



(Translation)



February 23, 2018

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: Harumoto Kitagawa
Department Director
Investor Relations Department
(Tel: +81 3 3572 5111)

Notice of Personnel Transfer

Shiseido Company, Limited hereby announces that it will implement personnel transfer as detailed below effective March 1st.

Name	New Title
Terufumi Yorita	Global General Counsel Department Director, Legal & Governance Department

-End of News Release-