

(Translation)

June 5, 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 Administrative Changes,
 Change in the Responsibilities of Corporate Officers, and Personnel Transfers**

Shiseido Company, Limited hereby announces that it will implement partial organizational reforms, change in the responsibilities of Corporate Officers, and personnel transfers as detailed below, effective July 1, 2018.

1. Partial organizational reforms

- Nasu Factory Project Group in the Production Technology Department will be reinforced and transformed into the Nasu Factory Establishment Department in order to advance the Nasu factory launch project.
- Engineering & Facility Management Group in the Manufacturing Department will be reinforced and transformed into the Engineering Department, newly established within the Kuki factory, in a bid to enhance supply capacity and ensure stable operations at the factory through mass production technology development and improvement of management and maintenance of production facilities.

2. Change in the responsibilities of Corporate Officers

Name	New Title	Current Title
Mitsuru Kameyama	Corporate Officer Chief Global Information Technology Officer	Corporate Officer Chief Global Information Technology Officer, Department Director, ICT Strategy & Platform Department
Masaya Hosaka	Corporate Officer Assisting Chief Supply Network Officer Special Mission Projects Frontier Science Business	Corporate Officer Chief Supply Network Officer Supply Network Strategy, Production Technology, Supply & Purchasing, Global Business Support, Japan Business Support, Factories, Frontier Science Business

* “Supply Network Strategy, Production Technology, Supply & Purchasing, Global Business Support, Japan Business Support, Factories,” which were the areas of shared responsibility by Corporate



Officer Masaya Hosaka and Corporate Executive Officer, Chief Finance Officer Norio Tadakawa, will be handled by Tadakawa only effective July 1, 2018. Tadakawa will also act as Chief Supply Network Officer.

3. Personnel transfers

Name	New Position	Current Position
Masanobu Todome	Senior Vice President & Chief Strategy Officer	Newly hired
Hiroyuki Kowase	Deputy Chief Global Information Technology Officer, Department Director, ICT Strategy & Platform Department	Newly hired
Terufumi Yorita	Global General Counsel Department Director, Legal & Governance Department Department Director, Risk Management Department	Global General Counsel Department Director, Legal & Governance Department

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