Of Chinese Travellers



Social Listening across
Chinese Platforms



Global & Chinese
Trends Analysis



Chinese Passenger Traffic



Brand Equity Analysis



Chinese Consumer Profiling



Data partnership with retailers





CONSUMER DECISION
JOURNEY – EVALUATION
OF 100+ TOUCH POINTS

SHISEIDO

WHAT WE'VE LEARNT FROM THE CONSUMER DECISION JOURNEY



SHISEIDO

THE CONNECTED SHOPPER



SHISEIDO

HOW TO APPLY THIS TO ME TRAVEL RETAIL?

1

GET THE BASIC FIXED AT POS

- Brands
- Retailers



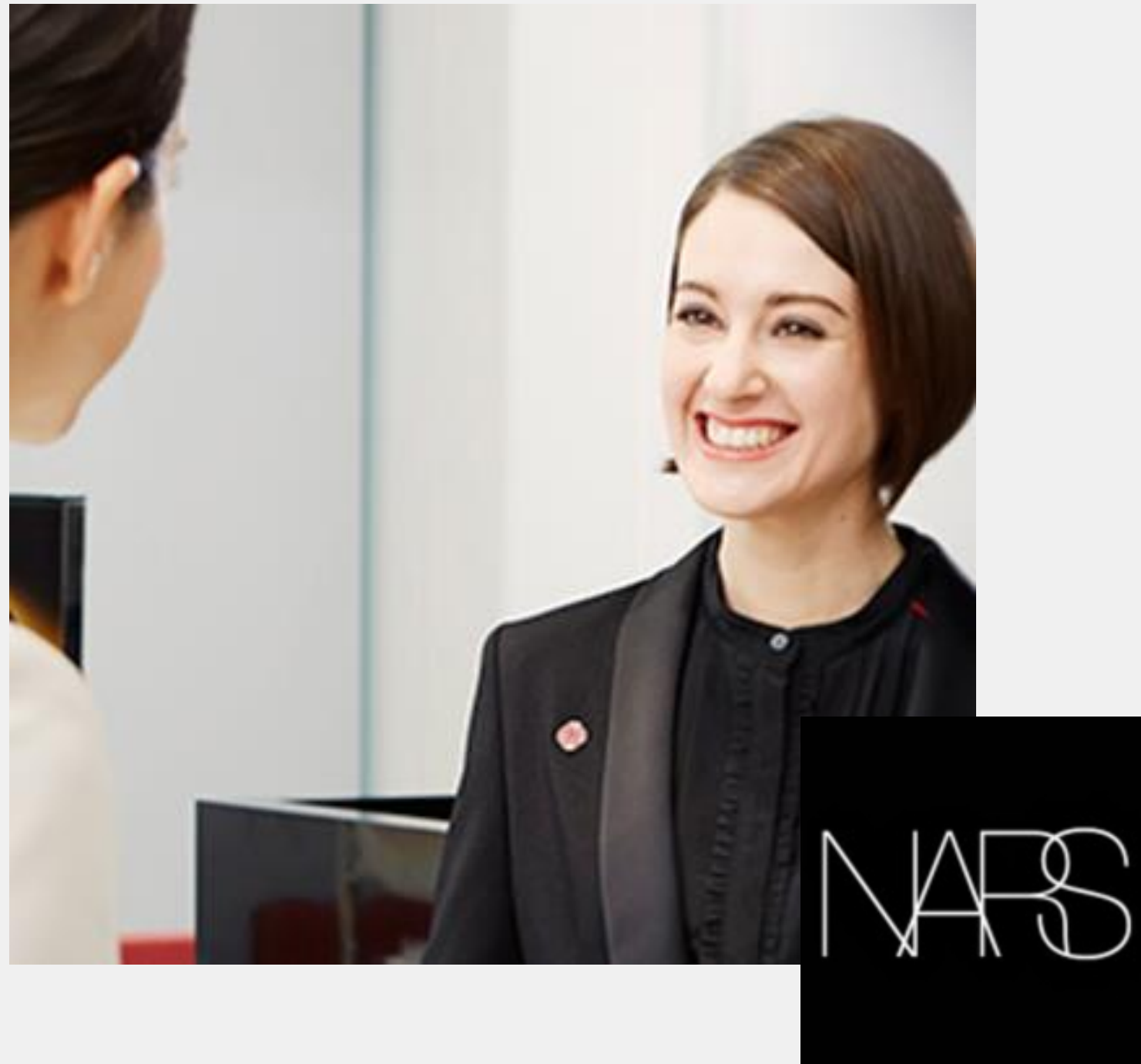
2

ONE STEP FURTHER

- Optimise Investments
- Innovative & disruptive
- Millennials

HOW DO WE ENGAGE WITH OUR PRC CONSUMER / CASE STUDY

BACK TO THE POS



SHISEIDO

HOW DO WE ENGAGE WITH OUR PRC CONSUMER / CASE STUDY

BACK TO THE POS



CALL TO ACTION



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CONCLUSION

MULTIPLE TOUCH
POINTS

AGILITY

CALL TO
ACTION

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SHISEIDO