



(Translation)

September 29, 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 October 1, 2017.

Name	New Title
Soichiro Saito	Chief Information Security Officer

- End of News Release -