



(Translation)



January 30, 2015

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
 Name of Representative: Masahiko Uotani
 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 Executives

Effective February 1, 2015, Shiseido Co., Ltd. will transfer designated personnel as follows.

Name	New Title	Former Title
Masahiko Uotani	Representative Director President & CEO Responsible for Global Business (International Business, China Business and Professional Business) [Chief Officer of International Business Division]	Representative Director President & CEO Responsible for Human Resources and Corporate Culture Reforms
Carsten Fischer	Representative Director Corporate Senior Executive Officer Responsible for Strategic Project, assisting CEO	Representative Director Corporate Senior Executive Officer Responsible for Global Business (International Business, China Business and Professional Business) [Chief Officer of International Business Division]
Jun Aoki	Corporate Advisor Responsible for Human Resources and Corporate Culture Reforms CHO(Chief Human Resource Officer) General Manager of Human Resources Department	Corporate Advisor CHO(Chief Human Resource Officer) General Manager of Human Resources Department

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