



(Translation)



June 17, 2015

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited  
 Name of Representative: Masahiko Uotani  
 President & CEO  
 (Representative Director)  
 (Code No. 4911; The First Section of the Tokyo Stock Exchange)  
 Contact: Norihiko Ueoka  
 General Manager of Public  
 Relations Department  
 (Tel: +81 3 3572 5111)

### Proposed Changes Among Shiseido Group’s Executives

Effective July 1, 2015, Shiseido Co., Ltd. will transfer designated personnel as follows.

| Name             | New Title  | Former Title   |
|------------------|--|--|
| Kentaro Fujiwara | General Manager of Corporate Strategy Department   | General Manager of Corporate Strategy Department<br>President, Representative Director, Shiseido Korea Co., Ltd. and President, Representative Director, Shiseido Professional Korea |
| Hak-Sang HWANG   | President, Representative Director, Shiseido Korea Co., Ltd. and President, Representative Director, Shiseido Professional Korea |  |

< Hak-Sang HWANG >

- 1984 Sales Manager, Hangoon Cosmetics
- 1988 Obtain MBA of Yonsei University
- 1993 Deputy Division Manager of Luxury Division, and Corporate Commercial Director, L'ORÉAL SOUTH KOREA
- 2014 CEO, BonC Co., Ltd.

-End of News Release-