



(Translation)

August 30, 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 Personnel Transfer

Shiseido Company, Limited hereby announces that it will implement personnel transfer as detailed below effective September 1, 2017.

Name	New Title
Sohei Nishino	Department Director, Regional Business Steering Global Professional Business Division

- End of News Release -