



(Translation)

May 7, 2013

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Shinzo Maeda
Chairman, 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)

Proposed Change among Shiseido's Executives

The following change will become effective on June 1, 2013.

Name	New Title	Former Title
Hiroshi Maruyama	Corporate Officer Responsible for International Business Planning and International Marketing [General Manager of International Business Planning Department]	Corporate Officer Responsible for International Business Planning and International Marketing

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