



(Translation)



August 10, 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 details below effective September 1st 2018.

Name	New Title	Current Title
Noriko Miyawaki	Department Director, Business Development Department	Deputy Department Director, Business Development Department

Gonta Kashio, Department Director in Business Development Department currently, will be Regional PMO, responsible for specified EMEA projects in Shiseido Group EMEA effective September 1st 2018.

End of News Release-