

(Translation)

February 15, 2022

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

Notice of Personnel Transfer

Shiseido Company, Limited hereby announces that Koichi Noda will join the company as Executive Officer, Chief People Officer, effective March 1, 2022.

Mr. Noda has deep professional experience and high-level expertise, such as design of a global personnel system to drive the globalization of Japanese companies and experience as Chief Human Resources Officer at a foreign-affiliated company. As Chief People Officer, Mr. Noda will promote our "PEOPLE FIRST" policy even more strongly in the future.

Name	New Title	Current Title
Koichi Noda	Executive Officer Chief People Officer	Newly Hired

- End of News Release -