(Translation)

July 31, 2014

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 Change Among Shiseido's Executives

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

Name	New Title	Former Title
Hiroshi Maruyama	Corporate Officer Responsible for International Business Strategy and Marketing General Manager of International Business Planning Department, International Business Division	Corporate Officer Responsible for International Business Strategy and Marketing

-End of News Release-