(Translation)

June 2, 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 July 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	Corporate Executive Officer Responsible for Beauty Consultation, Beauty Creation, Consumer Information and Domestic Non-Shiseido Brand Businesses President, d'ici là Co., Ltd.
Daisuke Fujita	President, d'ici là Co., Ltd.	General Manager of Sales Department, Specialty Stores, Domestic Cosmetics Business Division
Koutaro Kimura	General Manager of Sales Department, Specialty Stores, Domestic Cosmetics Business Division	General Manager of Planning Department Shiseido Sales Co., Ltd. Chugoku and Shikoku region Branch Office
Toshiaki Yoshida	President & CEO, Shanghai Zotos Citic Cosmetics Co., Ltd.	General Manager of Business Administration Division Shiseido Liyuan Cosmetics Co., Ltd.
Nobuyuki Takai	President, Shiseido (N.Z.) Ltd.	President, Shiseido (N.Z.) Ltd. and President, Shiseido (Australia) Pty., Ltd.
Ayako Hirofuji	President Director, PT Shiseido Cosmetics Indonesia	Asia Pacific Sales Department, International Business Division

- End of News Release -