

(Translation)

February 10, 2014

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited

Name of Representative: Shinzo Maeda

Chairman of the Board,

President & CEO (Representative Director)

(Code No. 4911; The First Section of the Tokyo Stock

Exchange)

Contact: Yukihiro Saito

General Manager of Public

Relations Department (Tel: +81 - 3 - 3572 - 5111)

Correction: "Proposed Changes Among Directors, Audit & Supervisory Board Members and Corporate Officers"

Please allow us to correct a mistake in the press release titled "Proposed Changes Among Directors, Audit & Supervisory Board Members and Corporate Officers," we issued 1:00pm February 10, 2014. (corrected part underlined)

10. Directors and Audit & Supervisory Board Members (Changes to become official subject to approval at the 114th Ordinary General Meeting of Shareholders, Board of Directors Meeting and the Audit & Supervisory Board Members Meeting scheduled to be held at the end of June 2014*)

Incorrect:

(1) Directors

Name	Effective as of April 1, 2014	*
Tsunehiko Iwai	Director	Director
	Corporate Executive Officer	Corporate Executive Officer
	Responsible for Research &	Responsible for Research &
	Development, Production and	Development, Production and
	Technical Affairs	Technical Affairs



Correct:

(1) Directors

Name	Effective as of April 1, 2014	*
Tsunehiko Iwai	Corporate Executive Officer	Director
	Responsible for Research &	Corporate Executive Officer
	Development, Production and	Responsible for Research &
	Technical Affairs	Development, Production and
		Technical Affairs

- End of News Release -