

Notice of Personnel Transfer among Affiliate Companies of Shiseido Group

Shiseido Company, Limited hereby announces that it will implement personnel transfer among affiliate companies as detailed below effective September 1, 2017.

| Name | New Title | Former Title |
|---------------|---|---|
| Masato Yamada | Shiseido Liyuan Cosmetics Co., Ltd. President Shiseido Co., Ltd. China Business Reform Project Team Vice Department Manager | Shiseido China Co., Ltd. Za International Division General Manager Shiseido Co., Ltd. China Business Reform Project Team Vice Department Manager |

-End of News Release-