



(Translation)

March 18, 2019

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  
Vice President  
Investor Relations Department  
(Tel: +81 3 3572 5111)

### Notice of Personnel Transfer

Shiseido Company, Limited hereby announces that it will implement a personnel transfer as detailed below effective April 16, 2019.

Name	New Responsibility
Atsunori Takano	Vice President, Global ICT Department Department Director, ICT Management Department

\* This transfer will serve to separate the duties of Vice President, Global ICT Department and Department Director, ICT Management Department from those of corporate officer Mitsuru Kameyama concurrently serving as the above.

-End of News Release-