



2008-013  
September

## **Shiseido Co., Ltd. to Make Administrative Changes and Transfer Personnel**

Effective October 1, 2008, Shiseido Co., Ltd. will implement certain administrative changes and transfer designated personnel as follows.

**Effective October 1, 2008, Shiseido Co., Ltd. will:**

### **1. Implement Administrative Changes**

Along with the commencement of business by Shiseido Business Solutions Co., Ltd.\* , we will reorganize the functions of the Head Office corporate administration departments and change the names of these departments as follows.

\* Shiseido Business Solutions Co., Ltd., established in July 2008 as a subsidiary (wholly owned by Shiseido) to handle the Shiseido Group's business administration functions, will commence full-scale operations in October.

#### **(1) Reorganize Functions and Change the Name of the Financial Department**

The current Financial Department will specialize in investor relations (IR), stock administration and shareholder correspondence, and the department's name will be changed to the Investor Relations Department. At the same time, its financial strategy functions will be transferred to the Corporate Planning Department and business affairs related to finance, accounting and taxation will be transferred to Shiseido Business Solutions Co., Ltd.

#### **(2) Reorganize Functions and Change the Name of the Technical Department**

The current Technical Department will specialize in the overall coordination of safety management and pharmaceutical affairs as well as the handling of quality assurance, and the department's name will be changed to the Quality Management Department. At the same time, its business affairs related to quality control, quality assurance, and pharmaceutical affairs along with Asia regulatory research and analysis will be transferred to Shiseido Business Solutions Co., Ltd., while overseas technology strategy functions will be transferred to the Technical & Production Planning Department.

**(3) Reorganize Functions and Change the Name of the Consumer Information Center**

The current Consumer Information Center will specialize in overall coordination of customer information, strategies for responding to global customers and Web planning promotion, and the department's name will be changed to the Consumer Relations Department. At the same time, its customer contact, customer response support, customer information systems operation management and beauty seminar operations will be transferred to Shiseido Business Solutions Co., Ltd.

**2. Personnel Changes Among Shiseido's Executives**

See attached.

2008/9/5

## Proposed Changes Among Shiseido's Executives

The following changes will become effective on October 1, 2008.

### 1) Changes in Corporate Officers

Name	New Title	Former Title
Tsunehiko Iwai	Corporate Officer [General Manager of Quality Management Department] Responsible for Technical Planning, Technical Affairs and China Research Center	Corporate Officer [General Manager of Technical Department] Responsible for Technical Planning, Technical Affairs and China Research Center
Ryuichi Yabuki	Corporate Officer [General Manager of Sales Department, Specialty Stores, Vice President, Shiseido Sales Co., Ltd.] Responsible for Specialty Stores, Domestic Cosmetics Business	Corporate Officer [Vice President, Shiseido Sales Co., Ltd.] Responsible for Specialty Stores, Domestic Cosmetics Business

### 2) Changes in Other Personnel

Name	New Title	Former Title
Yukihiro Saito	General Manager of Investor Relations Department	General Manager of Investor Relations Group, Financial Department
Takashi Kato	General Manager of Production Department	Deputy General Manager, Production Department
Yasuko Takayama	General Manager of Consumer Relations Department	General Manager of Consumer Information Center
Hideki Tanaka	General Manager of Boutique Business Division and Executive Director, The Ginza Co., Ltd.	General Manager of Corporate Planning Department
Atsushi Sato	President & CEO, Shiseido Europe S.A.S. and President & CEO, Shiseido International Europe S.A.	President & CEO, Shiseido Europe S.A.S.