



(Translation)

March 4, 2014

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Shinzo Maeda
Chairman, 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)

Proposed Changes Among Shiseido's Corporate Officer

The following changes will become effective on April 1, 2014.

Name	Former Title	New Title
Shigekazu Sugiyama	Corporate Officer Responsible for Corporate Culture and Advertising Creation	Corporate Officer Responsible for Marketing of Domestic Cosmetics Business Division and Clé de Peau BEAUTÉ Global Unit (announced on February 10, 2014) General Manager of Strategic Marketing Department, Domestic Cosmetics Business Division

-End of News Release-