



(Translation)

July 12, 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 Transfer of Personnel in Shiseido Group

Shiseido Company, Limited hereby announces that its affiliate will implement personnel transfers as detailed below effective July 17, 2017.

Transfers of Personnel in affiliate of Shiseido Group

Name	New Title
Susan L. Jurevics	President Bare Escentuals Beauty, Inc.

- End of News Release -