



(Translation)

October 5, 2021

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 November 1, 2021.

Name	New Title	Current Title
Naoki Hanamura	Brand Director, Shiseido Professional Brand Unit, Global Professional Business Division	Group Manager, NPD Form & Brand Development Group, Shiseido Professional Brand Unit, Global Professional Business Division

—End of News Release—