(Translation)

May 19, 2014

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Shinzo Maeda
Chairman, 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 Change Among Shiseido's Executives

The following change will become effective on June 1, 2014.

Name	New Title	Former Title
Chikako Sekine	Corporate Executive Officer Responsible for Beauty Consultation, Beauty Creation, Consumer Information and Domestic Non-Shiseido Brand Businesses President, d'ici là Co., Ltd.	Corporate Executive Officer Responsible for Beauty Consultation, Beauty Creation, Consumer Information and Domestic Non-Shiseido Brand Businesses

- End of News Release -