

(Translation)

October 5, 2022

Name of Company: Shiseido Company, Limited
 Name of Representative: Masahiko Uotani
 President and CEO
 (Representative Director)
 (Code No. 4911; The Prime Market of the Tokyo Stock Exchange)
 Contact: Ayako Hirofuji
 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, 2022.

Name	New Title	Current Title
Tao Han	Vice President, Safety, Quality & Sustainability Department	Newly Hired
Masanobu Tada	FOCUS Manufacturing Business Transformation Lead	Director, Operations Management Department, Osaka Factory Director, Operations Management Department, Osaka Ibaraki Factory

—End of News Release—