



(Translation)



March 29, 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 1, 2019.

Name	New Responsibility	Current Responsibility
Toshinobu Umetsu	Chief Strategy Officer Vice President, Corporate Strategy Department	Vice President, Corporate Strategy Department

-End of News Release-