



(Translation)

June 3, 2013

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Shinzo Maeda
Chairman, President & CEO
(Representative Director)
(Code No. 4911; The First Section of the Tokyo Stock Exchange)
Contact: Yukihiro Saito
General Manager of Public Relations
Department
(Tel: 03 - 3572 - 5111)

Proposed Change among Shiseido's Executives

The following change will become effective on July 1, 2013.

Name	New Title	Former Title
Takahiro Hayashi	Corporate Officer Responsible for General Affairs, Legal Affairs, Executive Affairs and Public Relations	Corporate Officer Responsible for General Affairs, Legal Affairs, Executive Affairs and Public Relations President, Shiseido Parlour Co., Ltd.
Hiroshi Maruyama	Corporate Officer Responsible for International Business Planning and Marketing	Corporate Officer Responsible for International Business Planning and Marketing General Manager of International Business Planning Department
Atsushi Hiyama	President, Japan Retail Innovation Co., Ltd.	General Manager of Cosmetics Business Planning Department, Domestic Cosmetics Business Division President, AXE Co., Ltd. President, Shiseido FITIT Co., Ltd.
Tetsuo Iwasaki	General Manager of Cosmetics Business Planning Department, and General Manager of Sales Administration Department, Domestic Cosmetics Business Division President, AXE Co., Ltd President, Shiseido FITIT Co., Ltd.	General Manager of Sales Administration Department, Domestic Cosmetics Business Division
Yoshinori Makino	General Manager of International Business Planning Department, International Business Division	President, Shiseido Cosmetici (Italia) S.p.A.

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