

Notice of a New Management Structure

Shiseido Company, Limited (hereafter, “the Company”) hereby notifies a new management structure, decided as follows at the Board of Directors Meeting today November 10, 2022.

1. Objective: To further strengthen the management structure
2. Details of the new structure (from January 1, 2023)

Name	New Title	Current Title
Masahiko Uotani	Representative Director Chairman and CEO	Representative Director President and CEO
Kentaro Fujiwara	President and COO	Senior Executive Officer China Region CEO

Kentaro Fujiwara will be selected as Representative Director at the meeting of the Board of Directors following approval of the resolution to elect him as Director at the General Meeting of Shareholders held in March 2023.

CEO: Chief Executive Officer COO: Chief Operating Officer

3. Biography

Name: Kentaro Fujiwara

Date of birth: December 21, 1966

Education 1991 Graduated from Kagawa University Graduate School of Agriculture
Department of Agricultural Chemistry

Career 1991 Joined the Company
1994 Expatriated to Germany
1995 Europe Business Department, International Business Division of the Company
1999 Sales Operations Manager, Shiseido Europe S.A. (Expatriated to Paris)
2004 Director, Europe Distribution Center, Shiseido Europe S.A.
2005 Corporate Planning Department of the Company
2006 International Business Department of the Company
2011 Director, President, Shiseido Korea Co., Ltd.
2013 Director, President, Shiseido Professional Korea Co., Ltd..
2015 Vice President, Corporate Strategy Department
Group Leader, Digital Strategy of the Company
2016 Corporate Officer of the Company
Chairman of the Board, President, Shiseido China Co., Ltd.
2018 China Region CEO, Corporate Officer of the Company
2020 China Region CEO, Senior Executive Officer of the Company

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