

Press Release

Notice of Personnel Transfer

Shiseido Company, Limited hereby announces that it will implement a personnel transfer as detailed below, effective July 1, 2022.

Note

Name	New Title	Current Title
Kousuke Koyanagi	CEO, EFFECTIM Co., Ltd.	Group Manager, Strategy & Planning Group,
		Digital Strategy Department, DX Division,
		Shiseido Interactive Beauty Co., Ltd.

- End of News Release -