

(Translation)

September 1, 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 Change in the Responsibility of Corporate Officer and Personnel Transfer

Shiseido Company, Limited hereby announces that it implements change in the responsibility of Corporate Officer and personnel transfer as detailed below effective September 1, 2017.

1. Change in the Responsibility of Corporate Officer

Name	New Title	Current Title
Yasushi Kushida	Corporate Officer Assisting Chief Supply Chain Officer Special Mission Projects	Corporate Officer Assisting Chief Technology and Innovation Officer Special Mission Projects

2. Personnel Transfer

Name	New Title	Current Title
Yasunori Morita	Vice President, Supply Chain and Department Director, SC Projects Management Department	Department Director, SC Projects Management Department

- End of News Release -