

## Notice of Transfer of Personnel

Shiseido Company, Limited hereby announces that it will implement personnel transfers as detailed below, effective July 1, 2016.

Name	New Title	Current Title
Rika Takahashi	Chief Regulatory Fellow, Senior Director (*), Regulatory Strategy Department	Department Director, Regulatory Strategy Department

(\*)To enhance Shiseido's presence in the areas of pharmaceutical affairs and regulations, and to contribute to the sustainability of global and Japan beauty industry, position of Chief Regulatory Fellow is newly established, and Rika Takahashi is appointed Senior Director.

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