

## Notice of Personnel Transfer

Shiseido Company, Limited hereby announces that Koichi Noda will join the company as Executive Officer, Chief People Officer, effective March 1, 2022.

Mr. Noda has deep professional experience and high-level expertise, such as design of a global personnel system to drive the globalization of Japanese companies and experience as Chief Human Resources Officer at a foreign-affiliated company. As Chief People Officer, Mr. Noda will promote Shiseido's "PEOPLE FIRST" policy even more strongly in the future.

| Name        | New Title                                 | Current Title |
|-------------|---|---------------|
| Koichi Noda | Executive Officer<br>Chief People Officer | Newly Hired   |

- End of News Release -