

Dear Sirs and Madams,

March 4, 2014

Name of Company:	Shiseido Company, Limited
Name of Representative:	Shinzo Maeda Chairman, President & CEO (Representative Director)
(Code No. 4911; The Fi Exchange)	irst Section of the Tokyo Stock
Contact:	Yukihiro Saito
	General Manager of Public Relations Department (Tel: +81 - 3 - 3572 - 5111)

## **Proposed Changes Among Shiseido's Corporate Officer**

The following changes will become effective on April 1, 2014.

Name	Former Title	New Title
Shigekazu Sugiyama	Corporate Officer	Corporate Officer
	Responsible for Corporate Culture	Responsible for Marketing of Domestic
	and Advertising Creation	Cosmetics Business Division and Clé
		de Peau BEAUTÉ Global Unit
		(announced on February 10, 2014)
		General Manager of Strategic
		Marketing Department, Domestic
		Cosmetics Business Division

-End of News Release-