



(Translation)



July 28, 2015

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited  
Name of Representative: Masahiko Uotani  
President and CEO  
(Representative Director)  
(Code No. 4911; The First Section of the Tokyo Stock Exchange)  
Contact: Norihiko Ueoka  
General Manager of Public  
Relations Department  
(Tel: +81 3 3572 5111)

## Appointment of Shiseido Group's Executive

Effective September 1, 2015, Shiseido Co., Ltd. will appoint designated personnel as follows.

Name	New Title
Marc Rey	President and CEO, Shiseido Americas

<Mr. Marc Rey Recent Professional Career Summary >

2006 - 2009 Chief Executive Officer and Managing Director;  
Yves Saint Laurent Beauté USA (PPR-Gucci Group)  
2009 - 2012 President; International Designers Collections - L'Oréal USA  
2013 - 2015 Regional Senior Vice President; Coty Prestige/ Coty North America,  
President; Coty USA

-End of News Release-