



(Translation)



March 26, 2018

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: Harumoto Kitagawa
Department Director
Investor Relations Department
(Tel: +81 3 3572 5111)

Notice of Change in the Responsibility of Corporate Officer and Personnel Transfers

Shiseido Company, Limited hereby announces that it will implement change in the responsibility of Corporate Officer and personnel transfers as detailed below effective April 1.

1. Change in the responsibility of Corporate Officer

Name	New Responsibility	Current Responsibility
Norio Tadakawa	Corporate Executive Officer Chief Finance Officer Finance, Financial Management, Investor Relations, Supply Network Strategy, Production Technology, Supply & Purchasing, Global Business Support, Japan Business Support, Factories ^{*1}	Corporate Executive Officer Chief Finance Officer Finance, Financial Management, Investor Relations, Business Development ^{*2}

*¹ Norio Tadakawa will be responsible for “Supply Network Strategy, Production Technology, Supply & Purchasing, Global Business Support, Japan Business Support, Factories” along with Corporate Officer, Masaya Hosaka.

*² “Business Development” will be under Masahiko Uotani, Representative Director President and CEO.

2. Personnel Transfers

Name	New Title	Current Title
Katherine Melchior Ray	Senior Vice President & CMO, Global Prestige Brands	Newly hired
Atsushi Yasuda	Department Director, Global Business Support Department	Department Director, Financial Management Department