



(Translation)

August 4, 2017

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: Tetsuaki Shiraiwa
Department Director
Investor Relations Department
(Tel: +81 3 3572 5111)

Notice of Transfer of Personnel in Shiseido Group

Shiseido Company, Limited hereby announces that it will implement personnel transfer among affiliate companies as detailed below effective September 1, 2017.

Transfer of Personnel in affiliates of Shiseido Group

Name	New Title	Former Title
Masato Yamada	Shiseido Liyuan Cosmetics Co., Ltd. President Shiseido Co., Ltd. China Business Reform Project Team Vice Department Manager	Shiseido China Co., Ltd. Za International Division General Manager Shiseido Co., Ltd. China Business Reform Project Team Vice Department Manager

- End of News Release -