

Notice of Changes for Business Execution Systems of Shiseido Company, Limited and the Shiseido Group

We hereby announce changes for Business Execution Systems of Shiseido Company, Limited (the “Company”) and the Shiseido Group effective September 1, 2023.

1. Shiseido Company, Limited

Name	New Title	Current Title
Yoshiaki Okabe	Executive Vice President Chief Marketing & Innovation Officer Chief Brand Innovation Officer Chief Brand Officer – brand SHISEIDO	Senior Executive Officer Chief Innovation Officer Chief Brand Innovation Officer

2. Shiseido Japan Co., Ltd.

Name	New Title	Current Title
Kentaro Fujiwara	Representative Director, Chairman	—

* As of September 1, Kentaro Fujiwara, President and COO of the Company (Representative Director), will concurrently serve as the above.