

March 2, 2005

## **Notice on Change of Representative Director**

### **Shiseido Company, Ltd.**

Listing: Tokyo Stock Exchange, First Section

Code Number: 4911

Representative: Morio IKEDA, President & CEO (Representative Director)

Contact Information: Tadashi ICHIHASHI, General Manager of Public Relations Department

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On March 2, 2005, Shiseido Co., Ltd. announced that the Board of Directors has unofficially decided upon the change in Representative Director as below.

### **1. Newly Appointed Representative Director**

Name	New Position	Present Position
Seiji NISHIMORI	Vice President Representative Director	Corporate Executive Officer Responsible for H&BC Business Vice Chief Officer of Cosmetics Business Division

The director will be officially chosen and appointed by the Board of Directors after the approval at the Ordinary General Meeting of Shareholders to be held in late June 2005.

Name: Seiji NISHIMORI

Place of Birth: Osaka Prefecture, Japan

Date of Birth: October 13, 1943

Career History: Mar. 1967 Graduated from Doshisha University, Faculty of Economics

Apr. 1967 Joined Shiseido, Co. Ltd.

June 1994 Director & President, Shiseido Osaka Sales, Co., Ltd.

June 1996 Director & General Manager of Sales Support Dept.  
Shiseido Sales, Co., Ltd.

June 1997 General Manager of Sales Support & Administration Dept.  
Fine Toiletry Operations Division, Shiseido, Co., Ltd.

June 2001 Corporate Officer  
Chief Officer of Logistics Division, Shiseido, Co., Ltd.

June 2003 Corporate Executive Officer  
Chief Officer of Domestic Sales Division, Structured Retail  
Stores, Cosmetics Business Headquarters, Shiseido, Co., Ltd.

June 2004 Corporate Executive Officer, Shiseido, Co., Ltd.  
Vice Chief Officer of Cosmetics Business Division

## 2. Retiring Representative Director

Name	Present Position
Shigeo SHIMIZU	Vice President Representative Director

The director will retire upon the closing of the Ordinary General Meeting of Shareholders to be held in late June 2005.

\* The Company has announced the following change in Representative Director on February 4, 2005.

Name	New Position	Present Position
Morio IKEDA	Chairman of the Board and Director	President & CEO Representative Director
Shinzo MAEDA	President & CEO Representative Director	Director General Manager of Corporate Planning Department