

## Notice of Change in CEO and Representative Corporate Executive Officer

Shiseido Company, Limited (“Shiseido”) today announced that a resolution has been adopted by the Board of Directors on July 30, 2024, to make the following change in the position of CEO and Representative Corporate Executive Officer of Shiseido as of January 1, 2025.

### New Appointment (as of January 1, 2025)

Kentaro Fujiwara

New title: Director, Representative Corporate Executive Officer, President and CEO

Current title: Director, Representative Corporate Executive Officer, President and COO

### Retirement (as of December 31, 2024)

Masahiko Uotani

Director, Representative Corporate Executive Officer, Chairman and CEO

Note: Effective January 1, 2025, Masahiko Uotani will act as a Senior Advisor for the Shiseido Group and, upon request by the management team, provide advice, support talent development, engage in external relations, etc. He will be retiring as a director of Shiseido at the conclusion of the Ordinary General Meeting of Shareholders scheduled for the end of March 2025.

Since 2019, Shiseido has been proceeding with a five-year CEO succession plan.

At the Board of Directors on November 10, 2022, Kentaro Fujiwara was appointed as a CEO candidate to the position of President and COO, which was announced along with the retirement in December 2024 of Masahiko Uotani. The two have been working together to complete a successful leadership transition. Because this has been proceeding smoothly according to the announced plan, the Board adopted the resolution today.

—End of News Release—