(Translation)

March 16, 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 Appoints Corporate Officer

Effective April 1, 2015, Shiseido Co., Ltd. will appoint new corporate officer.

Name	Former Title	New Title
Mari Tamura	Managing Director General Manager McCann Erickson Japan	Corporate Officer, Global Business Division

<Mari Tamura Biography>

September 25, 1962 Born in Tokyo, Japan

1985 Graduated from Keio University, Bachelor of Arts, Law

1990 MBA at the University of Chicago Graduate School of Business

1990 Account Management Division, Leo Burnett

2001 Account Director, Beacon Communications K.K.

2007 Head of Account Management Division, Beacon Communications K.K.

2012 Executive Business Director, McCann Erickson Japan

2014 Managing Director, General Manager, McCann Erickson Japan

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