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**Press Release****Notice of Personnel Transfer**

Shiseido Company, Limited hereby announces that it will implement a personnel transfer as detailed below effective April 16, 2019.

Name	New Responsibility	Current Responsibility
Atsunori Takano	Vice President, Global ICT Department Department Director, ICT Management Department	Newly hired

\* This transfer will serve to separate the duties of Vice President, Global ICT Department and Department Director, ICT Management Department from those of corporate officer Mitsuru Kameyama concurrently serving as the above.

-End of News Release