(Translation)

June 17, 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 Group's Executives

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

Name	New Title	Former Title
Kentaro Fujiwara	General Manager of Corporate Strategy Department	General Manager of Corporate Strategy Department President, Representative Director, Shiseido Korea Co., Ltd. and President, Representative Director, Shiseido Professional Korea
Hak-Sang HWANG	President, Representative Director, Shiseido Korea Co., Ltd. and President, Representative Director, Shiseido Professional Korea	

＜Hak-Sang HWANG＞

1984 Sales Manager, Hangook Cosmetics

1988 Obtain MBA of Yonsei University

1993 Deputy Division Manager of Luxury Division, and Corporate Commercial Director, L'ORÉAL SOUTH KOREA

2014 CEO, BonC Co., Ltd.

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