(Translation)

March 4, 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)

Shiseido Announces Transfer Personnel

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

Name	Former Title	New Title
Daisuke Otobe	Division General Manager, Global Product Marketing Division, Nissan Motor Co., Ltd.	Corporate Advisor, Chief Marketing Officer, Japan Region [Japan Business Division]

<Daisuke Otobe Biography>

February 19, 1969 Born in Aichi Prefecture

1992 Joined Procter & Gamble Japan K.K.

1997 Brand Manager, Procter & Gamble Japan K.K.

2001 Marketing Director, Procter & Gamble Japan K.K.

2004 Kwansei Gakuin University, Master of Business Administration (Marketing)

2007 Director, The Procter & Gamble Company

2008 Kobe University, Doctor of Business Administration (Marketing)

2009 Marketing Director, Danone Japan Co., Ltd.

2012 Vice President, Marketing, Unilever Japan K.K.

2014 Division General Manager, Global Product Marketing Division, Nissan Motor Co., Ltd.

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