(Translation)

May 8, 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: Norihiko Ueoka
General Manager of Public Relations Department
(Tel: +81 3 3572 5111)


# Proposed Changes Among Shiseido's Executives

Effective May 11, 2015, Shiseido Co., Ltd. will transfer designated personnel as follows.

| Name | New Title | Former Title |
|---|---|---|
| Jean-Philippe Charrier | Corporate Officer<br>President, Asia Pacific Region, Global Business Division<br>[Responsible for Asia Pacific Business] | Corporate Officer<br>President, Asia Pacific Region and Senior Vice President, Global Professional Business, Global Business Division<br>[Responsible for Asia Pacific Business and Global Professional Business] |
| Mari Tamura | Corporate Officer<br>Senior Vice President, Global Prestige Brands, Global Business Division | Corporate Officer<br>Global Business Division |
| Katharina Höhne | Senior Vice President<br>Global Professional Business, Global Business Division | |

<Katharina Höhne>

December 19, 1969 Born in Germany

1997 Sales Representative Manager/Brand Manager Henkel (Paris, France)

2000 Senior Brand Manager Henkel(Düsseldorf, Germany)

2002 Marketing Manager Schwarzkopf &Henkel (Düsseldorf, Germany)

2005 Area Sales Manager Schwarzkopf Professional (Hamburg, Germany)

2006 General Manager, Schwarzkopf Professional (Paris, France)

2011 Regional Vice President, Asia Pacific, Schwarzkopf Professional (Shanghai, China)

2013 Corporate Vice President, Marketing International Schwarzkopf Professional (Hamburg, Germany)

2014 Resigned from Schwarzkopf Professional

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