(Translation)

June 9, 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)

Notice of Executive Personnel Change in the Shiseido Group

Toward the achievement of the Shiseido Group's mid-to-long term strategy "VISION 2020" and current Three-Year Plan, we aim for acceleration of the Group's global growth. To achieve this goal, we are driving forward localization of organizations and cultivation of brands based regions. Since April 1, 2015, we started transition to new matrix organization in order to speed up decision making process as well as to meet consumer needs more precisely and promptly in each region. The matrix organization is based on the brand axis (prestige, cosmetics, personal care and professional) and regional axis (Japan, Americas, Europe, China, Asia-Oceania and Travel Retail). The Shiseido Group will go into full-fledged operation of the matrix organization in January, 2016.

To realize the organizational transition, Shiseido will make a personnel change effective September 1, 2015, as follows;

Name	New Title	Former Title
Louis Desazars	President & CEO of Shiseido Europe Region and President & CEO of Beaute Prestige International S.A.	Global CEO of NARS brand

-End of News Release-