



(Translation)

June 5, 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 Changes for Business Execution System

We hereby announce changes of the detailed responsibilities of Corporate Officer of Shiseido Company, Limited effective July 1, 2017.

Name	New Responsibility	Current Responsibility
Yoichi Shimatani	Corporate Executive Officer Chief Research and Development Officer R&D Strategy, GIC Integrated Operations, Cosmetics R&D, Cosmetics Technical Information Development, Intellectual Property, Advanced Research, Incubation, Quality Assessment	Corporate Executive Officer Chief Research and Development Officer R&D Administration, Cosmetics R&D, Cosmetics Value Development, Intellectual Property, Basic Research, Life Science Research, Quality Assessment

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