

Notice of Administrative Change and Transfer of Personnel

Shiseido Co., Ltd. announces that effective March 1, 2016, it will establish 'Business Development Department' in order to strengthen business portfolio in line with medium- and long-term strategy 'VISION 2020' and will transfer personnel as below.

Name	New Title	Former Title
Gonta Kashio	Department Director, Business Development Department	Vice President, Shiseido Cosmetici(Italia) S.p.A.