



(Translation)

February 28, 2024

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

Changes among the Regional Leadership of the Shiseido Group

Shiseido Company, Limited (“Shiseido”) has announced that it will implement changes among the regional leadership of the Shiseido Group, effective March 1, 2024.

Name	New Title	Current Title
Franck Marilly	EMEA Region Chairman	EMEA Region CEO
Alberto Noe	EMEA Region CEO	EMEA Deputy Region CEO

-End of News Release-