

(Translation)

March 31, 2017

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Masahiko Uotani
President and CEO
(Representative Director)
(Code No. 4911; The First Section of the Tokyo Stock Exchange)
Contact: Tetsuaki Shiraiwa
Department Director
Investor Relations Department
(Tel: +81 3 3572 5111)

Notice of Change in the Responsibilities of Corporate Officers

We hereby announce to change the responsibilities of Corporate Officers of Shiseido Company, Limited effective April 1, 2017.

Name	New Responsibility	Former Responsibility
Masaya Hosaka	Corporate Officer SCM, Production, Technology and Engineering, Purchasing, Factories, Frontier Science Business	Corporate Officer Technical Strategy, Regulatory Strategy, Quality Management, Frontier Science Business
Yasushi Kushida	Corporate Officer Assisting Chief Technology and Innovation Officer Special Mission Projects	Corporate Officer SCM, Production, Technology and Engineering, Purchasing, Factories

- End of News Release -