



(Translation)



September 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 Personnel Transfer

Shiseido Company, Limited hereby announces that it will implement personnel transfer as details below effective October 1st, 2018.

Name	New Title	Current Title
Hiroko Watanabe	Department Director, GIC Integrated Operations Department, Global Innovation Center	Deputy Center Director, Cosmetics R&D Center, Global Innovation Center

-End of News Release-