



May 10, 2023

(Translation)

Name of Company: Shiseido Company, Limited
Name of Representative: Masahiko Uotani
Chairman 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)

Announcement of Personnel Changes

Shiseido Company, Limited has announced the following personnel changes, effective June 1, 2023.

| Name | New Title | Current Title |
|--------------|--|---|
| Lo Ying | Vice President, Brand Strategy & Business Development, SHISEIDO Global Brand Unit | Vice President, Brand Strategy & Business Development, SHISEIDO Global Brand Unit Vice President, Corporate Strategy Department, Corporate Transformation Acceleration Division |
| Emi Watanabe | Vice President, Product Development Department, SHISEIDO Global Brand Unit | Director, Core & Suncare Group, Product Development Department, SHISEIDO Global Brand Unit |

—End of News Release—