



(Translation)

March 11, 2013

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Hisayuki Suekawa
President & CEO
(Representative Director)

(Code No. 4911; The First Section of the Tokyo Stock Exchange)

Contact: Yukihiro Saito
General Manager of Public
Relations Department
(Tel: 03 - 3572 - 5111)

Notice of Change of Representative Directors

It is hereby notified that Shiseido Company, Limited (the "Company") today convened an extraordinary meeting of its Board of Directors and determined a change in Corporate Officers in which Representative Director, President & CEO Hisayuki Suekawa should retire as of Sunday, March 31, 2013 and Representative Director, Chairman Shinzo Maeda should concurrently serve as President & CEO as from Monday, April 1, 2013.

1. Reason for the change:

Representative Director, President & CEO Hisayuki Suekawa today offered to resign from the office of President & CEO, as well as the office of Director, for reasons of health as of March 31, 2013.

2. Names and titles of the new Representative Director, President & CEO and the retiring Representative Director, President & CEO:

(New)	Name:	Shinzo Maeda
	New title:	Representative Director, Chairman, President, and CEO
(Retiring)	Name:	Hisayuki Suekawa
	Current title:	Representative Director, President & CEO

Hisayuki Suekawa, who will retire, is expected to assume the office of Senior Advisor of the Company as of April 1, 2013.



3. Biography of new Representative Director, President & CEO:

Date of Birth	Career summary	The number of shares of the Company owned
February 25, 1947	<p>Born on February 25, 1947 in Osaka</p> <p>Mar. 1970: Graduated from Keio University, Faculty of Literature</p> <p>Apr. 1970: Joined the Company</p> <p>Jun. 1996: General Manager of New Cosmetic Marketing Department, Cosmetics Marketing Division</p> <p>Jun. 1997: General Manager of International Business Department (I) and International Strategic Marketing Department, International Operations Division</p> <p>Dec. 1997: Chief Officer of Asia-Pacific Headquarters, International Operations Division</p> <p>Jan. 2000: General Manager of International Marketing Department, Self-Selection Products, Cosmenity Value Creation Division</p> <p>Apr. 2001: General Manager of Training Department, Cosmetics Strategic Planning Division</p> <p>Jan. 2003: General Manager of Corporate Planning Department</p> <p>Jun. 2003: Director, Corporate Officer</p> <p>Jun. 2005: Representative Director [incumbent], President & CEO</p> <p>Apr. 2011: Chairman [incumbent]</p>	96,000

4. Effective date:

April 1, 2013

-End of News Release-