



(Translation)



June 5, 2019

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
Vice President
Investor Relations Department
(Tel: +81 3 3572 5111)

Notice of Administrative Changes and Transfer of Personnel

Shiseido Company, Limited hereby announces that it will implement partial organizational reforms and personnel transfers as detailed below, effective July 1, 2019.

Note

1. Partial Organizational Reforms

Reorganize SHISEIDO Brand Unit into three departments, Marketing Department, Commercial Excellence Department, and Communication Excellence Department to strengthen its functions.

2. Transfers of Personnel

Name	New Title	Former Title
Yoshiaki Okabe	Corporate Officer Chief Brand Officer, brand SHISEIDO, Global Prestige Brands Division Vice President, Communication Excellence Department, SHISEIDO Brand Unit, Global Prestige Brands Division	Corporate Officer Chief Brand Officer, brand SHISEIDO, Global Prestige Brands Division Vice President, Communication & CX Department, SHISEIDO Brand Unit, Global Prestige Brands Division



Ryota Yukisada	Deputy Chief Brand Officer, brand SHISEIDO, Global Prestige Brands Division Vice President, Marketing Department SHISEIDO Brand Unit, Global Prestige Brands Division	Assistant Chief Brand Officer, brand SHISEIDO, Global Prestige Brands Division
Chengyi Huang	Vice President, Commercial Excellence Department, SHISEIDO Brand Unit, Global Prestige Brands Division	Vice President, Marketing Department, SHISEIDO Brand Unit, Global Prestige Brands Division

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